



GROWING AND ENGAGING CLUB MEMBERSHIP

MODULE A-3

Growing and Engaging Club Membership



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District Membership Chair

GOAL: Club Leaders will acquire tools to craft robust membership strategies for the club's growth and vitality.

RELEVANCE: By getting to know members well, club presidents can engage them in ways that tap into their unique skills and interests, creating a more meaningful membership experience. When club presidents create an inclusive club culture, they develop and implement innovative strategies to attract diverse participations, they strengthen their own clubs and Rotary.

OBJECTIVES

GROWING AND ENGAGING CLUB MEMBERSHIP

- Describe how a Club President can create a club atmosphere welcoming to all.
- Share strategies and best/worst practices to **attract, engage, and retain** members.
- List key elements of club membership health.

CREATE A GREAT CLUB EXPERIENCE

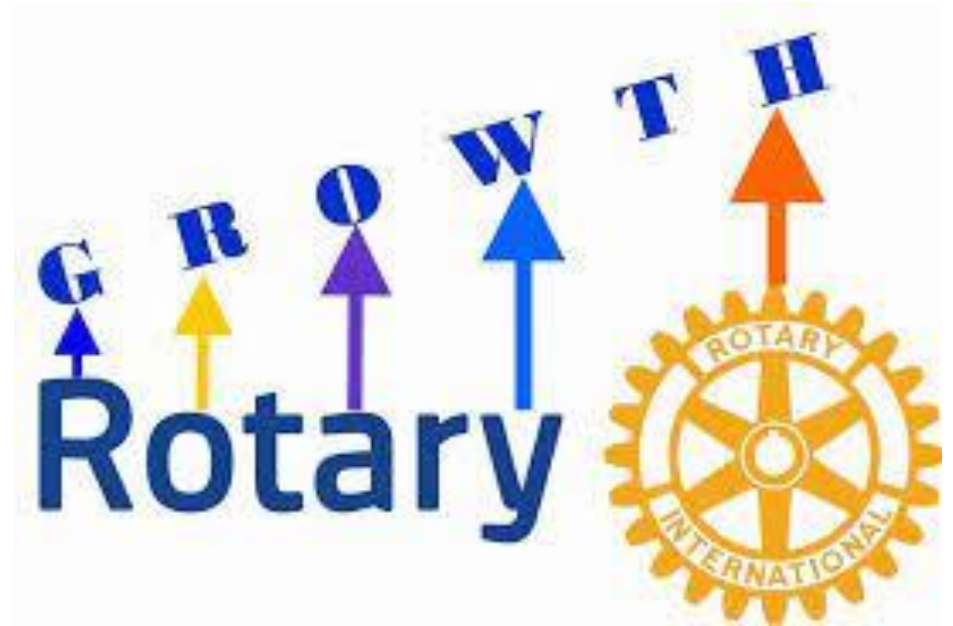
GATHER FEEDBACK

- [Membership Satisfaction Survey](#)
 - Identify what members like and dislike about their club experience
 - Develop an action plan that builds on what people enjoy and that ends/changes what they don't
 - Membership committee gather info and help implement action plan
- **Why do members leave?**

CREATE A GREAT CLUB EXPERIENCE

CONTINUOUSLY IMPROVE

- Surveys
- Act on suggestions for change
- **What is one change you will make to create a great club experience?**



CREATE A GREAT CLUB EXPERIENCE

BE WELCOMING AND CARING

- It's the little things!
- Door Greeters at every meeting and function
- Show appreciation and say Thank You
- Show comfort and care for club members
- Recognize them for their monetary donations and volunteer time
- **Why do members stay?**
 - Friendship, Fellowship

ATTRACT MEMBERS

HOW DO WE ATTRACT NEW MEMBERS

- Know your club's strengths
- Make recruiting a top priority
- Create an email/letter that lists all the great things about your club
- Talk about Rotary wherever you go – wear Rotary
- Celebrate when you induct a new member – Public Image tools
- There is no finish line

ATTRACT MEMBERS

WHAT STRATEGIES WILL YOU USE TO
ATTRACT NEW MEMBERS?

ATTRACT MEMBERS

WHAT STRATEGIES HAVE YOU USED TO ATTRACT NEW MEMBERS?

- Temporarily waive or reduce fees and meal expenses
- Create networking or social activities outside of regular club meeting
 - Invite potential members, co-workers, family, friends
- Highlight creative opportunities to get involved in local service
- Look at the demographics of your club and community

ENGAGE MEMBERS

WHAT ARE KEYS TO MEMBER ENGAGEMENT?

- The key to a strong membership is keeping current members
- Engaged members:
 - Participate in club activities, meetings, events, projects and club leadership;
 - Feel a strong attachment to their club because they enjoy friendship & fellowship;
 - Are motivated and proud to share with others about the work their club is doing.
- ***What helped you get engaged in your club?***

ENGAGE MEMBERS

WHAT ARE KEYS TO MEMBER ENGAGEMENT?

- What keeps current members coming back?
 - Provide a club experience that keeps members engaged and excited about Rotary
 - Recognizing their achievements
 - Develop a Mentoring Program for new and less involved members
 - Get regular feedback – Surveys – Member Satisfaction Survey
 - Everyone's opinion counts
 - Utilize the Membership Assessment Tools

RETAIN MEMBERS

COMMUNICATE WITH YOUR CLUB

- Research shows that keeping members informed and up-to-date can increase a club's overall retention rate.
 - Club e-newsletters, websites, social media are useful communication tools
 - **Have written goals each year and share with the club**
 - Club President email members once a month to keep them in the loop
 - Social functions that include members and their families
 - Programs on Rotary district and international levels to see it's impact on the world

RETAIN MEMBERS

COMMUNICATE WITH YOUR CLUB

- One-on-one interview 2 months after induction
- New members are immediately involved in a club assignment or committee
- Have an active membership committee conduct an assessment on why members leave
- Have an informal [Exit Survey](#) when a member leaves
- **Why do members leave?**

CLUB MEMBERSHIP HEALTH

MEMBER ASSESSMENT TOOLS

- Member Interest Survey - Get to know new and prospective members so your club can meet their expectations and maximize the ways in which they can get involved.
- Diversity Assessment - This helps you identify groups in your community that may be underrepresented in your club.
- Prospective Member Exercise - This helps you think about specific people you want to invite to your club.

CLUB MEMBERSHIP HEALTH

MEMBER ASSESSMENT TOOLS

- Retention Assessment and Analysis - This helps you engage people at different stages of their membership.
- Member Satisfaction Survey - Learn what your club's members want, find ways to get them involved, and think of new initiatives to keep your club relevant.
- Exit Survey - This reveals the expectations former members had that your club didn't meet and what you might do differently to avoid losing other members for similar reasons.

CLUB MEMBERSHIP HEALTH

ROTARY CLUB HEALTH CHECK

- Membership committee gather info and help implement an action plan



BREAKOUT QUESTIONS

1. What helped you get engaged in your club?
2. Refer to Rotary International Harassment Policy in the **Reference Materials**. How can you as President create a club atmosphere welcoming to all?
3. Refer to Impact Begins with You in the **Reference Materials**. What can your club do differently to attract/ retain Rotary members who can make an impact?
4. What strategies have you used to attract new members?
5. What are keys to member engagement from your perspective?
6. Refer to Club Health Check, Creating Your Membership Plan, and other membership assessment tools in your **Reference Materials**.



QUESTIONS



Complete Session Evaluation

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