**DISTRICT 5470**

**MEMBERSHIP RETENTION**

1. **Have a strong mentoring program.**
2. Make sure that your orientation/assimilation process is ongoing and supportive. Make expectations clear.
3. Make inductions momentous occasions. Invite spouses to participate, and have the new member's sponsor and/or mentor there also. Include presentations of Rotary pin, Red Badge, Rotary materials, 4-Way coin, etc. Make the presentation and induction warm and serious. If possible, ensure that every member greets the new member before the meeting is over.
   1. Involve spouses and families of Rotarians every chance you get - from orientation and induction forward.
4. Ensure that new members get involved right away. Make participation on club committees - and in club activities -- a part of the "Red Badge to Blue Badge" requirements. (Support new members in finding a way to participate that matches their "passion" -- their interests and concerns.)
5. Encourage Rotarians to sit at different places at different meetings, and to sit with people they don't necessarily already know. Fine members who sit next to the same people at two consecutive meetings.
6. Encourage a practice of greeting everyone (e.g., "secret handshaker") or at least greeting everyone at your table.
7. Have GREAT meetings and effective, interesting programs.
8. Spread the work around - have several different people participate in each meeting, leading the Pledge of Allegiance, introducing visiting Rotarians and guests, sharing a "Thought for the Day," being a Greeter, etc.
   1. Include succinct, empowering announcements and reports concerning current Rotary projects in regular meeting time.
9. Acknowledge people for what they accomplish.
10. Track attendance. When someone has missed two or more consecutive meetings, and you don't know why, call them to let them know they're missed and make sure they're ok.
11. Encourage mingling outside the room. ("Dinner for Eight," "pick a name and call the person you picked before the month is out," etc.)
12. **Never, never make people feel wrong.**
13. Generate an environment of warmth and relationship with your fellow Rotarians. And work to maintain it.
14. **Have a strong mentoring program.**