



PELS
Membership Discussion
April 18, 2026

SURVEY (2022) ROTARY CLUBS IN USA & CANADA

85 clubs that showed
consistent growth between
2017-2022

CRITERIA:

- 10+ Net Members in 5 years
- Growth in at Least 3 of the Past 5 Years

Club Sizes Ranged from 7 to 120

| | |
|-----|------------------|
| 35% | Under 20 members |
| 50% | 21 – 59 members |
| 11% | 60 – 100 members |
| 4% | Over 100 members |

ATTRITION AND ATTRACTION

ATTRITION RATE

A RATE OF LOSS

% of members who leave our club in an average year

ATTRACTION RATE

A RATE OF GAIN

% of members admitted to our club in an average year

CLUB ATTRITION AND ATTRACTION

Average Attrition

North American Clubs 15%

District 7090 15.3%

Your Club %

Surveyed Clubs 12%

Average Attraction

North American Clubs 12%

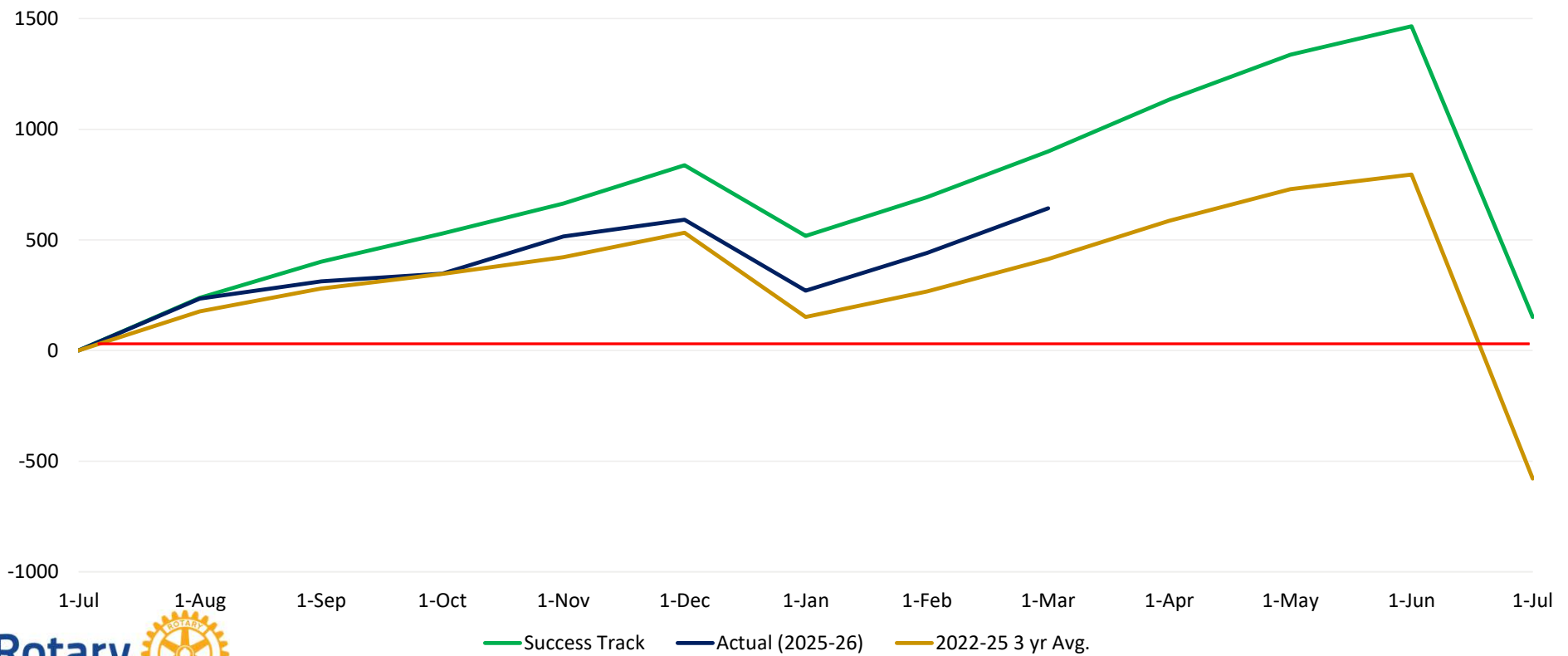
District 7090 12.9%

Your Club %

Surveyed Clubs 23%

Zone 28 Rotary – 2025/26 - As of March 1, 2026

Success Track vs. Actual Net Change in Membership



Membership Reports and Resources found in My Rotary





Hello, Paul
[View Profile](#)

