

KEEPING THE MEMBERS YOU HAVE

AKA

RETENTION

MAY 7, 2016



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My Goals for this Session

Discuss methods for uncovering why members 'quit' and the tools for attacking the problem.

Overview

- Why Rotarians Join Our Club
- Why Rotarians quit
- Tools for Helping Retention
- Developing an Action Plan
- Resources Cited (Note: Some resources were collected from clubs, districts and zones and original sources were often not cited.)

How to Measure Current Retention

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- $$\frac{\text{Today's \# members}}{\text{\# members July 1 + new members during year}} \times 100 = \text{_____\%}$$
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Example

- $$\frac{50}{50 + 5} \times 100 = 90\%$$
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What Kind of Members Do We All Want?



Why Do You Think Members Join Your Club?

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Why Do You Think Your Members Bailout?



Several Reasons RI Collects Regarding Why Rotarians Leave

- Business Obligations
- Family Obligations
- Health and Personal Reasons
- Joining a New Club
- Relocation

Looking At Retention Issues In A Generic Sense

- The particulars of belonging – time of the meeting, cost, location, value of the meetings, etc.
- Behaviors (i.e., club members)
- Lack of Support Programs for New Members
- Members Unfulfilled Expectations
- Dissatisfied with Club's Activities
- Lack of Engagement

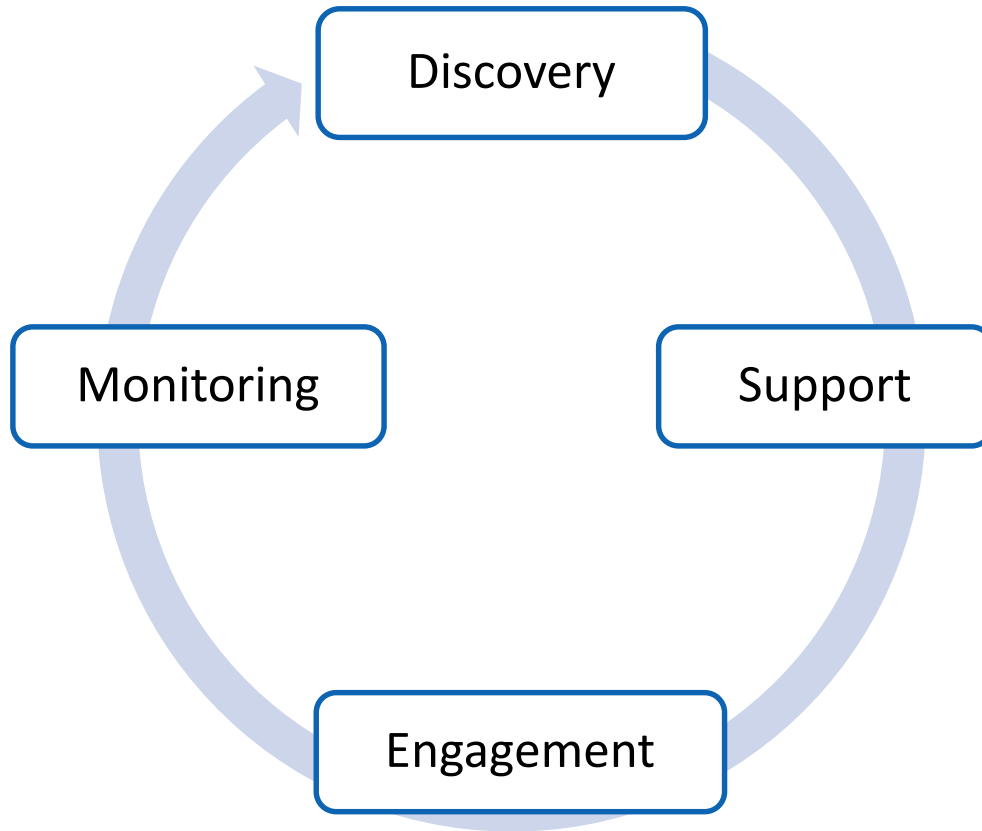
Laundry List of 33 Things You Can Do

- Assign Mentors
- Integrate New Members
- Regular Contact Program
- Make-ups At Other Clubs
- Pay Individual Attention
- Recognize, Recognize, Recognize
- Make It Fun
- Promote The Club
- Use Time Efficiently
- System of Complaints & Grievances
- Member Satisfaction Survey
- Understand Member Motivations
- Meet & Greet
- Meeting Seating
- Good Speakers Program
- Regular Communication
- Buddy System
- Follow-up With Absent Members
- Encourage Input
- Educate Members
- Conventions, Conferences and Assemblies
- Experience the International Opportunities
- Evaluate Service Programs
- Fellowship Activities
- Active Committees
- Attendance Challenges
- Involve the Family
- Compulsory Make-ups
- Avoid Member Burnout
- Recognize Different Abilities
- Conduct Exit Interviews
- Facilitate a Transfer
- Receptive to New Ideas

Source: 101 Strategies for recruiting and retaining members: D9780



Ideally The Solution Is A Process



Tools for Discovery – 3 Exit Surveys

Resigning Members Input (Handout, D6400)



Terminating Rotarian Survey (Handout, D7890, Make Your Own)

Understanding Why Members Leave Includes an Exit Survey at
(www.rotary.org/myrotary/en/document/club-assessment-tools)

“Houston, We Have A Problem!”

Motivating club members who are leaving or have left to participate in an Exit Survey could be a problem! Any suggestions?



Tools for Discovery – Two Satisfaction Surveys

Membership Satisfaction Questionnaire (Handout, Rotary Zone 24W, Make Your Own)

Enhancing the Club Experience

(www.rotary.org/myrotary/en/document/enhancing-club-experience-member-satisfaction-survey)

What Would Be Your Strategy?

How would you motivate club members to participate in a Satisfaction Survey?



Tools for Building a Supportive Environment

Mentor Plan (Handout, Source unknown, includes heavy dose of orientation)

Buddy System (D5790)

Buddy System (D5790)

Groups of four are formed into a team with a leader who organizes occasional 'get-togethers' and activities.



Source, The Rotarian. Global Outlook: A Rotarians Guide to Getting and Keeping Members. May 2014, pp. 61-68.

Tools of Engagement: Two Examples

Engagement Action Plan (Handout, Zone 24W)

Annual Member Involvement Appraisal (Handout, Source Unknown)

Homing In On A Retention Action Plan

Action Plan for Membership Retention (Handout, D7450)

Cherry Picking from A Four Step Systematic Plan



Cherry Picking What You Need

Discovery

Exit Surveys

Satisfaction Surveys



Member Support

Mentoring Plan

Buddy System

Engagement - Filling the Void

An Engagement Plan or Appraisal

Monitoring

Suggestions and Caveats

You can't fix all the problems so prioritize.

Anonymity produces more accurate survey responses.

Some useful information is usually better than none.

Beware of big decisions based on little actual information.

Keep Trying!

THANK YOU
&
Have a Good Rest of Day

A Very Useful RI Resource

Membership Assessment Tools

www.rotary.org/myrotary/en/document/club-assessment-tools

Combines many documents including

Improving Your Member Retention

Enhancing the Club Experience with Member Satisfaction

Survey Understanding Why Members Leave with Exit Survey