

Five for One Plan

It is each member's responsibility to propose a new member for club membership. In an effort to promote fellowship and capitalize on each member's professional contacts, a method to encourage and engage all Rotarians in identifying new members is the Five for One Plan. This method was widely used by Rotary clubs in the 1970's.

Description of the Five for One Plan:

1. A club is divided into teams of five members each, and the teams are given names or numbers to identify them.

Each team:

2. Is assigned the responsibility to identify and recruit at least one new member during a particular month of the Rotary year to ensure a continuous flow of new members.
3. Is asked to identify several prospective members and then to recruit at least one of them for approval and induction during the committee's assigned month.
4. Is encouraged to complete every step of the new member process, from the initial call or discussion to interest a person in Rotary, to issuing an invitation for membership, to ensure the prospective member becomes an active and engaged member of the club.

An effective use of the Five for One Plan could produce a membership increase of 20% for the club during the Rotary year. However, the normal attrition rate for Rotary clubs is 10% per year, so the plan could effectively produce a net gain of 10% membership growth.