



How to Recruit Members from the EPIC Day of Service

The EPIC Day of Service is an excellent opportunity to engage community members, showcase Rotary's impact, and recruit new members. Below is a step-by-step guide on how to maximize this event to grow Rotary membership.

1. Engage the Community

- Promote EPIC Day as a **one-day global service event** where community members can join Rotarians in meaningful service.
- Choose a project with tasks that **allow community members to actively participate.**
- Partner with **local businesses** to bring in volunteers and introduce them to Rotary.
- Use **social media, local newspapers, and TV channels** to spread awareness about the event.

2. Capture Volunteer Interest

- When a community member signs up, the **club champion is notified.**
- Assign a club member as a **follow-up lead** to increase community volunteer engagement.
- Ask community members if they are **interested in learning more about Rotary.**

3. Showcase Rotary's Impact

- While working alongside Rotarians, highlight Rotary's **year-round service projects, scholarships, and fundraising efforts.**
- Share **success stories** of how Rotary has impacted the local and global community.
- Encourage Rotarians to **engage with volunteers, answer questions, and share their experiences.**

4. Host a Fellowship Event

- Consider a **social gathering before or after the service project**.
- Provide an opportunity for volunteers to **meet club members in a relaxed setting**.
- Showcase the club's culture and camaraderie to make potential members feel welcomed.

5. Invite Volunteers to a Follow-Up Meeting

- Personally **invite interested volunteers** to a club meeting.
- Highlight Rotary's mission, ongoing projects, and opportunities for involvement.
- Allow guests to meet other members and see how they can fit into the club.

6. Maximize Public Image Exposure

- Utilize **press releases, interviews, and social media coverage** to promote EPIC Day.
- Capture and share **photos and testimonials** from the event.
- Engage with local media to increase awareness and attract potential members.

7. Effective Follow-Up

- The follow-up lead should reach out to community members **within a week** of the event.
- Express appreciation for their participation and discuss **potential Rotary membership**.
- If they are not a fit for your club, **refer them to another club in the district**.

8. Focus on District-Wide Growth

- Remember, Rotary membership growth is about **expanding across the district**, not just one club.
- Work with other clubs to find the best fit for prospective members.
- Encourage community members to explore different Rotary clubs that align with their interests.

By strategically using the EPIC Day of Service as a recruitment tool, your club can strengthen its membership and further Rotary's mission of service and fellowship.