***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