



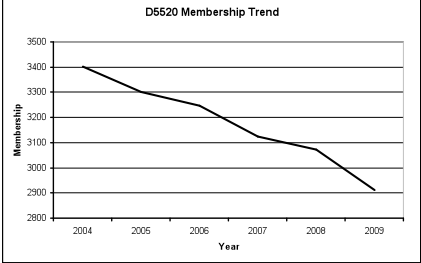
## District 5520 Membership Retention Strategies

District Governor Nominee  
Bobby Wallace



1/26/10

### District 5520 Membership Trends 1 Jan 05 to 17 Aug 09





Clubs: 66	69
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## 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

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## 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

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## District 5520's Membership Goals 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



Thank you and remember...



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

