



PROSPECTIVE MEMBER OUTREACH TEMPLATE (FOR DISTRICTS)

Use these customizable scripts to communicate with and about prospective members assigned to you through the [Manage Membership Leads page](#) in My Rotary. Modify the text based on your needs and update the prospective member's status in My Rotary at each step.

It's important that every district have a process to manage membership leads. We want each prospective member to receive a response and have a positive interaction with Rotary.

VIA EMAIL

Initial outreach to prospective member

(If the lead submission is from an area with several clubs and the candidate is not specific in their submission about their preferred location)

Dear ____ (**name of prospective member**),

Thank you for your interest in joining Rotary! I'm the ____ (**district role**) for the ____ (**town/city/community**) area and would love to connect you with a club that matches your interests. Since there are ____ (**number**) of clubs in and around ____ (**town/city/community**), please let me know if there's a specific part of the area where you'd prefer to find a club.

Are there certain aspects of Rotary, such as service, professional and leadership development, or networking, that you're most interested in?

After I receive your reply, I'll connect you with one or more clubs that match your interests.

I look forward to helping you find the right Rotary experience!

Sincerely,

____ (**your name**)

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) to "District contacted candidate."

2nd outreach to prospective member

(After receiving a response from the candidate about their preferred location and interests)

Dear ____ (**name of prospective member**),

Thank you for your response! Based on your location and interests, I think the Rotary/Rotaract Club of ____ (**club name**) could be a great match for you. [(**Use if applicable**) Other clubs could also be a good match, so let me know if you want to talk by phone about the options.] I've



shared your information with the club's leaders, and they should contact you soon. In the meantime, I've included the club website and social media links for you to learn more.

Rotary Club of ____

- ____ **(club website)**
- ____ **(social media links)**

Please let me know if you have any questions.

Sincerely,

____ **(your name)**

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Use the 'Outreach to club leaders' template below to let club leaders know you've assigned them a lead.

2nd outreach to prospective member

(After receiving no response about the candidate's location and interests after three days)

Dear ____ **(name of prospective member)**,

Thanks again for your interest in joining Rotary. I'd love to hear more about your location and interests so that we can connect you with the right club.

Please let me know where in ____ **(town/city/community)** you'd prefer to find a club, and if you have any specific interests.

I look forward to hearing from you and helping you find the right Rotary experience!

Sincerely,

____ **(your name)**

What's next:

Update the candidate's status on the [Manage Membership Leads page](#) to "District contacted candidate" and include the date of your second outreach in the notes section.

Initial outreach to prospective member

(If the candidate is specific in their submission about their location and interests)

Dear ____ **(name of prospective member)**,

Thank you for your interest in joining Rotary! I'm the ____ **(district role)** for the ____ **(town/city/community)** area and would love to connect you with a club. Based on your location and interests, I think the Rotary/Rotaract Club of ____ **(club name)** could be a great match for you. I've included the club website and social media links below for you to learn more.



- ____ (club website)
- ____ (club Facebook page or other social media)

In the meantime, I'll share your information with the club's leaders and have them contact you about visiting the club.

If you have any questions, please don't hesitate to ask.

Sincerely,

____ (your name)

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Then use the 'Outreach to club leaders' template below to let club leaders know you've assigned them a lead.

Outreach to club leaders

(When you've assigned the lead to their club in My Rotary)

To: Club president, club secretary/director, club membership chair

CC: Assistant governor

Dear club officers,

I hope you're all well! On ____ (date), ____ (name of prospective member) expressed interest in joining a club in ____ (town/city/community). Based on their location and interests, I've assigned them to your club in the membership leads system in My Rotary.

You should have received an email from Rotary that includes a link to your club's [Manage Membership Leads page](#). Please use the link to find the candidate's information and then contact them, establish a relationship, and invite them to a club meeting, social event, or service activity.

Please remember to update the person's status in the system, following the instructions in the [Grow Your Club Membership Using Membership Leads](#) guide.

If the candidate joins your club, select "Club admitted candidate" on the [Manage Membership Leads page](#). This will automatically add them to your club's roster, even if you use a third-party database. If the candidate isn't a good match for your club, indicate that in the system and we'll find a club that's a better fit.

Please confirm that you've received this message, and let me know if you have any questions.

Sincerely,

____ (your name)

VIA PHONE



Initial outreach to prospective member

Hello, may I speak with ____ **(name of prospective member)**?

I got your number because you expressed interest in joining Rotary. My name is ____ **(your name)** and I'm the ____ **(district role)** for the ____ **(town/city/community)** area. If you have a few minutes, I'd like to learn more about you so I can connect you with a club. Is now a good time? *(If yes, proceed. If no, set up another time to talk.)*

How did you find out about Rotary?

You may already know that Rotary and Rotaract clubs offer ways to get involved in the community and make a difference. Rotary also provides opportunities for personal and professional growth, such as leadership development, networking, and building meaningful friendships. Is there a certain aspect of Rotary that you're most interested in?

Regarding service, are there specific causes that you're interested in?

Do you work and live in the same community? *(If the answer is no)* Are you interested in clubs meeting in either area? Do you have a preference?

You said that ____ **(time of day)** works best for you. Are there other times that you'd be available?

The Rotary/Rotaract Club of ____ **(club name)** may be a good fit for you. I'll share your information with the club's leaders, and they should contact you soon. Do you prefer that they contact you by phone, email, or text?

Do you have any questions I can answer now?

If you think of anything later, you can call me at ____ **(phone number)** or email me at ____ **(email address)**.

Thank you so much for taking the time to talk. I'm looking forward to connecting you with a club.

Take care!

What's next:

Assign the candidate to the club on the [Manage Membership Leads page](#). Then use the 'Outreach to club leaders' template above to let club leaders know you've assigned them a lead.

VIA TEXT MESSAGE

Initial outreach to prospective member

Hi ____ **(name of prospective member)**. Thanks for your interest in joining a Rotary club! This is ____ **(your name)**, the ____ **(district role)** for the ____ **(town/city/community)** area.



I'd love to connect you with a club that matches your interests. Is there a good time for us to talk, or is texting better? *(If texting works best, continue with the script below.)*

Where in the area would you prefer to meet or find a club?

Are there certain aspects of Rotary you're most interested in? Rotary offers opportunities for service, building relationships, networking, and professional or leadership development.

Regarding service, are there specific causes that you're interested in?

The Rotary/Rotaract Club of ____ **(club name)** may be a good fit. I'll share your information with the club's leaders, and they should contact you soon.

In the meantime, you can learn more about them on social media ____ **(social media links)** and online ____ **(club website)**.

Let me know if you have any questions. Best wishes!

What's next:

Assign the candidate to the club on the [Manage Membership Leads](#) page. Then use the 'Outreach to club leaders' template above to let club leaders know you've assigned them a lead.

VIA EMAIL

Final outreach

(In some cases, the person simply may not respond. After you've tried to contact them in multiple ways, use this template to end the interaction. Then update their status in My Rotary.)

Dear ____ **(name of prospective member)**,

We appreciate your interest in joining Rotary and regret that we haven't been able to connect with you. We understand that people's circumstances change and you might not be able to engage with Rotary right now. We'll update our records to reflect that you're not interested in becoming a member at this time.

If things change, however, please reapply at rotary.org/join to be connected with a local club. You can also contact a club leader through the club's website. Please let us know if you have any questions.

Sincerely,

____ **(your name)**

What's next:

Update the candidate's status on the [Manage Membership Leads](#) page to "District determined candidate not interested in Rotary."
