

New member engagement campaign

Send Date	Message & Call to Action
Day 1 of Admit	Welcome to Rotary Video; Ideas for new members
Day 7 after Admit	Benefits of Membership Video; Create a My Rotary account
Day 30 after Admit	Designing Your Rotary Experience; Club Search; Newsletters
Day 90 after Admit	History of Rotary and our fight to end polio
Day 180 after Admit	Make an Impact, Find Connections; Rotary Action Groups, Rotary Fellowships
Day 270 after Admit	The Rotary Foundation; Ways to Give; Annual Report
Day 365 after Admit	Happy Rota-versary; New Member Survey; Refer a new member