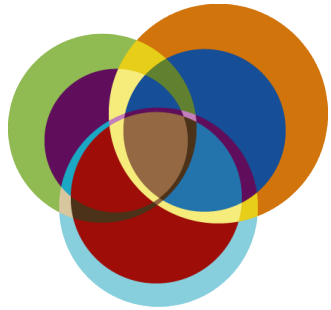


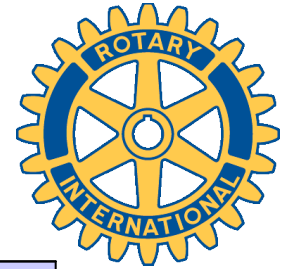
District 5520 Retention Strategies 2010-11

District 5520 Membership Chairman
Bruce Bortner

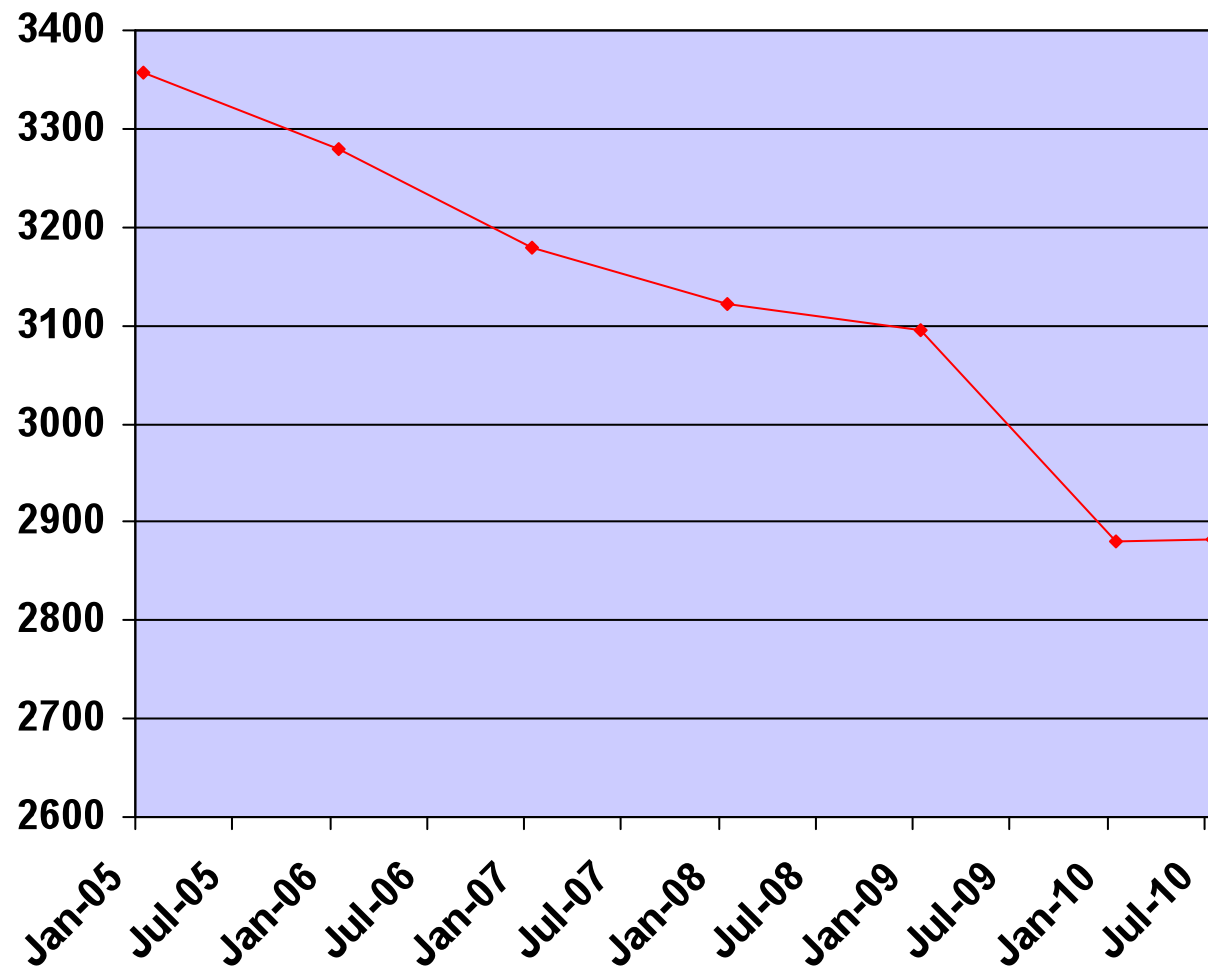




District 5520 Membership Trends 1 Jan 05 to 12 Oct 09



◆ Members

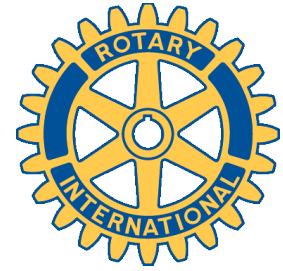


Clubs: 66 70





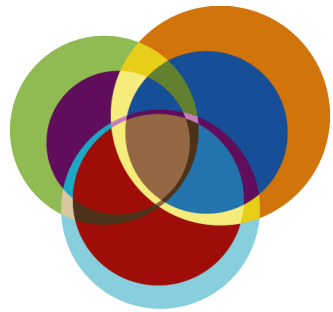
Rotary International Membership



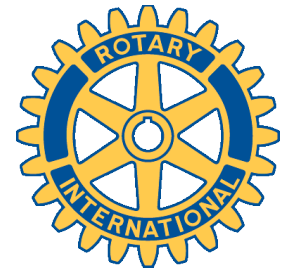
Retention.....

Area of Rotary	Existing Member Retention Rate	New Member Retention Rate	% Terminated with < 3 years of membership
Rotary Worldwide	73%	78%	50%
North America	70%	73%	50%





Solution: Retention

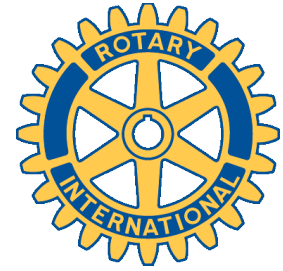


- Implement any or all steps proven in RI Retention Pilot Program (2003 – 06)
 - **IDENTIFY** well-qualified members
 - **INFORM** non-Rotarian visitors or prospective members
 - **INVITE** a prospective member with a personal visit
 - **INDUCT** new members in a meaningful manner
 - **ORIENT** new members
 - **EDUCATE** the Rotarian at all membership levels
 - **INVOLVE** the Rotarian in all aspects of the club