Hamilton After Five (Rotary Club)
Next Meeting
Wednesday at 17:30
[View Club →](#)

District 7090
District
7090
Zone
28
[View District →](#)



Rotary Club Central »
Set club goals and track how you're doing. Monitor your progress with detailed reports.

Grant Center »
Launch and manage all your Rotary Foundation grants in one place.

Membership and Foundation Reports »
Find reports with data about membership, contributions, recognition, and more.

Brand Center »
Find logos, photos, videos, and all the resources you need to promote Rotary in your community.

Learning Center »
Learn new skills with online classes and materials created for your specific role or interests.

Service Project Center »
Browse successful club projects from around the world.

- Club Goals**
- Global Summary
- Trends
- Service Projects
- Resources
- Reports**
- Club Ratings
- Contact Us

Club Goals

Choose and set the goals your club will focus on and track progress.
[Learn how to set and track your club's goals](#)

View Club: **All Clubs**

Rotary Club of **Hamilton After Five**

< 2024-25 >











PRINT

2 goals achieved of 13 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

EDIT

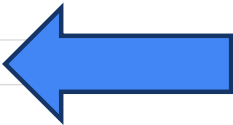
The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  Resources
-  **Reports**
-  Club Ratings
-  Contact Us

Reports

These reports provide context for your goals and activities. Browse club, district, and regional reports to learn more about membership and engagement, service, and Foundation giving.

| Members & Engagement | Rotary Foundation Giving | Service |
|--|--------------------------|---------|
| Club Reports | | |
| REPORT | | |
| Club Growth | | |
| Club Membership Profile | | |
| Listing of Sponsored and Satellite clubs | | |
| Member Viability and Growth | | |
| Members in a Club | | |
| Membership Termination Profile | | |
| New Member Sponsor | | |





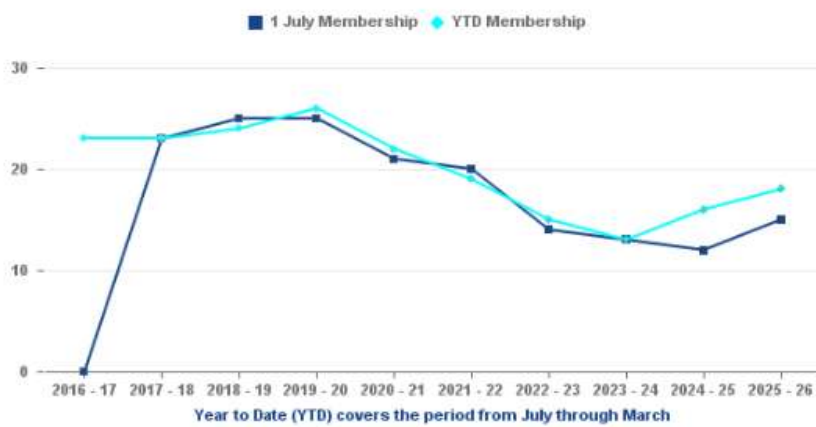
CLUB 87947 MEMBERSHIP PROFILE

For July through March (2025 - 26)

