

Rotaract Club of Bangsar

Submission for Best Rotaract Awareness Award

Project Title : Rotaract Awareness + Membership Recruitment Drive

Part A: Executive Summary

This idea has been initiated by the members of Rotaract Club of Bangsar. For quite some time now, there has not been a membership drive and the member's feel that having a sit-down presentation is too common and would not attract interest.

Bangsar has been known to be a hype-place for youths to gather and to frequent the hot-spots and restaurants that is catered for youths and young working adults. It was therefore suggested to distribute flyers and carry posters about Rotaract, and talk to youths and adults about Rotaract and its activities.

Part B: Objectives/ Teamwork

Objectives:

1. To create awareness about Rotaract
2. To attract youths and young working adults to join the Rotaract and Rotary movement.
3. Membership Development

Teamwork :

The project organizing chairman was Rtr. Jaishin Singh and creative director was Rtr. Kian Kee who was in charge of designing the brochures and also the cardboards. Pres. Nisha was in charge of the printing and distribution of flyers and VP Joshua in charge of getting all the other materials needed. On the event day, all members and guest came in full force to promote rotaract awareness.

Part C: The Making of...

With the membership of 10 members, Rotaract club of Bangsar has been planning to organize a membership drive to attract youths and young working adults to join to Rotaract, and subsequently the Rotaract movement. Some have brought in friends but the initial plan of a presentation about Rotaract has not been a crowd puller. Therefore, the members feel that this time, they should go out to the crowd and tell them about Rotaract.

Since then, members have been executing ideas on how to attract the crowd. Few of the ideas thrown in was to have the car's 'Honk!' at us, carry cardboards, distribute flyers and talk to people about Rotaract and gather contacts.

Some of the cardboard carry the message:

Honk! If you have heard about Rotaract

Oppa Rotaract Style

Have you heard about Rotaract?

Aim to be exceptional? Be a part of Rotaract

Hi! We are Rotaractors.

After the 5th General Meeting, members don on their Club/ District T-shirts, and walked towards the small oval in front of Bangsar Village 2. After a short briefing, the fun begins!

Members who were holding cardboards started displaying the cardboards to the crowd. Quite a number of cars honked at us and people from the eateries have started to notice. Some of them came up to the members to enquire further.

It became an amazing crowd puller after that and the members even shouted 'Rotaract Club of Bangsar!' in front of Nirwana's Restaurant, and the patrons actually responded back.

At the end of the day, all the flyers were given away and the members did get quite a number of potential guests. Members will now have to follow up and to get them to attend the next meeting or upcoming events.

Conclusion

Towards the end of the project, the members do feel that they have publicized Rotaract well enough. All the flyers were given away and people did stop the members to enquire further. The objective of this project was indeed fulfilled as the awareness was created and there were a few guests who were interested in joining Rotaract Club of Bangsar. Members adjourned for fellowship after that.

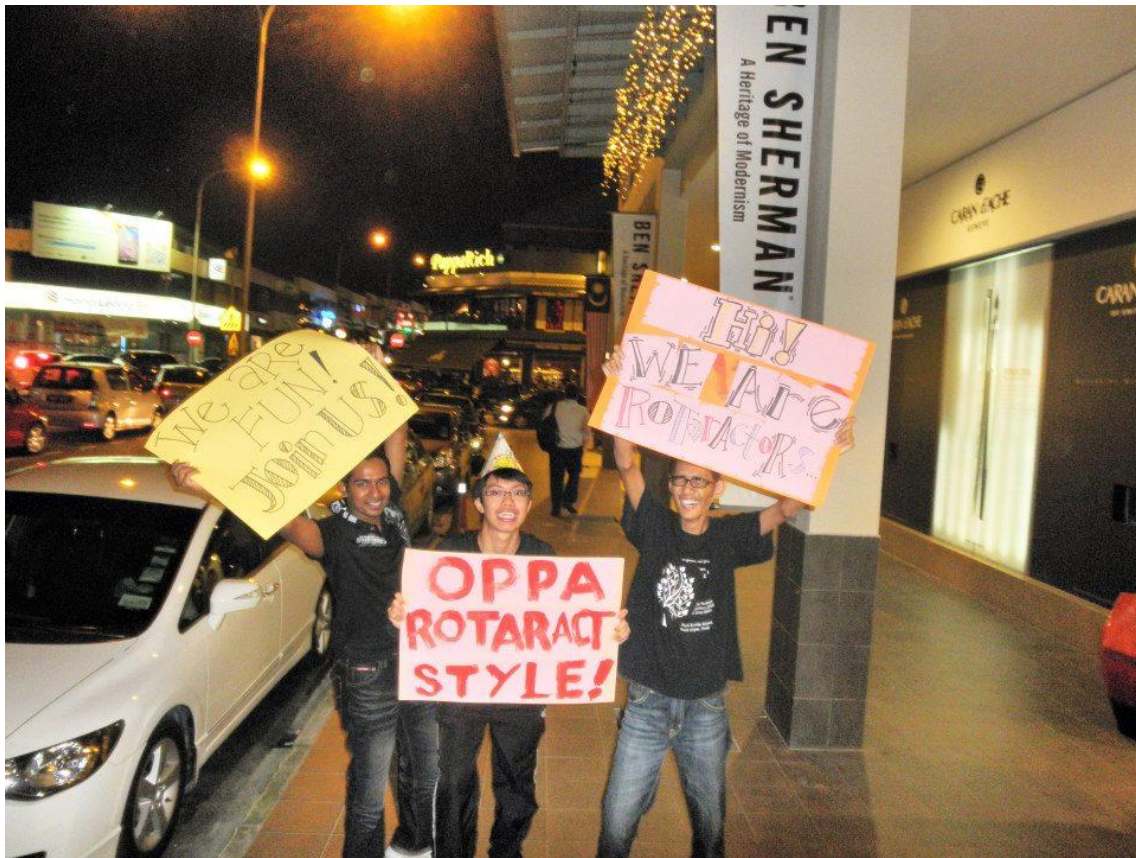
After the Rotaract awareness drive, we managed to recruit two new members namely Neela Murasu Kanan and Melissa Shamini Martin.

The drive was a success as many were curious to see a bunch of loud youths with colourful banners. Some approached to ask what were we doing, the rest honked at us in sign of support. Surely, there will be another Rotaract Awareness coming up soon , by the club.

Budget

Miscellaneous expenses of cardboard, marker pens, confetti and party hats. All within RM30.00.

Photos











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Rotaract Club of Bangsar