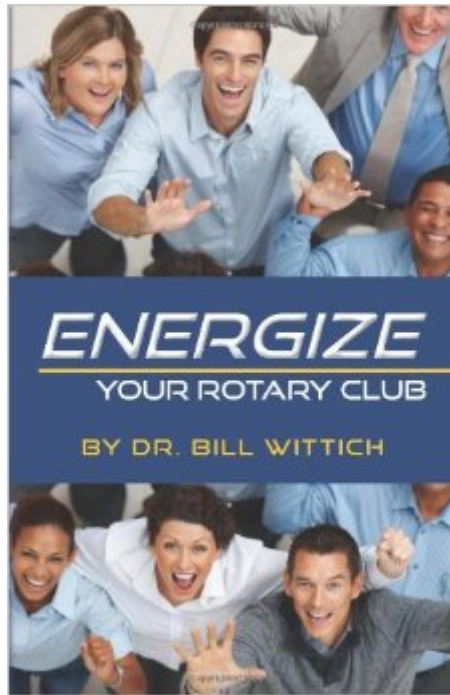


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# Energize: Your Rotary Club



## Synopsis

What is the single most important factor that distinguishes the great Rotary clubs from the rest? What features are most likely to inspire confidence in club members? What helps to bring new members in and retain current members? The answer to all these questions is in a single word: Energize. This book will help club members and officers see exactly how energizing their club is nothing more than the application of common business sense. It starts by showing the current difficult state of membership in service clubs across North America and illustrates how change is going to be critical in bringing clubs to a new level of membership. Energize Your Rotary Club stresses the need for clubs to feature a strong mix of age, ethnicity, and gender diversity, all features missing in many clubs. Many books discuss recruiting members, but Energize will feature the new concept of attraction. Attracting the highest quality prospects will create a club of a new dimension. It stresses the concept that many prospective members shop for a club that fits their interests and your club needs to be the one they choose.

## Book Information

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## Customer Reviews

I am a District Governor in Lions International. Bill Wittich's books must be mandatory reading for any service organization with a declining membership.

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