***PETS Breakout Session notes***

***March 16, 2012***

**Goals for session, along with points mentioned about each topic:**

\* Increasing membership:

\* bringing guests

\* incentives

\* targeted topics & speakers

\* project positive image and events

\* regular mention at meetings

\* target local prospects

\* add value for businesses

\* brochure

\* quality over quantity

\* overcome cost barrier

\* careful, thoughtful handling of prospective members

\* Good meetings – fun – how to spice up a boring club:

\* start with a joke

\* seating arrangements

\* members

\* Community awareness:

\* newspaper articles

\* include a media person at the meetings

\* school newspaper – youth activities

\* blessings in the backpack

\* “community parthers”

\* branding

\* Rotary parks

\* Student of the month

\* Individuals accepting responsibility:

\* Filling officer positions – use a committee to select

\* Waive the fees for special positions

\* Understanding scope of Rotary:

\* Foundation

\* District trainers

\* Fireside chats

\* Rotary moment

\* Retention:

\* fellowship

\* involved with their interests

\* quality programs

\* fun – lively members

\* Don’t overwhelm members

\* social events

\* fun events at meetings

\* Explaining costs.

Further discussion points:

What will you do when you take office?

\* banner with objectives

\* points award system

\* special make-ups

\* no head tables

To-Do List before you take office:

\* Make plans

\* budget

\* team in place

\* calendar

\* time with past leaders

\* club assembly

\* board meetings