



ROTARY DISTRICT 5340 MEMBERSHIP

RETENTION TIPS FOR ROTARY CLUBS!

Useful information about retaining
your members can put to use today.

**Just the facts, mam.
Just the facts.**



Since 1997,
We Have Been
Stuck at 1.2 Million
Rotarians





US Clubs
Induct 44,000
Lose 51,000
= -7,000

Every Year

Since 1997
Average Club
Size
Fallen
From
42 to 35



RETENTION

50%

of all new members leave
within three years.



RETENTION

50% gone!?



Don't get to the middle of the year
and say:

“Oh no, we forgot about Retention!”



WHAT A MEMBER IS

We Are All Ambassadors Of Rotary

- ▶ Positive attitude towards the growth and goals of your club.
- ▶ Through our interaction with the public we create an avenue for growth in membership.



WHY BE CONCERNED?

- ▶ Less hands to serve the community
- ▶ Reduced potential for giving
- ▶ Less friendship and networking
- ▶ Darn hard getting a new member!!!



WHY DO MEMBERS LEAVE?

- ▶ They have to
- ▶ They want to

We can work on those that want to leave!



WHY DO MEMBERS LEAVE?

- ▶ Burnout
- ▶ Lack of Involvement
- ▶ Financial
- ▶ Missed Expectations
- ▶ No Clear Mission
- ▶ Personality Conflicts
- ▶ Bad Meetings
- ▶ Time Constraints
- ▶ Job Transfer
- ▶ Medical / Death
- ▶ Not Felt Needed
- ▶ Didn't Understand Mission of Rotary



RETENTION

- ▶ A critical piece of retaining members is to listen to the needs of the membership and to ensure the Club is satisfying those needs.



INNOVATIVE AND FLEXIBLE ROTARY CLUBS ARE:

Fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich.

They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness.

-RI Quote from "Innovative Clubs"



ROTARY CLUBS ARE LIKE BUSINESSES

- ▶ They must have clear direction
- ▶ They must be consistent
- ▶ They must provide value
- ▶ They must be informative
- ▶ They must care about their members!



VALUE FOR YOUR MEMBERS?

- ▶ Does your club provide a good value for their time and \$\$\$?
- ▶ What is your average billing rate?
- ▶ Multiply by # of members
- ▶ Multiply by 1.5 hours each week



VALUE FOR YOUR MEMBERS?

▶ Does your club offer your members opportunities that they can't get anywhere else?

- ▶ Programs
- ▶ Service Projects
- ▶ Networking
- ▶ Knowledge
- ▶ Giving



3 TIPS ON RETENTION

Every member needs three things:

- ▶ 1) A Friend (mentoring)
- ▶ 2) An Assignment (responsibility)
- ▶ 3) To Be Nourished (education)



3 TIPS ON RETENTION

A Friend:

- ▶ A friend in Rotary to whom they can constantly turn, who will walk beside him, who will answer their questions, who will understand their problems.



3 TIPS ON RETENTION

A Friend:

- ▶ If you want a friend you have to be one.
- ▶ Does your club recognize when a member is gone, and do you call them to let them know they were missed?
- ▶ Even those members that left?



3 TIPS ON RETENTION

A Friend:

- ▶ Is your new member induction process planned and structured?

“Welcome to Rotary, here is your new member packet.”

- ▶ Let people know what the membership requirements are BEFORE they join



3 TIPS ON RETENTION

An Assignment:

- ▶ Activity is the genius of Rotary.
- ▶ It is the process by which we grow like the muscle of my arm.
- ▶ An assignment should be given to everyone, especially new members.



3 TIPS ON RETENTION

To be nourished:

- ▶ They need to understand what it is when we say Service Above Self.
- ▶ Hold fireside chats for new Members.
- ▶ Explain to members what the Rotary Foundation does and its purpose.



3 TIPS ON RETENTION

- ▶ Retention *REQUIRES* keeping members engaged in beneficial service and meaningful friendships!!!



WHAT A MEMBER WANTS

- ▶ Get involved in our communities
- ▶ Connect with other professionals
- ▶ Share time and experience with young people
- ▶ Support global causes, such as eradicating polio
- ▶ Use their skills to help others



WHAT A MEMBER WANTS

- ▶ Attractive, interesting clubs that provide value, and give individuals a feeling of accomplishment?
- ▶ Review your club's attitude, location, posture and direction.



REINVIGORATE

Club Meeting Questions!

- ▶ Who is your club's weekly cheerleader?
- ▶ Who/What is making your club exciting?
- ▶ What is your weekly attendance like?
- ▶ What is your member's involvement?
- ▶ How many guests do you have each week?
- ▶ What are you doing to promote your club?



