

The Set-Up

Mary Smith recently moved into the community from Austin, Texas. She opened a neighborhood stationary store. The business is doing well. She joined the Chamber of Commerce and hosted a chamber mixer at the store last week. You are also a member of the Chamber of Commerce and attended the mixer. You think Mary is a good candidate for membership in your Rotary Club. You go to her store to invite her to a club meeting.

The Ask #1

Hi Mary my name is _____. I attended the chamber mixer last week. How would you like to attend my Rotary Club meeting next Tuesday? We have a program that you might find interesting. Be my guest.

[Mary - What's Rotary?]

The Answer #1 (Traditional)

It's an international service organization. We have clubs in almost every country. For the past 20 years we've been working to eradicate Polio. Our club is currently helping drill water wells in Bangladesh and we are financing a micro-credit bank in Kenya. Anyway, are you interested in joining me for breakfast? **[Mary - Well, let me think about it]**

The Ask #2

Hi Mary my name is Chuck Williams. I attended the chamber mixer last week. How would you like to attend my Rotary Club meeting next Tuesday?

We have a program that you might find interesting. Be my guest. **[Mary - What's Rotary?]**

The Answer #2 (New Focus)

We're a leadership organization. We're made up of local business, professional and civic leaders. We meet regularly, get to know each other, form friendships, and through that, we're able to get things done in this community. Anyway, are you interested in joining me for breakfast?

[Mary - Okay, that sounds interesting. I'd like to know more about Rotary. Does the club have a website or Facebook page?]