

ClubRunner

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Prospective member process: from prospect to member

Mickey D. - 2025-12-05 - [Membership Success](#)

Once a prospect is referred by a club member or fills out the online application form, their prospective member information is now stored inside the Membership Success module. Let's explore the process of moving a prospect through the various stages.

To view the list of all your prospects:

1. Login to your club's **Member Area**.
2. In the Member Area click **Membership Success** in the top blue bar.
3. In the grey bar below click **Overview**.
4. Down the left side click **View Prospects**.
5. You now come to the **Prospects** screen where all prospects are listed, including a search feature. If you click the **View** button you'll be able to see all the info for our sample prospect Eugene Smith.

The screenshot displays the 'Prospects' management interface in ClubRunner. At the top, a blue navigation bar includes 'Membership Success'. A grey sidebar on the left has 'View Prospects' highlighted with a red rectangle. The main content area, titled 'Prospects', features search filters: First Name, Last Name, Email Address, Created On (with radio buttons for 'Any' and 'Date Range'), and Lead Source (with radio buttons for 'All' and 'Only:'). Below these are 'More Filters' and 'Sort By' options (Date Created, First Name, Last Name). A tabbed interface at the bottom shows 'Prospects' as the active tab. A table lists prospects, with the first entry 'Eugene Smith' (eugene@sink.sendgrid.net, 123-456-7890) highlighted. To the right of this entry, a 'View' button is highlighted with a red rectangle. Other buttons like 'Bulk Actions' and 'Email' are also visible.

6. The Membership Success module has the ability to store extensive information about the prospect including contact information, email history, interest level, prior club history (if any) and more. If you click the **Edit** button in any section, your club can fill in information about this prospect.

Prospect / Eugene Smith

Send Email ▾

Email eugene@sink.sendgrid.net Interest Level ★☆☆☆☆
Preferred Phone 123-456-7890 Type Prospect
Phone 123-456-7890 Status New
Source Membership Inquiry Created On Oct 20, 2022
Receive Automated Campaigns ☒
1 Week Campaign Sent ☒
1 Month Campaign Sent ☒
3 Month Campaign Sent ☒

Details Email History Notes

Contact Information

Edit

First Name Eugene
Last Name Smith
Email Address eugene@sink.sendgrid.net
Preferred Phone 123-456-7890
Preferred Address
Address

Prospect Details

Edit

Interest Level ★☆☆☆☆
Source Membership Inquiry
Receive Automated Campaigns ☒
Prospect's Sponsor

Personal Details

Edit

Gender
Demographic Age
Areas of Interest
Occupation Teacher
Biography

Inquiry Details

Edit

How did you hear about our club? Attended Event
Why are you interested in our club? I attended a Rotary meeting and was very impressed, I would love to join your club.
Question/Comments

Consent

Received consent to store personal data ☒
Consent Date Oct 20, 2022

Rotary/Organization History

Edit

Was a Rotary Alumni? No
Was a Past Rotarian? No
Worked with other organizations No

