



5 Keys to Membership Growth

By Michael Boyer

First and foremost, sustained membership growth is not about having membership drives, free guest lunches or club assemblies begging members to bring guests. What drives membership growth is transparent leadership, fun with friends, accountability of real responsibility and meetings planned with a purpose.

These five keys will engage your membership and encourage them to share the club with other leaders they know.

The Pismo Beach-Five Cities Rotary Club inducted nine new members in the first half of 2014/2015 Rotary year, we surpassed our goal of net +5. Although we've reached our membership goal, we will continue to be a transparent, accountable and fun club that supports the ideals of Rotary and makes a difference in our community.

- 01: **Member Satisfaction is the #1 Priority so measure it!** We use surveymonkey.com to create and capture surveys. Surveys are very easy to setup and a great information-gathering tool at \$24 per month. Each month members can anonymously answer a 2-question survey. The first question is a net promoter score question: From 1 to 10 "Would you recommend our club to a friend or family member?" Second question, "Do you have a positive comment or suggestion that you believe will make our club a better organization?" From these surveys, we've learned we have an 82% Net Promoter Score (82% satisfied) in our club. This tool empowers your members to provide great feedback. To get results from survey answers, we have to address every suggestion at board level, so members see results from their input.
- 02: **Meetings have to be fun, engaging and planned with a purpose.** At formal meetings have a member spotlight for EVERY meeting - a 5-minute talk on the member's personal history. Get everyone involved. Additionally, establish informal social gatherings once or twice per month. Our club meets at a local restaurant/bar every 3rd Wednesday of the month for an informal gathering of friends.
- 03: **Communicate with transparency!** Start the year and set the stage: provide a detailed budget analysis, organizational chart and goals for the year to every member. On the 26th meeting of the year, schedule the "State of the Club" talk to update the entire club on their progress, accomplishments, budget to actual report and a look to what will be accomplished in the second half the Rotary year.
- 04: **Member retention is as important as recruiting new members.** Every member should be on your club organizational chart with an assigned job. Communicate with each member throughout the year concerning their assigned responsibility. Assign every new member a mentor.
- 05: **It's NOT about you, its about your Members!** Praise them, support them, lead them...make sure they are as informed as you are when it comes to their club's operations. If your members feel that the leadership is open, transparent and listens, they will ambassadors and bring quality people to your club.

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