

# INFORMATIONAL MEETINGS

At informational meetings, you'll show prospective Rotarians what Rotary is all about, the benefits of membership, and what Rotary clubs can do for their communities. Consider holding several over a period of time.

## + MARKETING YOUR INFORMATIONAL MEETING

Consider these tips:

- Assemble a marketing team and ask it to meet regularly to review progress, discuss ideas, and implement plans.
- Create and regularly update a list of top community and business leaders' names. Use this list to target individuals you want in the club.
- See if your district has any [online prospective member leads](#) that can be assigned to the new club once it's chartered.
- Generate excitement about joining Rotary by displaying posters in prominent business windows and reception areas. Find flier templates in the Brand Center under [Promotional Resources](#). Use social media for promotion, too.
- Have volunteers distribute as many cards, posters, and fliers as possible to shops and other businesses, local government offices, schools, etc. Post invitations online, too, and invite your best prospects by email.

## + PREPARING TO HOST AN INFORMATIONAL MEETING

- Make lists of invitees and of the special guests and speakers.
- Prepare the agenda, including the purpose of the meeting, which is to educate people about Rotary and explain the benefits of membership.
- Prepare handouts with the meeting agenda for all attendees.
- Confirm that the venue has been arranged and prepared for the meeting.
- Confirm speakers, if any.

- Think about how you can describe Rotary in a compelling way that would make attendees feel welcome and want to get involved. Ask speakers to tell their own stories about Rotary's effect on club members or the community, or show a [Rotary video](#) that moved you.
- Order the brochure for prospective members, [Impact Begins With You](#), from [shop.rotary.org](#) to distribute at the meeting.
- Create a club brochure using the customizable club brochure template in the Brand Center. Upload your own photos and add your club's projects and events. Print enough to distribute.
- Review the [Discover Rotary PowerPoint presentation](#), which explains the organization and the benefits of membership. Add slides about your club.
- Check that presentations are ready and equipment is working before the meeting.
- Put banners and other promotional material in place well before the meeting starts.
- Assign someone to take notes during the meeting.

## + TIPS FOR INFORMATIONAL MEETINGS

- Make it professional. You are marketing Rotary.
- Provide light refreshments (possibly sponsored by your venue).
- Network and make a list of at least 10 names of people who showed an interest in meeting again.
- Give all attendees your club brochure or other Rotary materials.

For tips on working with prospective members, see [Creating a Positive Experience for Prospective Members](#).

## **SAMPLE INFORMATIONAL MEETING AGENDA**

The new club adviser works with a team of interested prospective or current Rotarians to organize and run the meeting. These informational meetings often take place over two to three months.

### **Sample agenda**

- Ask attendees to introduce themselves and state their business, profession, or community interest. Recognize former Rotarians and those who plan to become members of the new club.
- Deliver two or three short, light-hearted presentations on the benefits of being a Rotary member, what Rotary can do for the attendees, and what Rotary does for others. Have some Rotarians tell their own stories about being members. Emphasize the international aspect of Rotary.
- Hold a discussion about the new club's objectives, including the types of community or international service the potential members want to be involved in.
- Give a brief overview:
  - Service opportunities available to Rotarians
  - The Rotary Foundation and the causes that it supports through grants
  - Rotary's core values and mission
  - Attendance expectations
  - Various ways to meet (online or in person) and how often the club will meet
  - The need for a diverse membership and the members' responsibility to bring in new members
  - Members' financial obligations to the club, district, and Rotary International
- Allow time for participants to get to know each other and you. Even just asking participants to meet one new person sitting next to them is a good start.
- Announce the date and time of the next meeting. Ask everyone to bring a friend.

If the next meeting will be an organizational meeting, announce that. (It takes at least 20 members to start a Rotary club, but you can hold an organizational meeting to begin deciding what the new club will be like as soon as you have a core group of eight to 10 committed prospective members.) Refer to [Organizational Meetings](#) for details.

### **Want more information?**

- ➔ See [Starting a Rotary Club](#) for the overall process of starting a new club.