

Ideas for the Promotion of District Conferences

- Include a financial incentive (discount) to register for the following district conference at the current district conference.
- Give out stickers at the current district conference that say, “I’ve registered for next year’s conference – Have you?”
- Governors should extend personal invitations to those Rotarians who have never attended a district conference.
- Governors shall personally motivate their club presidents to attend the conference.
- Assistant governors should have a role in promoting the district conference since they have more frequent contact with the club and have access to more of the club members.
- The district governor can hold competitions to encourage the most club attendance or most partner attendance.
- The district conference registration form should be available on the district website.
- The personal enthusiasm of the club president will have a direct effect on the attendance.
- Encourage those who typically attend to invite others in the club to join them.
- The district can provide small signs with registration forms so that clubs can set them on the tables at each club meeting for a month.
- The district could conduct a lottery or contest to increase enthusiasm.
- Include conference registration information as a standard part of the governors’ letter.
- Personal telephone calls from the governor-elect are more effective than letters.
- Club presidents should lead by example and invite other club members to join him or her.
- Personal testimonials of successful experiences at a district conference are most effective.
- Develop an innovative and relevant program. A good program will encourage attendance.
- Provide opportunities for clubs to compete in a talent show.
- Utilize Rotary Foundation scholars to illustrate the good works of The Rotary Foundation.
- Offer an auction of products from Rotarian’s businesses. Contribute the proceeds to The Rotary Foundation.
- Include opportunities in the program for recognition of successful club projects and other club achievements.
- Include presentation by famous personalities from TV, broadcasting, etc.
- Invite Rotary clubs to sponsor a hospitality room.
- Create an appealing annual social event for the club.
- Involve as many club members in the program as possible.
- Include time for personal networking.
- Utilize technology such as email and the Internet to promote the conference.
- Highlight the importance of a personal invitation and stress that the conference is not restricted to club leadership.