

Red Flags for Local Clubs

(Why Rotarians Drop their Membership)

www.rotary.org – Rotary International

www.rotary6000.org – District 6000

**Retention is not just everyone's responsibility, but *OUR* responsibility.
Otherwise, it's nobody's responsibility.**

- ✦ Lack of screening to ensure prospective members are a good fit with Rotary
- ✦ No meaningful induction ceremony
- ✦ Inadequate orientation of the new member
- ✦ Very limited, or no club participation in projects or committees.
- ✦ Poor or non existent follow up by mentor or sponsor.
- ✦ Cliques
- ✦ Club projects not meaningful
- ✦ Meetings too boring, formal, or inflexible
- ✦ Inconvenient meeting time or location
- ✦ Indifference or apathy on part of club officers and leaders.
- ✦ Poor communication between officers and members.
- ✦ Lack of encouragement to attend training seminars and district conferences
- ✦ When Rotarians drop their club membership (but remain in town and have no major health concerns), 70% drop because they don't believe they are receiving value for the time and money spent, 14% are dissatisfied with the club leadership or fellowship, and 9% drop because of financial reasons.
- ✦ Other red flags?

The good news is the majority of the above reasons for member disillusionment can be eliminated by the club leadership being proactive.

The bottom line is Rotarians must feel they are an important part of the club membership. If not, they'll look to other clubs or activities where they will get involved.