



MEMBERSHIP LEADS JUST FOR YOU!

Dear club president,

More than 50,000 people worldwide contact Rotary every year to find out how they can get involved. In the past, we've shared these inquiries with district leaders to review and match them with a club or program.

Now, you can see and manage all your membership leads online. Simply sign in to [My Rotary](#) and go to the [Club Administration](#) section to access prospective, relocating, and referral leads. See the [How to Manage Membership Leads](#) quick guide for details.

MANAGE LEADS WITH YOUR TEAM

As president, you're ultimately responsible for managing your membership leads, but other members of your team, such as your secretary and membership committee chair, can share the following responsibilities:

- Vet potential members
- Approach candidates
- Follow up with candidates on suggested next steps
- Update the status of leads

Each of you will receive an email alert when new leads come in. Learn more about how membership leads work in [Connect to Membership Leads](#).

INVOLVE YOUR MEMBERS

All of your members have an opportunity to contribute to membership growth by creating a membership lead for a relocating member or candidate for another club.

- If a member of your club is moving or needs to change clubs, send them a link to [rejoin or change clubs](#) to help them find a club in their new area.
- If you know someone who would make a good Rotarian but isn't able to join your club,

[make a referral](#) and we'll take it from there.

If you have questions or comments about membership leads, please send them to membershipdevelopment@rotary.org.

Best regards,
Jennifer L. Deters
Manager, Membership Research and Programs

cc: Club president-elect
Executive secretary (if applicable)
Club membership chair (if applicable)

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