ROTARY CLUB OF HAMILTON AFTER FIVE, ON (87947), DISTRICT 7090

| | Membership | | | | Alumni Membership | Female Member Distribution | | Member Distribution Under Age 40 | | | Existing Member Retention | | New Member Retention | |
|-----------|------------|-----|------|--------------|-------------------|----------------------------|--------|----------------------------------|-------|--------------|---------------------------|---------|----------------------|---------|
| | 1 July | YTD | Goal | Net Growth % | Active % | 1 July % | YTD % | 1 July | YTD | Unreported % | LFY | YTD | LFY | YTD |
| 2025 - 26 | 15 | 18 | 18 | 20.00% | 5.56% | 46.67% | 50.00% | 0.00% | 5.56% | 22.22% | 92.31% | 100.00% | 100.00% | 100.00% |
| 2024 - 25 | 12 | 16 | 15 | 33.33% | 6.25% | 50.00% | 50.00% | 0.00% | 0.00% | 25.00% | 92.31% | 100.00% | 0.00% | 100.00% |
| 2023 - 24 | 13 | 13 | 15 | 0.00% | 7.69% | 46.15% | 46.15% | 0.00% | 0.00% | 23.08% | 85.71% | 100.00% | 100.00% | 0.00% |
| 2022 - 23 | 14 | 15 | 20 | 7.14% | 6.67% | 42.86% | 46.67% | 0.00% | 0.00% | 20.00% | 70.00% | 100.00% | 0.00% | 100.00% |
| 2021 - 22 | 20 | 19 | 25 | -5.00% | 5.26% | 45.00% | 42.11% | 5.00% | 0.00% | 21.05% | 90.48% | 95.00% | 50.00% | 0.00% |

Membership Trends



Membership Gains & Losses

| | 1 July Count | New Admissions | New Terminations | New Readmissions | Existing Terminations | Existing Readmissions | Net Change |
|-----------|--------------|----------------|------------------|------------------|-----------------------|-----------------------|------------|
| 2025 - 26 | 15 | 2 | 0 | 0 | 0 | 1 | 3 |
| 2024 - 25 | 12 | 2 | 0 | 0 | 1 | 2 | 3 |
| 2023 - 24 | 13 | 0 | 0 | 0 | 2 | 1 | (1) |
| 2022 - 23 | 14 | 1 | 0 | 0 | 2 | 0 | (1) |
| 2021 - 22 | 20 | 0 | 0 | 0 | 6 | 0 | (6) |

Membership Termination by Years of Membership

| | Under 1 | 1-2 | 3-5 | 6-10 | Over 10 | Total |
|-----------|---------|-----|-----|------|---------|-------|
| 2025 - 26 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2024 - 25 | 0 | 0 | 1 | 0 | 0 | 1 |
| 2023 - 24 | 0 | 1 | 1 | 0 | 0 | 2 |
| 2022 - 23 | 0 | 0 | 0 | 2 | 0 | 2 |
| 2021 - 22 | 0 | 1 | 5 | 0 | 0 | 6 |

Member Termination - Reason

| | Attendance | Business Obligations | Deceased | Family Obligations | Health | Personal | Joining a New Club | Relocation | Misc Reasons |
|-----------|------------|----------------------|----------|--------------------|--------|----------|--------------------|------------|--------------|
| 2025 - 26 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2024 - 25 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| 2023 - 24 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |
| 2022 - 23 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| 2021 - 22 | 0 | 3 | 0 | 0 | 0 | 2 | 1 | 0 | 0 |



My Rotary

Donate

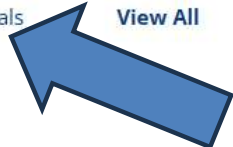
Refer



My Rotary ▾ Participate ▾ Events & Connections ▾ Knowledge & Resources ▲ Who We Are ▾

Resources & References

- Rotary Grants
- Fundraising
- Resources by Role
- Youth Protection
- Membership Materials **View All**
- Club and District Administration
- District Committees



Rotary Tools

- Rotary Club Central [↗](#)
- Grant Center [↗](#)
- Service Project Center [↗](#)
- Official Rotary Apps
- Brand Center [↗](#)
- Licensed Vendors
- Raise for Rotary [↗](#)
- Learning Center [↗](#)



Webinars



Learning Center [↗](#)

Build new skills with online courses and materials.

