

DG Hans Doge August Message

This month is Membership and Member Retention month. In July most clubs find out who are remaining as members in their clubs and those who have chosen to leave or not renew their membership. This is a fact of life, no different than children leaving a family or employees seeking new careers elsewhere, or retiring. We wish these individuals well. Should you as a Rotary club member be concerned with this? Doesn't your club have a membership committee in place? Why the big fuss always about Membership and Retention? Well, the simple answer is that for your club to be effective, relevant, and vibrant, it needs new members. Not just the status quo.

Who are going to be your clubs leaders next year, and the next 3 years? If a large percentage of your clubs are all past presidents, who is going to be able and ready to step up to your leadership positions? Membership is everyone's responsibility, including you. Why? No new members, no new ideas for projects or fundraising. No future leaders. No new injection of fun and fellowship.

You say you can't approach people and ask them to join Rotary. You say you don't know anyone who would be interested to join. You say you are retired and don't know younger business people. If these are your reasons for not asking, then it is time for you to change, your attitude and outlook about Rotary. Why did someone asked you to join your club? Why did you join?

Some Tips

- Check with your Membership chair and ask what you can do to help.
- Look up the RI website and read the Membership Minute.
- Check out the RI Public Service Announcements, Humanity in Motion V.
- Ask your club membership chair to do a full meeting about Membership.

Does your club do exit interviews when members leave? Don't know? Ask your club executive. Become part of the solution. Our District has now stabilized the slide which we experienced the past few years in the number of members we have. It is easier for us to keep an existing member than getting a new one. That is Retention.

Don't expect your membership committee to shoulder the responsibility of Retention and Membership growth themselves. If you see a member is missing meetings, what is stopping you from calling upon them and seeing how they are doing? Nothing. So do it. How would you feel if after a few weeks absence, no one from your club called and asked how you have been and that they miss you at the club?

As Rotarians, we provide solutions to those less fortunate than ourselves. There are those that rely on what you and your club does locally and internationally. We are here to provide service, that is what you joined to do.

Let's share our passion for Service Above Self, and welcome new people into your club, so that you can proudly say, "I am a Rotarian, and I make a difference in the World. Won't you come and join me?"

Yours in Service,
Hans Doge
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