

The coming month of October is Vocational Service Month, so designated by the annual Rotary calendar to emphasize major programs of Rotary International. During October, clubs are encouraged to highlight the importance of the business and professional life of each Rotarian and emphasize the Rotarian practice of high ethical standards.

“How can a club deliberately relate membership recruitment to vocational service?” Here are a few ideas to help your club develop a **prospect list**. **Materials you may need include post-its (3” X 5”) and flip chart paper. Place post-its on the tables before the meetings**

### **Vocational Service and Recruiting: Developing a Prospect List**

**Week One Meeting:** At your weekly meeting, discuss at your table the following question during your meal:

Question #1: “What businesses and/or professions are represented by the current classifications in our club?”

Activity (10 minutes): Have each attendee write their classification on a yellow post-it note (1 minute). Collect the post-its notes and place them on flip chart paper (3 minutes). Ask meeting attendees to share their observations about the composite list of classifications displayed on the flip chart paper (6 minutes). Save the flip charts and post-it notes for the next meeting.

**Week Two Meeting:** At your weekly meeting, discuss at your table the following question during your meal:

Question #2: “What businesses and/or professions do we want represented by classifications in our club?”

Activity (10 minutes): Have each attendee write down on yellow post-it notes, one idea per post-it, the names of businesses and/or titles of professions that they would like to see as members of the club (2 minutes). Collect the post-its notes and place them on flip chart paper (3 minutes). Ask meeting attendees to share their observations about the composite list of prospective businesses/professionals that could become members of the club (5 minutes). Save the flip charts and post-it notes so that a handout can be prepared for the next meeting.

**Week Three Meeting:** At your weekly meeting, discuss at your table the following question and handout during your meal:

Question #3: “What are some names of people in businesses/professions that we want to invite to a club meeting/membership event?”

Activity (10 minutes): Handout a list of businesses/professions gathered from Week Two (2 minutes). Ask club meeting attendees to discuss and then list

names (addresses, phone numbers, e-mail addresses if possible) of potential members on the handout (5 minutes).

Ask a few tables to offer their ideas that appear on their prospect list (3 minutes).

**FOLLOW-UP:** Gather these handouts with names of people in businesses/professions that you want to invite to club meetings/membership events and turn them over to the Chair, Club Membership Committee, for aggressive follow-up.