[View Knowledge & Resources Page >](#)

Hello, Paul

Hamilton After Five
(Rotary Club)

Next Meeting

District 7090

District

Membership



Resource spotlight

For district leaders

- [Building Innovative New Clubs](#) (video)

For club leaders

- [Creating Your Online Member Interest Survey](#) (PDF)
- [Creating Your Online Member Satisfaction Survey](#) (PDF)

For all members

- [What's Rotary Wallet Card](#) (PDF)

For new members

- [Welcome to Rotary!](#)



Strengthen your club

Find ideas for planning and strengthening your club in these resources:



- [Strengthening Your Membership: Creating Your Membership Plan](#) — Develop a long-term strategy for boosting membership.
- [Club flexibility](#) — Learn about flexible membership and meeting options; view [frequently asked questions, governance documents](#).
- [Club Membership Committee Basics](#) — Enroll in this learning plan to learn more about your responsibilities in developing a strategic plan to engage and attract members.
- [Club Membership Committee Checklist](#) — Follow these steps to identify prospective members, introduce them to your club and Rotary, invite them in a meaningful way, and be sure to engage them and get them involved.
- [Leadership Development](#) — Help your members develop their leadership skills by taking professional development courses in the [Learning Center](#).



STRENGTHENING YOUR MEMBERSHIP

Great clubs don't happen by chance. They're a result of careful planning, thoughtful actions, and dedicated efforts to ask for feedback, try new ideas, and adapt. Great clubs also have a strong, thriving membership and can demonstrate long-term impact.

Rotary 

Membership Action Plan Resources



CLUB & MEMBERSHIP MANAGEMENT

Membership

Get the complete picture on your membership with reporting, directories and analytics.

[Active Members →](#) [? Help](#)

- Active Members
- Contacts
- Inactive Members
- Other Users
- Members and Contacts List
- Member Directory
- Designations
- Request Membership Updates
- New Member Program
- Custom Member Fields
- Download Member Data

Organization

Manage key information and functions of your club.

[Club Information →](#) [? Help](#)

- Club Information
- Executives & Directors
- Committees
- Documents
- Orders
- Invoices
- Payments
- Meeting Responsibilities
- Participation Points

Reports

Stay on top of trends within your club demographics with data at your fingertips.

[Club Activity Report →](#) [Member Activity Report →](#) [? Help](#)

- Club Dashboard
- eDirectory Reports
- eDirectory Builder
- Login Activity
- Rule of 85
- Years of Service
- Birthdays & Anniversaries
- Gender Distribution
- Age Distribution
- Printable Mailing List



RI Integration

Synchronize club, member and executive data with Rotary International's database.

[Compare & Synchronize →](#) [? Help](#)

- Integration Settings
- Member Updates Archive
- Club Updates Archive
- Compare & Synchronize Members
- Compare & Synchronize Executives
- RI Updates Archive

[← Go back](#)



You Are About to Leave ClubRunner

By clicking the button below, you acknowledge that you are leaving ClubRunner and will be redirected to the Membership Action Plan website. Please note that the content, privacy policies, and terms of use on the Membership Action Plan website may differ from those of ClubRunner.

[← Go back](#)

[Continue to Membership Action Plan](#)



- Home
- Progress Dashboard
- Membership Goal
- Club Membership Plan
- Reports
 - YTD Goal Progress
 - Upcoming Year Goals by Club
 - Attrition/Attraction
 - Membership Growth Index
 - Membership Plans
- Surveys
- MAP Awards

- VIDEO TUTORIALS
- RETURN TO DACDB
- RETURN TO CLUBRUNNER
- SUPPORT
- MY.ROTARY.ORG
- LOGOUT

UPLOAD MEMBERSHIP PLAN

2026-2027

Download Worksheet

Download All Worksheets

Download Goal Sheet (Populated)

Download All Goal Sheets (Populated)

Starting Membership
(01-Jul-2025)
15

Avg. Attraction rate
17.9%

Avg. Attrition rate
15.4%
District Avg. Attrition Rate 14.8%

Avg. Net gain/loss Rate
2.6%

Problem(s) to solve

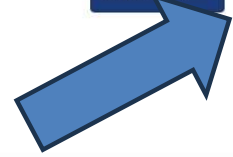
- Insufficient Attraction**
Attraction Rate is less than 5% greater than Attrition Rate.
- High Attrition**
Attrition rate exceeds district average.

