

HOW TO CONDUCT THE 25-MINUTE MEMBERSHIP SURVEY

1. Meet with membership committee before you conduct the survey. Agree on a plan to get the proposed new members into the club as soon as possible.
2. Put copies of the numbered page at each table.
3. Only the moderator has a copy of the Key Page.
4. Be sure everyone has a pen or pencil. (Small golf pencils are inexpensive.)
5. Explain that we are seeking QUALITY members for the club.
6. Advise them to list people even though they might not appear to be available for membership because of other commitments. Read the questions slowly, giving everyone plenty of time to answer.
7. When they complete the answers, ask them to draw a circle around the names of all those who would make quality members of Rotary.
8. Then draw a second circle around those they would especially like to have as members of their club.
9. Next, place a star beside the names of two of those who have been circled twice, who are their favorite choices.
10. Pass the completed surveys to one person at each table, and have these immediately collected and handed to you while you continue telling them about the plan to increase membership in their club,
11. After the meeting, meet with membership committee and the club's president and count the stars. Make copies of the numbered answer pages and keep these. Refer to them in the future.
12. Remind them that the club has a definite plan to get as many of these quality people into the club as the club desires, starting immediately, and ending in 4 weeks. Unless the club follows through immediately, it may never be done.
13. There will probably be a surplus of 2-circle starred names. Keep these as the club's membership resource for future members.