



Rotary

Recipe for Planning a Successful Discover Rotary Event (Rotary Open House)

District 7600

A successful Membership Event (Discover Rotary – Rotary Open House) starts with a timeline working **backwards** from the event date. There are a small number of usual failure modes for these events:

- Lead Time – **TOO SHORT** - The primary failure mode for District events is **Starting Too Late** and not providing the audience ample time to plan for attending the event. This is the #1 cause of low attendance. A “Save the Date” anything less than 8-10 weeks out is likely to find the date already taken on the prospective attendee’s calendar. Best Practice? Start promoting the event at least 10-12 weeks in advance, preferably 12.
- Open Registration – Second highest failure mode is: **Not providing a “Call to Action”**, like **“Register NOW”**. A **“Register Now”** invitation is 5 times more likely to get you an attendee than a “Save the Date”.
- Intentional Promotion – Third highest failure mode is **assuming 1 or 2 email invitations will suffice**, or that email **“ALONE”** will get the job done.
- NOT a “Stand Alone” Event – Included with another event, regular Rotary meeting, guest speakers presentations, award presentations, new member inductions... ETC..

Besides advance planning (allowing enough lead time for members and guests to get registered), a successful membership event has several essential ingredients, most of which occur before the event:

Best Practices

- **Lead Time** – Allow a minimum of 10 – 12 weeks. Recommend 12 or more for proper planning.
- **District and Club Membership TEAM Selection** – Include those club leaders that have a proven track record of membership engagement & growth. Engage with your District Membership Success Couch and District Team for guidance.
- **Select Date and Location** – Select a date and time that is best served by your target audience. Consider holding the event in the early evening to maximize participation.
- **Maximize Training Support** – Include your District Membership Committee in helping to provide you with additional resources. Zone Resources can be found here.. <https://www.rizones33-34.org/?s=discover+rotary>
- **Plan AGENDA as a “Stand Alone” Event** – To achieve maximum results DO NOT include the event within your normal Rotary meeting. Make the event comfortable and inviting to individuals that have not ever been to a Rotary meeting. This event is designed to me an information meeting.
- **Schedule “SAVE THE DATE” Promotion** – Leverage your public image committee and social media profiles to increase visibility of the event.

- **Simplify Registration** – Enter the event on the District DACdb Calendar and Open “*Online Registration*” (10-11 weeks out), where members can register themselves and their guests. Include a **Registration Link** within the E-mails and social media campaigns– not “Go to DACdb and register.”
- **Use “REGISTER NOW” Email** – to target attendees starting 2 months out.
- **Follow-Up Personal Phone call** – by Membership committee and club member to targeted individuals that you have invited and have not registered yet. (1-2 Months out)
- **Reminder Email “You are Not Registered Yet!”** – (Weeks 2 & 3) Follow-up with Personal Phone call to the individuals not registered.

Suggested minimum timeline for a Successful Discover Rotary Event:

<i>COUNTDOWN</i>	<i>Date</i>	<i>ACTIVITY</i>
T-0		Event Date - MEMBERSHIP SUMMIT
T-5 Days		Registration Closes
T-1 Week		Last Call “REGISTER NOW!” Email
T-2 Weeks		Reminder Email – “You are NOT” Registered YET!”
T-3 Weeks		Reminder Email – “You are NOT” Registered YET!”
T-4 Weeks		“REGISTER NOW!” Email
T-5 Weeks		“REGISTER NOW!” Email
T-5 Weeks		Phone Campaign – Week 2
T-6 Weeks		“REGISTER NOW!” Email
T-6 Weeks		Phone Campaign – Week 1
T-8 -10 Weeks		“REGISTER NOW!” Email – “What, Why, When, Where
T-11 Weeks		REGISTRATION OPEN
T-11-12 Weeks		“SAVE THE DATE!” Email
T-12 -16 Weeks		Venue Selection/Contracting Assemble a “Membership Summit” Planning Team Selection of Presenters and Agenda Regular meetings of the Planning Team