

Ideas to Develop Membership Retention & Recruitment Strategies District 5060

Rob Tidd – Membership Chair

Jim Adamson – Asst. Rotary
Coordinator, Zone 24 W





Why people join & why they stay

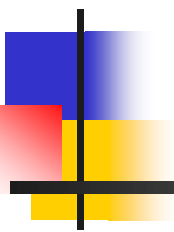
- Friends and contacts
- Make a local impact
- Engage their skills and passions
- Work with leaders



How are we doing?

- Health of our club
- Club culture
- First impression
- Social media
- Opportunities for engagement
- Flexibility
- Diversity

What you will learn in the breakout sessions

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- practical ways to attract new members
 - effective ways to engage members
 - how to develop a mentoring program
 - best practices other clubs are using



Attraction

Practical matters

- Referral from a Rotarian in another club
- Check your local newspaper
- Join the Chamber of Commerce
- Deposit The Rotarian magazine with new businesses



Retention/Engagement

Orientation

Induction

Fun with names

New member
handbook

Mentoring

Mentoring handbook

Socials

Projects

Fireside

New member projects

Dues structure



There's more....

Red badge – blue badge

Assign task on committee

Find their skills and passion
and use them

Communicate – social media
– inform – educate

Club health check – survey

Pre- orientation coffee

Meeting structure

Personal invite

Classifications

President letters

Fun



So what can you do?

Get on your membership committee

Be a membership champion in your club

Share your Rotary experience