IDENTIFY well-qualified members

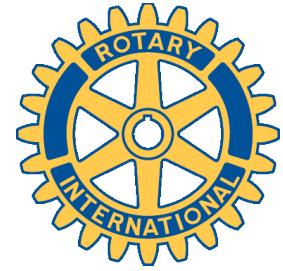


- “Well qualified” means a person who ...
 - Has displayed high moral and ethical standards in their business dealings (4-Way test)
 - Is well established in his or her career
 - Can meet the financial obligations required by the club





INFORM non-Rotarian visitors or prospective members

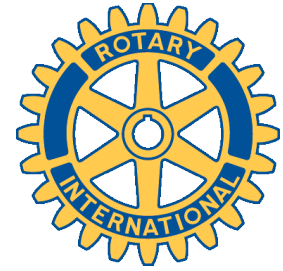


- Inform people about ...
 - Rotary International
 - Your club
 - Who you are
 - What you do to benefit the community



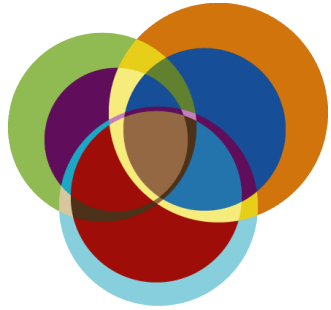


INVITE a prospective member with a personal visit

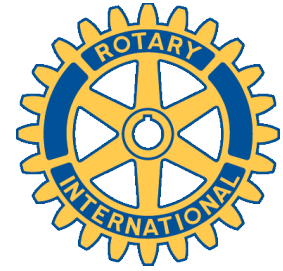


- Once you identify a well-qualified prospective member...
 - Invite them in person
 - Over lunch
 - At their place of business
 - At the location of one of your club's projects





INDUCT new members in a meaningful manner

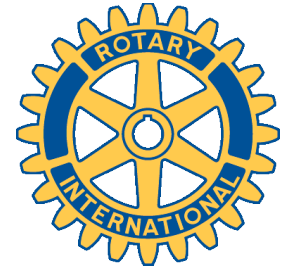


- Significant ceremony with spouse
- Provide (options)
 - Pin, badge, banner
 - Object of Rotary, Four-Way Test
 - Certificate of membership
 - Publications (Book - *My Road to Rotary, Rotary Basics brochure*)





