

The following are “30-second elevator speeches” to get someone interested in Rotary. These were developed by different teams during the Membership Development breakout sessions led by Marty and Elaine Phillips at the District Membership Seminar on September 17, 2005. Please feel free to use one of these or use them for ideas to develop you own “elevator speech” to spark interest in Rotary.

Elizabeth Rhoads, District Membership Chair

Here is the info from the membership seminar.
Marty And Elaine Phillips

Elevator Speech

Session 1

Alpha Team

Rotary is a worldwide group of 1.2 million dedicated business and professional men and women that meet in local clubs to develop activities to make our local community and the world a better place.

We feed the hungry, work to rid the world of polio, educate the illiterate and respond to disaster.

We make friends and have fun while serving others.

Be my guest on _____ for _____ to find out for yourself what Rotary is all about.

The Sizzlers

Rotary is a global organization of business, professional and community leaders devoted to the concept of service above self through involvement in community, vocational and international projects. 1.2 million people globally share the vision of a world free from disease, poverty and illiteracy, promoting world peace and understanding.

Quattro

- People helping people in community and worldwide
- Making differences in our communities: eg. Do literacy programs, help to eradicate polio, golf outings
- Tell what our club is
- Not a secret handshake
- Social events of fun, friendship and fundraising
- Networking opportunities

Beta

Rotary is a service organization consisting of business professionals and community leaders in 31,000 clubs around the world, active in their

communities and united on a global mission to promote world understanding and peace. Some of its success stories are polio eradication, scholarship grants, humanitarian relief, literacy and water projects.

Success Stories

Compelling projects.

Ask- more than once.

Lunch invitation cards.

Bring a new Rotarian day.

Partnerships.

Session 2

Public Relations.

Send newsletter to potential member.

Incentives for members who bring in new members.

Eagles

Rotary saves and changes lives in our community and throughout the world. Rotarians work on(fill in club projects). If you won the lottery where would you focus your charitable giving? You can make a difference through and with Rotary!

Alpha Omega

Rotary is a fun way to help the world your way.

I'd like you to be my guest for lunch/breakfast(etc.) to experience Rotary. Will next Wed. at 12 be good for you?

Team Eggbert

Rotary is a century-old global network of 1.2 million men and women leaders in business and the professions, joined in fellowship and friendship in 32,000 clubs in 167 countries., making a difference in our communities, vocations, and internationally. And we have collaborated in raising 600 million dollars to inoculate 2 billion children to wipe out polio everywhere.

We are motivated by Service Above Self.

What's important to you?

4-Score

Rotary is an organization that makes you feel good by helping others!

And works in communities locally, nationally and internationally.

We're a group of local business and professional women and men, who use their skills to make the community a better place to live.

Rotary has led the global effort to eliminate polio. We currently strive to feed, clothe, and educate a diverse population.

We have weekly meetings filled with fun, friendship, fellowship, and interesting programs.

We meet on _____ at _____. Here is my card. Please be my guest and enjoy a lunch with our club.

Success Stories

Pick up guest.

Get names from your address books.

Get township business lists.

Ask speakers to join.

Go to businesses in neighborhood where you meet.

Look for new businesses.

Look for names of local people in news articles.

New people in community.

Scholarship parents.

Youth exchange parents.