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



WE ARE NOT LOSING TO...









We're Losing to Life



REMOVE ROADBLOCKS

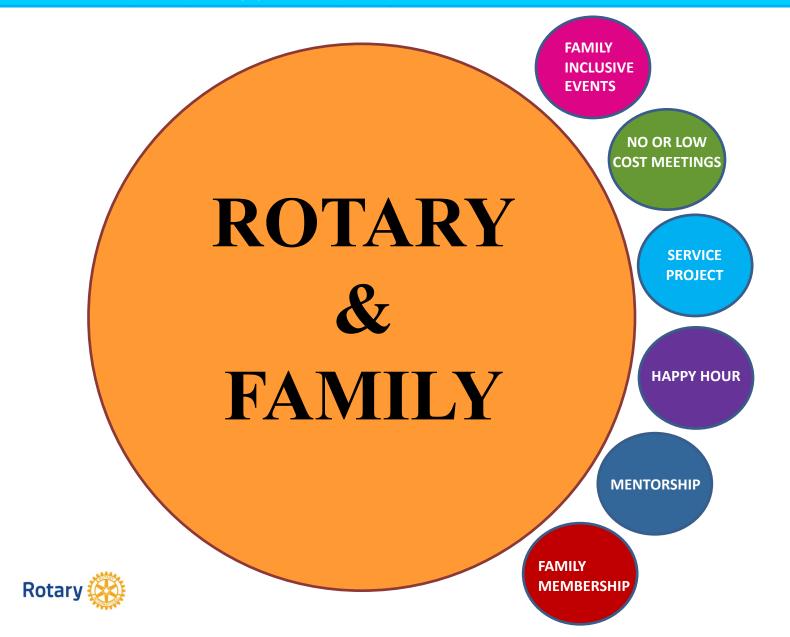
NOT HAVE OUR MEMBERS CHOOSE

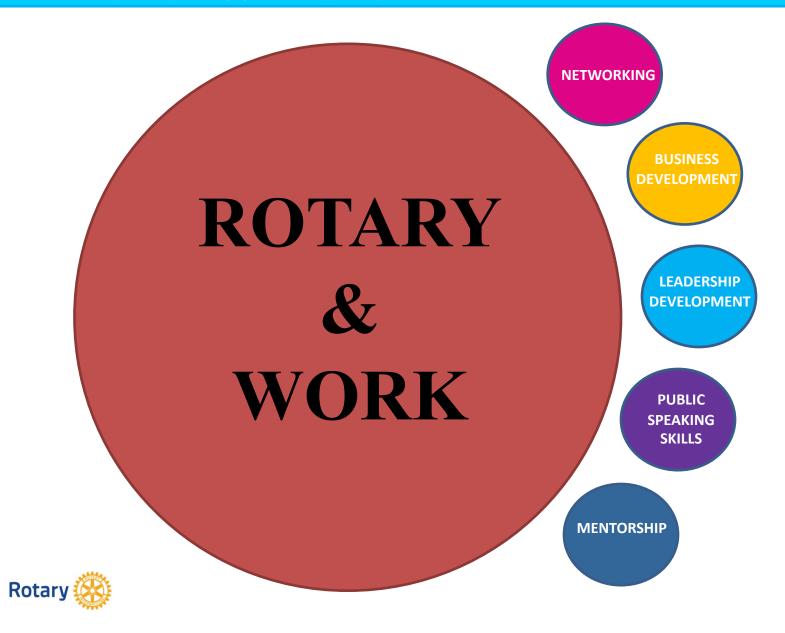
BETWEEN ROTARY AND WORK

BETWEEN ROTARY AND FAMILY

BRING IT ALL TOGETHER







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