REINVIGORATE

- ▶ Make your Rotary Club fun!
- ▶ Find out what gets your members excited and energized.
- ▶ Make your club more than just a meal!
- ▶ Have GREAT programs!
- ▶ Dignified and Meaningful Induction
- ▶ Keep Costs Reasonable



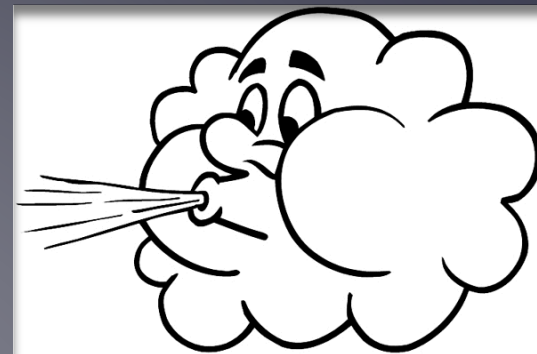
REINVIGORATE

- ▶ Identify a signature service project
- ▶ Promote attendance at District Events
- ▶ Let your members shine
- ▶ Hold family friendly events
- ▶ Engage Rotary!



REINVIGORATE

Breathe new life into your club!



- ▶ Work to make meetings fun and lively
- ▶ Create new events during your meeting
- ▶ Recognize and praise members
- ▶ Maybe more Rotary Bling is needed!
- ▶ Talk about Membership every chance you get!
- ▶ Think outside the box – outside the meeting!



MEMBERSHIP SUCCESS CYCLE.....

Reinvigorate

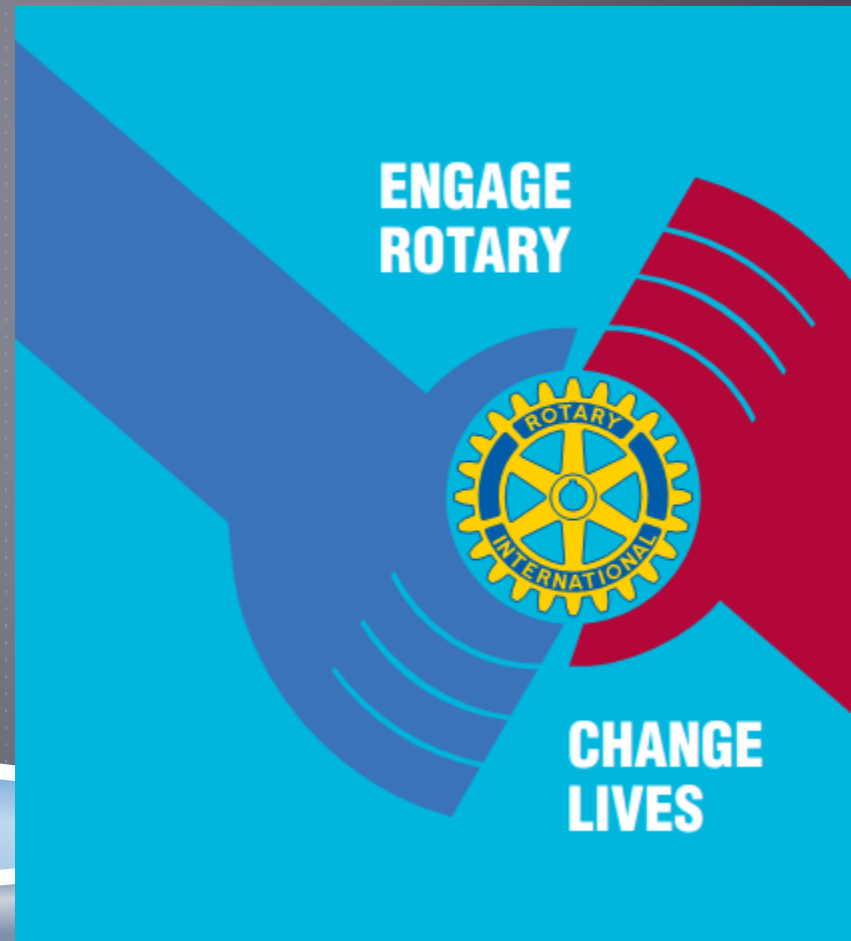
Recruit



Retain

Reminder: ~~August~~ is membership month...

So is September -
July!



MEMBERSHIP

- ▶ “Every one of us in Rotary is here because we were invited, and because we made a choice to accept that invitation. Every day since then, we’ve been faced with another choice: whether to just be a member of a Rotary club, or to truly be a Rotarian”

– RIPE Ron Burton

THANKS FOR BEING A ROTARIAN!



District Membership Chairperson 2011-13

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