



# Membership District 7090

Rotary 



November 2017

## Retention Starts Day One

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

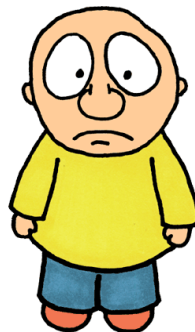
By IPDG Marlee Diehl, Chair, District Membership Retention Committee



**Pre-qualifying members** – know the reason he/she wishes to join, ensure potential members understand the commitment, and help them have an understanding of your club's vision, bylaws and its culture.

There may even be a time when it is better to help the potential member find another Rotary Club which fits their vision of a service club rather than shoehorn he/she into the world of your club's version of Rotary because, if he/she has a burning passion to help the indigenous of Antarctica (I know the indigenous down there are penguins, but you

get my point) and your club only wants to help youth in your community through literacy reading programs and Youth Exchange, the reality is there – all will be frustrated.



I bet there are some members who join simply because he/she didn't feel comfortable saying no to 'the ask'. Some new members may think, "I can try this for a few months and if it doesn't work, I can leave." We make a big deal of someone coming in, the community likely hears about our new member and then the person isn't there anymore – what message are we giving our community about

the viability of our clubs if you have members who come in and then leave within one to three years...the revolving door effect will cost your club potential members.



Rotary is a community within a community. What is a community without lots of fun things to do? Last year's Rotary International President John Germ challenged us to think outside of the building – big, bold, and bodacious daring. Here are some ideas; take a club trip to your neighboring Rotary Club...psst, let that club president know so there is enough room and...food. Do a social that includes the family, how about going to the local arena to cheer for a member's 'star' player or baseball or soccer field to have picnic on the sideline?...I know during the October

to May timeframe this won't appeal to most. Let's do a 'Show and Tell' meeting where we can share our hobbies. Find a local craft brewery and get together for some laughs...or help out at the club food bank. Good times roll when Rotarians get together! Rotarians stay when good times abound and, especially, if it is a family-friendly event.



The days of corporations nudging their up and comers into joining a Rotary club to build a network, to find a mentor to add to their business acumen are truly a thing of the past. Today our members recognize that through being a Rotary member they may accomplish far more for their community (around the corner or on the other side of the globe) because like-minded people working for a common goal magnifying what an individual can do.

Give your club members the opportunity to cross pollinate in a variety of committees over the years. It helps avoid burn-out and creates built in succession planning. Know there are some people who join Rotary because they have a passion to undertake a project in some other part of the world and they are willing to work hard in Rotary to ensure this dream

becomes a reality. While perhaps others do join to attend a weekly meeting and hear a speaker and that is perfectly okay.

Let's make retention a common word in our Rotary lexicon! Each club will tailor it to fit themselves and Rotary will benefit if more of our members can't wait to take on the next Rotary challenge!

## Great Resources for Membership

Find ideas to help your club take a fresh approach with these resources:

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Strengthening Your Membership](#) — Develop a long-term strategy for strengthening your club's membership.
- [Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
- [Connect for Good](#) — Encourage members to get involved for a more meaningful Rotary experience.
- [Connect to Membership Leads](#) — Find prospective members who want to get involved.
- [Rotary Basics](#) — Give this comprehensive overview to new members or order for club reference.

[Impact Begins with You - 001-EN – \(316\) 5/\\$1.25US available for purchase from <https://shop.rotary.org/>](#)

This new brochure has a great message that is sure to appeal to virtually any prospective member. It focuses on the impact you can have, internationally and locally, by becoming part of Rotary. A key message is "our actions make a difference." Every member of a club should have a few of these to give to potential members.

[Strengthening Your Membership – Creating Your Membership Development Plan 417-EN -- \(114\) available for purchase \(\\$2.50 US\) from <https://shop.rotary.org/>](#)

This is an excellent, comprehensive guide for clubs on how to develop an effective membership development plan. Every club Membership Chair should have a copy.

**Questions or Comments?** Contact PDG Kevin Crosby, District Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).

