

MEMBERSHIP

ROTARY WEEKEND 2023

WHY MEMBERS LEAVE



30%
COST OR
TIME



23%
CLUB
ENVIRONMENT



19%
UNMET
EXPECTATIONS

RECRUITMENT & RETENTION

We know that members want...



- ✓ Interesting meetings
- ✓ Appealing service activities
- ✓ Comradery
- ✓ Challenging opportunities
- ✓ A compelling mission
- ✓ Incentives and rewards

RECRUITMENT & RETENTION

We also know...

- Rotarians are volunteers, not employees
- Rotarians are busy, respect their time
- Rotarians want interesting experiences, stimulate them
- Rotarians are talented, use them

ATTRACTION & ENGAGEMENT

WE ARE NOT LOSING TO...



WE'RE LOSING TO LIFE

ATTRACTION & ENGAGEMENT

REMOVE ROADBLOCKS

NOT HAVE OUR MEMBERS CHOOSE

BETWEEN ROTARY AND WORK

BETWEEN ROTARY AND FAMILY

BRING IT ALL TOGETHER

ATTRACTION & ENGAGEMENT

ROTARY & FAMILY

FAMILY
INCLUSIVE
EVENTS

NO OR LOW
COST MEETINGS

SERVICE
PROJECT

HAPPY HOUR

MENTORSHIP

FAMILY
MEMBERSHIP

ATTRACTION & ENGAGEMENT

ROTARY & WORK

NETWORKING

BUSINESS
DEVELOPMENT

LEADERSHIP
DEVELOPMENT

PUBLIC
SPEAKING
SKILLS

MENTORSHIP

ATTRACTION & ENGAGEMENT

THE MESSAGE



WE SHOULD NOT ONLY ENGAGE THE ROTARIAN...

**WE NEED TO ENGAGE THEIR
NETWORK AND SUPPORT SYSTEM**

DIFFERENT TYPES OF ROTARY CLUBS SANCTIONED BY ROTARY INTERNATIONAL

- Traditional
- Satellite
- E Club
- Passport
- Corporate
- Cause based
- Alumni
- Rotaract/Interact
- Alternative meeting times
- Impact clubs