7. Click the **Go Back** button to go back to the list of prospects again.

8. If you click the '**down arrow**' icon beside any name, you'll see four additional options.

Prospect

View



Send Email

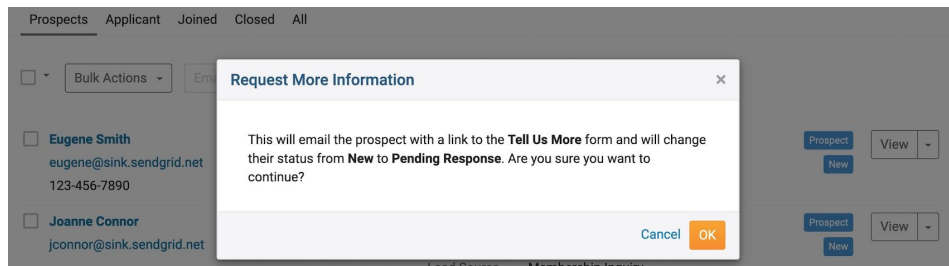
Request More Information

Add to Applicants

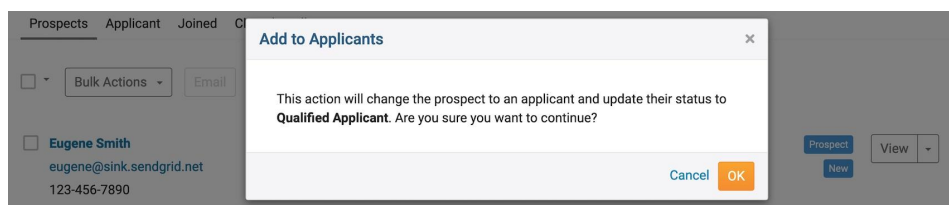
Close Prospect

9. The four stages are:

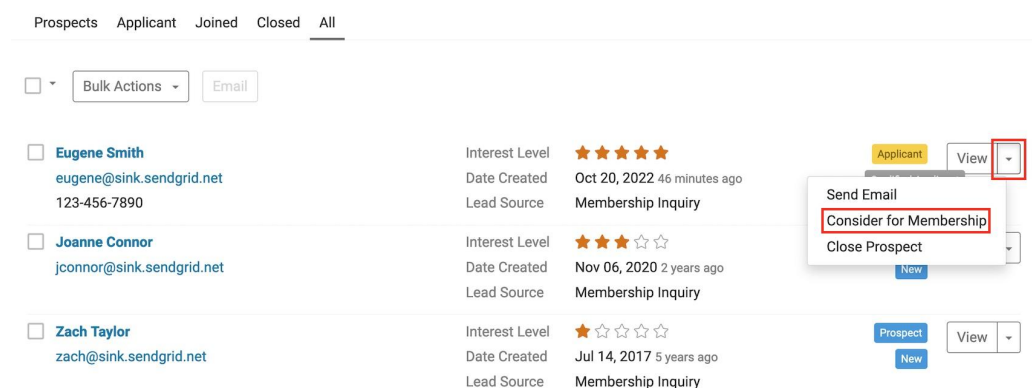
1. **Send Email:** you can send a manual email to the prospect, this is very convenient if you want to ask general questions.
2. **Request More Information:** this is a special feature which, instead of sending a simple email, emails the prospect a **Tell us More** form and moves them along in this process to **Pending Response**. You can see the popup box below. Moving prospects through this process can be done at any pace. For example some prospects take days or even weeks to reply, while some prospects can provide your club information within hours.



3. **Add to Applicants:** if you choose this step, the prospect becomes an *applicant*. An applicant is the next stage in this process, it means the person applying has more than just a passing interest but has met the initial requirements of the club.



4. **Close Prospect:** this prospect is not suitable, you'll be closing this prospect's file and storing their information in case they ever decide to apply again.
10. After emailing the prospect and inputting further information, let's advance this prospect into an *applicant* by choosing the above option **Add to Applicants**.
11. Now that this person is an applicant, a new option appears in their dropdown option which we will click: **Consider for Membership**. This will advance the person to a **Potential Member** meaning soon it will be up to the club, or the potential member, to accept or decline membership.



12. Your club has evaluated and is now ready to offer this person a membership. While you can still send this person emails or close out this applicant, you will now see a new dropdown option which we will

click: **Send Invitation**.

[Prospects](#) [Applicant](#) [Joined](#) [Closed](#) [All](#)

☐

Bulk Actions

Email

<input type="checkbox"/>	<div>Eugene Smith eugene@sink.sendgrid.net 123-456-7890</div>	<div>Interest Level ★★★★★</div> <div>Date Created Oct 20, 2022 51 minutes ago</div> <div>Lead Source Membership Inquiry</div>	<div>ApplicantView</div> <div><div>Send Email</div><div>Send Invitation</div><div>Close Prospect</div></div>
<input type="checkbox"/>	<div>Joanne Connor iconnor@sink.sendgrid.net</div>	<div>Interest Level ★★★★☆</div> <div>Date Created Nov 06, 2020 2 years ago</div>	

13. You have now sent a special **Membership Approved email** to the applicant, asking they confirm their details and accept your club's invitation of membership. If the applicant clicks **Accept and Confirm my Details** in that email, they are verifying their contact information is correct so you can process their application.

Hi Eugene, Membership Approved

Your membership has been approved!



Congratulations! We are excited to share that your membership to the Rotary Club of Green Town was approved, and we are extending an invitation to you.

To accept, go to the membership invitation form and confirm your details.

[Accept and Confirm My Details](#)

If the button above does not work you can copy and paste the URL below into your browser:

<https://portal.clubrunner.ca/9723/form/membership-invitation?Etoken=0668b897-5802-446a-b928-f3cdab8ef8ca>

If you have any questions, feel free to contact me.

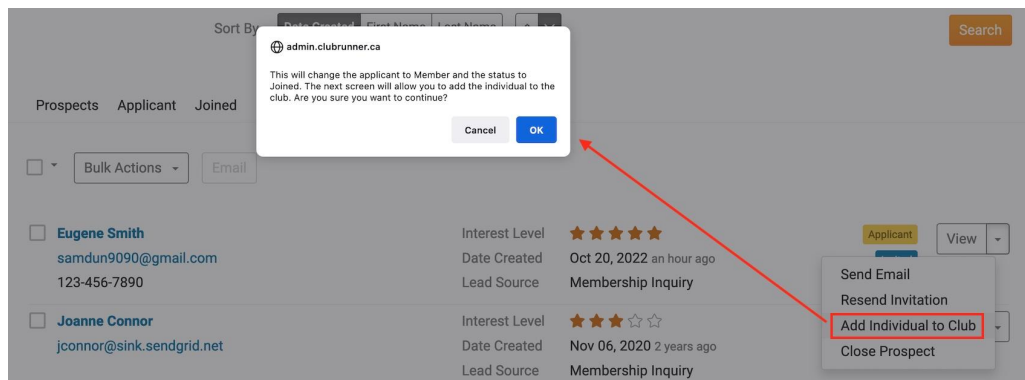
Sincerely,

Membership Chair

Questions?

Send an email using the [Contact Us](#) form on our website.

14. If this members accepts, you will now see the option **Add Individual to Club**. This prospect is now going to become an Active member of your club.



15. You are now in the standard **Add New Member** screen inside your club website. If you have never added a member into ClubRunner before please see our Help article [How do I add a new member?](#) . The applicant's stored information has been imported into this section for you. You may now add this person into your club's Active member list. If your club has RI integration enabled, this information is automatically sent to MyRotary.org as well.

New Member - Green Town (0000)

Rotary Information and Integration

Membership Type *

Sponsor ?

Rotary Member No.

Date Joined Club * 📅

Integration Options ☒ Report this new member to Rotary International
☐ Do NOT report this new member to Rotary International

Member Details

Title

First Name *

Middle Name

Last Name *

Suffix

Email

Gender *

This overview is for illustration purposes only, your order of operations may differ slightly depending on the prospect but these are the general steps.