

## Membership Retention

**Member retention is everyone's responsibility. Take it seriously! Members want value for the time, money, and effort they spend. If they are not getting value from Rotary they will go elsewhere. Investing energy in keeping your current members engaged and interested is time well spent. Show members you care!**

- ✓ All members should be assigned some club responsibility.
- ✓ If a member is absent more than 4 consecutive meetings, follow up.
- ✓ All new members should be assigned a mentor for at least 6 months.
- ✓ Post greeters at the door offering a friendly smile and handshake.
- ✓ Plan for regular programs on Rotary district and international levels.
- ✓ Appoint an active membership committee who has a passion for Rotary.
- ✓ Produce a membership directory semi-annually.
- ✓ Have a "goodwill committee" who sends get-well, sympathy, or congratulatory cards.
- ✓ Publically recognize members who have reached career or family milestones.
- ✓ Do Rotary profiles so Rotarians get better acquainted with each other.
- ✓ Keep your club in the media. Clubs that have high visibility are meaningful to members.
- ✓ Extend personal invitations, rather than mass broadcast announcements, to invite members to attend district events.
- ✓ Give club recognition to 10-20-30-40-50+ year members
- ✓ Recognize members who have high percentage of attendance. Show your appreciation!
- ✓ Make personal visits to Rotarians who miss 40% or more of the meetings. Let them know they are missed!
- ✓ Offer occasional inexpensive door prizes to add fun to the meetings.
- ✓ Avoid club membership cliques.
- ✓ Use your assistant governor as a good resource person. Don't always wait for AG to take the initiative.
- ✓ Publish a good, newsy newsletter/bulletin with a liberal dosage of club members' names. People like to see their name in print.
- ✓ Have occasional social events that include spouse, partners, and children.
- ✓ Do community projects that require both money and labor. Some members have more time than money, and vice versa.

**Remember the 50-50 formula for a successful Rotary Club: Spend 50% of membership efforts on attracting and inviting new members, and 50% of retaining the members you currently have. It's a win-win blueprint for success!**