Ideas to Develop Membership Retention & Recruitment Strategies
District 5060

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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

- 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