



Rotaract District 9470

Tips & Techniques for Running a Healthy Rotaract Club

2. Easy Tips for Promoting Rotaract

It is a common complaint that recruiting members is difficult, because Rotaract is virtually unknown, even to Rotarians. But sourcing new people, and spreading the word about Rotaract, is not as difficult as you may think, and can easily be done at little or no cost! All it requires is a little thought and effort. Here are some tips for promoting Rotaract which any member can apply, no matter how long they have been in Rotaract.

Talk to People

While this may sound obvious, most Rotaractors seem reluctant to let people know that they are involved in Rotaract. Word of mouth is one of the main ways people join Rotaract all around the world. If you enjoy it, let everyone know! If you are genuine about what you gain from Rotaract, others will want to experience it for themselves too. And if you don't invite people, how will they know to come to your club's activities?

So don't be shy – tell your family, friends, co-workers or classmates, people you meet on camps, anyone at all you come across who is aged 18 to 28 (if you induct anyone who is older than that, it may be hard to ask them to leave if there is only a year or a few months to go before they turn 30), about your involvement with Rotaract. Be proud! And don't forget to invite them along to a meeting, project, or social activity (you might want to start with one of these latter activities). This is the most effective way to get people to join, as Rotaractors themselves are the best possible advertisement about Rotaract.

Make sure you know the answer to the question "What is Rotaract?". *Rotaract is a non-profit, non-political, non-religious international volunteer service organization for students and young professionals aged 18 to 30, which promotes professional and leadership development, making a difference in the local and international communities, and having fun.* At this point, talk about your favourite aspects of Rotaract – what lead you to join, and why you keep going back!

Lapel Pins

A Rotaract Lapel Pin should be issued to every new member when they are inducted. The pin shouldn't be stowed away in a drawer and forgotten – like Rotarians wear their Rotary pins with pride, make sure you wear yours on a jacket or shirt all the time. Why not get several pins, and keep them on each of your different jackets, so you always remember to wear one? You can also wear an Executive / Director pin, or a 100% attendance pin.

All these pins can be purchased from Rotary Down Under Supplies:
<http://www.rotarydownunder.com.au>

Because the Rotaract logo is virtually unknown, people will ask what the significance of the pin is. This is your perfect opening to tell them about Rotaract.

When your club is out at a social event or on a project, or visiting anything Rotary related, don't forget to wear your club name badge!



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Business / Name Cards

Our district supports the "Choose It. Try It. Live It. Rotaract" advertising campaign that is used around Australia. SmartLook in Victoria (a graphic design company run by a past DRR) offers "Live It" business cards at discounted prices, which have your contact details on the front, and a blurb on the back about Rotaract as well as space for you to write the meeting details of your club (South Perth uses stickers with that information to put on the back of those cards). A PDF of the design is available if anyone is interested in taking a look. It is well worth considering getting these cards, particularly if you hold an executive role in your club, and carry them with you. You can give them to Rotarians you meet as well to anyone who might be interested in joining Rotaract.

If you want something cheaper and easier, you can make your own cards too. If you include the Rotaract logo, your club name, and your Rotaract email address, you can easily get the Rotaract name out there. Alternatively, if there is enough interest, we can put together a district template for make-your-own cards if you don't want to pay for the "Live It" ones...

Tshirts & Other Apparel

Club or district tshirts are an easy way to promote your club. Make sure your shirt is eye catching (try to avoid white or grey shirts), with a simple design, making sure that the Rotaract logo and your club name is prominent. You don't need anything more than this.

Where possible, club shirts should always be worn to any activity of your club – it helps identify your club as a team. And don't be afraid to wear your tshirt at any other time. The more people see the logo and the word Rotaract the better!

And don't stop at tshirts – think about jumpers or jackets for winter, vests (especially good for projects – you can keep any pins you collect in Rotaract activities on vests as a mark of your involvement in Rotaract ;)), caps... whatever you like!

Other Rotaract Merchandise

Next time you watch "Four Weddings and a Funeral", take a very close look at the orange mini in the opening scenes... there is a Rotaract logo on the window of the car!! You too can put stickers on your car (available from RDU supplies). This is another item that can be issued to members when they are inducted.

A variety of other items are also available from RDU supplies. Why not get a Rotaract mug to keep at work? Or use a Rotaract keyring for your keys? Use Rotaract pens?

Banners

Like club tshirts, a club banner should accompany your club to every activity, especially if you are in public. Would a Rotary club ever put on a sausage sizzle without having a big club banner announcing which club they are from? Your club should adopt the same approach.