View Recommended Strategies

Set Your Goals

First you must create a goal for the active year selected.

Create Membership Goal





Membership Goal Setting Worksheet

District: 7090
Hamilton After Five

This worksheet will help you set your membership growth goals and calculate the number of **new members needed** to reach your goal. Actual data for your club is in the table below.

Annual Attrition Rate (3-year average): **15.4 %**
Annual Attraction Rate (3-year average): **17.9 %**
Annual Net Growth Rate: **2.6 %**

(Subtract Attrition Rate from Attraction Rate)

Success Targets

Attrition less than 15%
 (July 1 membership x .15)
Attraction 5% greater than Attrition

The problem we need to solve is:

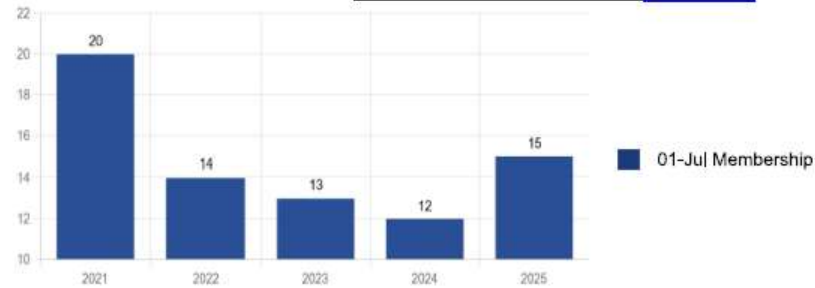
- Low Retention** -- Our Attrition Rate Exceeds 15%
- Insufficient New Member Attraction** - Our Attraction Rate is less than 5% above our Attrition Rate
- Neither** - We need to build on our current membership growth culture and strategies

Membership History

| Club Year | Members at start of year (01-Jul) |
|-----------|-----------------------------------|
| 2025-26 | 15 |
| 2024-25 | 12 |
| 2023-24 | 13 |
| 2022-23 | 14 |
| 2021-22 | 20 |

2026-2027 Membership Goal Setting

| | | |
|--|----|---------|
| Starting Membership 01-Jul-2025 | 15 | |
| Current Membership As of 01-Apr-2026 | 18 | |
| Estimated Membership 01-Jul-2026 | | (a) |
| Membership Goal 01-Jul-2027 (01-Jul-2026 Start + Growth) | | (b) |
| Net Membership Growth Challenge = 5% or 5 members | | (c=b-a) |
| Average Annual Attrition to Replace | 2 | (d) |
| New Members Needed (Growth + Attrition) | | (c+d) |



Your club's recommended strategies



General Strategies

Review and implement these strategies to improve your club overall.

- Set a Club Membership Goal and develop a written [membership growth plan](#)
 - Communicate the Goal & Plan to the club regularly
 - Highly visible, relevant, and impactful service projects and events (Invite "Not Yet" Rotarians to these events)
 - Consider these 10 proven Intentional Membership Strategies: <https://www.rizones33-34.org/?s=intentional>
 - Work on making your club [irresistible](#)

Insufficient Attraction

Attraction Rate is less than 5% greater than Attrition Rate.

- Start a satellite club with an alternate meeting time/place/frequency or create new member types that reduce cost (no meal) and time demands...
- Consistent messaging to club members about why the club's consistent, moderate membership growth matters. Use all communication media – direct conversations, podium announcements, club newsletters, etc.
- Is your club attractive to prospects? Invite a friend or another Rotarian to attend a meeting as a "secret shopper". Ask them for a candid, honest assessment of how your club looks to a stranger. Are we a friendly club, or a group of friends?
- Become visible in the community -- Actively use social media & other means to promote projects, events & fellowship.