

**MEMBERSHIP LEADS: Communication Responses for Clubs**

*Use the customizable scripts below to communicate with prospective members who have been assigned to your club through the Manage Membership Leads page in My Rotary. Please feel free to modify the text based on your needs, and whichever method(s) you use, update the prospective member’s status in My Rotary. It’s important your club has a process for managing membership leads that have been assigned to you, because it helps us ensure that prospective members receive a response to their inquiry and have a positive experience engaging with Rotary.*

**VIA EMAIL**

Dear \_\_\_\_ **(name of prospective member)** \_\_\_\_\_\_\_\_\_,

Thank you for your interest in Rotary! My name is \_\_\_\_ **(your name)** \_\_\_\_\_\_\_\_\_\_\_, and I’m a member of the Rotary Club of \_\_\_\_\_\_ **(club name)** \_\_\_\_\_\_\_\_.

Our club typically meets on \_\_\_\_\_**(day/time)** \_\_\_\_\_ at \_\_\_\_**(location)**\_\_\_\_ *(If your club’s meetings include multiple meeting formats, please mention that here).* Due to the pandemic, we have shifted to virtual meetings using **\_\_\_\_ (virtual platform) \_\_\_\_\_\_.** *(use if applicable)*We also organize a variety of service projects and social gatherings that allow our members and friends of the club to get to know each other while serving our community. We would love to have you join us!

I’d be happy to connect by phone or video chat to answer any questions you might have about our club or Rotary. What is a good time for you?  In the meantime, feel free to visit our club’s website/Facebook page at \_\_\_\_\_ **(club website)** \_\_\_\_\_\_\_\_\_ or \_\_\_(**club Facebook page)** \_\_\_\_.

Thanks again for your interest in our club. I look forward to hearing from you.

Best regards,

\_\_\_ **(your name)** \_\_\_

**\*Next Step:** Update status in Manage Membership Leads page in My Rotary

**VIA PHONE**

Hi, is \_\_ **(name of prospective member)** \_\_\_\_\_\_\_ available? T­­­­­his is \_\_\_\_**(your name)**\_\_\_\_\_\_\_, and I am the \_\_\_**(club role)**\_\_\_\_\_\_\_ for the Rotary Club of \_\_\_\_**(club name)**\_\_\_\_\_\_\_\_\_. Is now a good time to chat?*(If yes, proceed. If no, schedule another time to talk, or follow up with an email if they prefer).*

Thank you so much for your interest in joining our Rotary club! I’d love to talk with you about your interests and background and set up a time for you to visit our club or join one of our socials or service projects. Can you tell me a little about yourself and how you found out about Rotary? *(Be sure to listen and respond appropriately).*

Our club has been serving the community since \_\_\_\_ **(charter date)** \_\_\_\_\_\_\_. Some of our key activities for members are\_\_\_\_ **(club activity)** \_\_\_\_\_\_\_\_\_\_ and \_\_\_ **(club activity)** \_\_\_\_\_\_\_. As Rotary members, we’re able to give back to our community through service, form new personal and professional connections, and explore leadership and professional development opportunities.

*(At end of conversation)* Thank you for speaking with me today. I look forward to seeing you at our next \_\_\_**(meeting/social/project)\_\_\_** at \_\_\_\_**(time, place)**\_\_\_\_\_ , on \_\_\_\_**(date)**\_\_\_\_\_\_*.* Have a great day!

**\*Next Step:** Update status in Manage Membership Leads page in My Rotary

**VIA TEXT MESSAGE**

Hi \_\_\_\_ **(name of prospective member)** \_\_\_! My name is \_\_\_\_ **(your name)** \_\_\_\_\_\_\_, and I’m a member of the \_\_ (**club name)** \_\_\_. I’ve heard you’re interested in learning more about Rotary.

Our club typically meets on \_\_**(day)**\_\_\_ at \_\_**(location)**\_\_\_. Due to the pandemic, we are currently meeting online via **\_\_\_ (virtual platform)** \_\_\_.*(use if applicable)*

We have a lot of opportunities for service while building relationships with each other and the community. I would love to connect via phone or video chat sometime soon. Is there a time that works best for you?

*Ideally, it would be best to connect with the lead in person, over the phone, or video chat at this point. However, if the lead is unavailable, the club leader can invite them to check out their website and social media or their next event.*

**\*Next Step:**Update status in Manage Membership Leads page in My Rotary

**FINAL OUTREACH VIA EMAIL**

*In some cases, the prospective member simply may not respond. After multiple methods of outreach, please use the below template to close the loop with the lead and update the status in My Rotary.*

Dear \_\_ **(name of prospective member)** \_\_\_\_\_,

I hope this message finds you well. Thank you for expressing interest in joining our Rotary club. We regret that we’ve been unable to reach you. We understand sometimes unforeseen circumstances arise, and perhaps you’re not currently able to engage in Rotary. We're going to update our records to reflect that you’re not interested in pursuing membership in Rotary at this time.

However, should things change, you’re always welcome to contact our club at \_\_**(club email address)**\_\_\_, **(club phone number)\_\_\_**, or follow us and our service projects and club events at \_\_**(social media link )\_\_\_**. Please reach out if you have any questions!

Thanks again for your interest in Rotary!

\_\_ **(your name) \_\_\_**

\***Next Step**:Update status in Manage Membership Leads page in My Rotary to “*candidate no longer interested”*