ORIENT new members

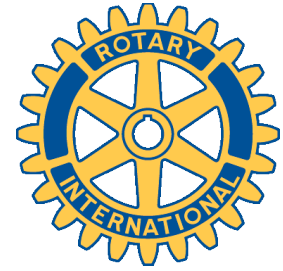


- Inform new members and spouses, if possible, about ...
 - Club History
 - Four Avenues of Service
 - Rotary International
 - Rotary Foundation





EDUCATE the Rotarian at all membership levels

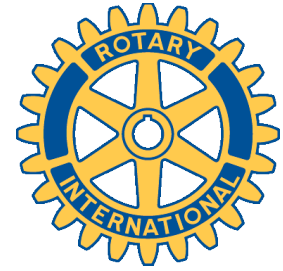


- Most members who leave were never really Rotarians in the first place
- Up to 80% of typical club members know very little about Rotary
- Solution – Continuing education
 - Period Rotary programs – Club Trainer
 - Guest speakers (Ambassadorial Scholars, Youth Exchange and RYLA participants, GSE)





INVOLVE the Rotarian in all aspects of the club

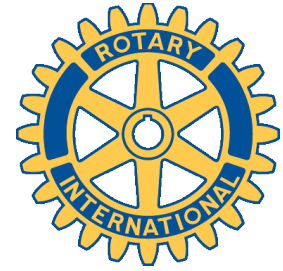


- Club Committees
- Board Meetings
- Club Meetings
- Club Social Activities
- Fund Raisers/Community projects





Some More Ideas

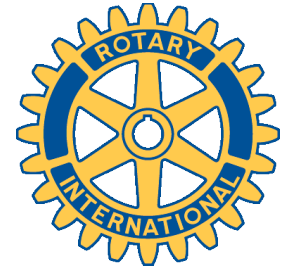


- Ideas for strong clubs, ones that attract and retain members:
 - **ASK** members to join
 - **BUILD** an enthusiastic mentoring program
 - **CONDUCT** vibrant club meetings
 - **ENCOURAGE** exceptional fellowship
 - **IMPLEMENT** meaningful service projects
 - **INVOLVE** every member



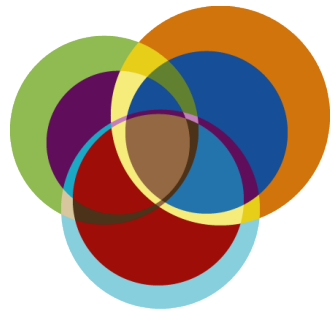


District 5520's Membership Goal and Strategies for 2010-2011

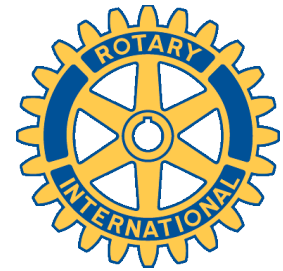


$$R_E + R_N = M$$





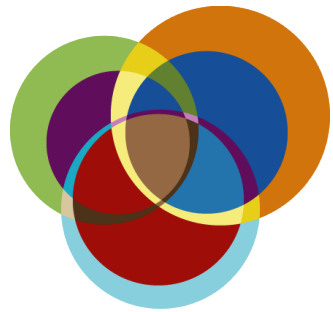
What's the first step?



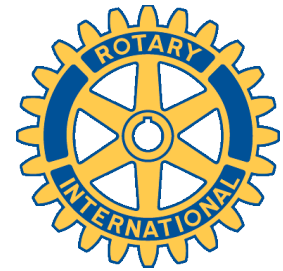
- Establish a Membership Goal for your club
- Develop an action plan
- Assess the results

References: Club Presidents Manual and Planning guide for Effective Rotary Clubs



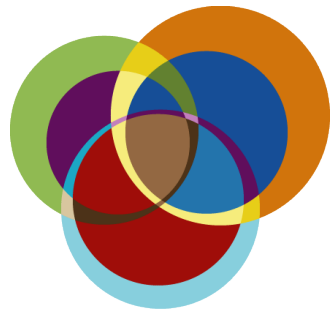


District 5520's Membership Incentive Program

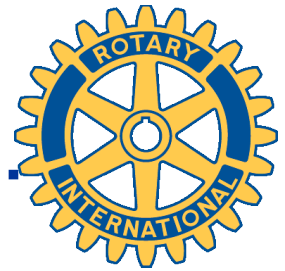


- District incentive – Governor's Club Program
 - Four levels – Bronze, Silver, Gold, & Platinum
 - Levels based on 5520 Rotarians bringing new member(s) – 1, 2, 3, 5 or more during this Rotary year
 - Rewards/recognition for each level





Thank you and remember...



Propose a new member every year,
make a difference
in the world every day!

