

# What's in it for me?

## Creative & imaginative approaches to keeping your members engaged and enthusiastic

Kevin Crosby, District 7090 Membership Director

Marlee Diehl, Chair, District Membership Retention Committee

Alex Krebs, Rotary Club of Albion

Sandi Chard, Rotary Club of St. Catharines Lakeshore


# 7 Keys to Keeping Members Engaged & Enthusiastic

Rotary



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Global Rewards



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- ▶ Global Rewards



Fellowships



# Key #1: Strong on-boarding process

- Assign mentor to new member
- Engage new member in club activities/responsibilities
- Expose new member to Rotary beyond your club



A yellow key icon with a circular head and a notched blade.

## Key #2: Have a Vision, Strategic Plan and Goals

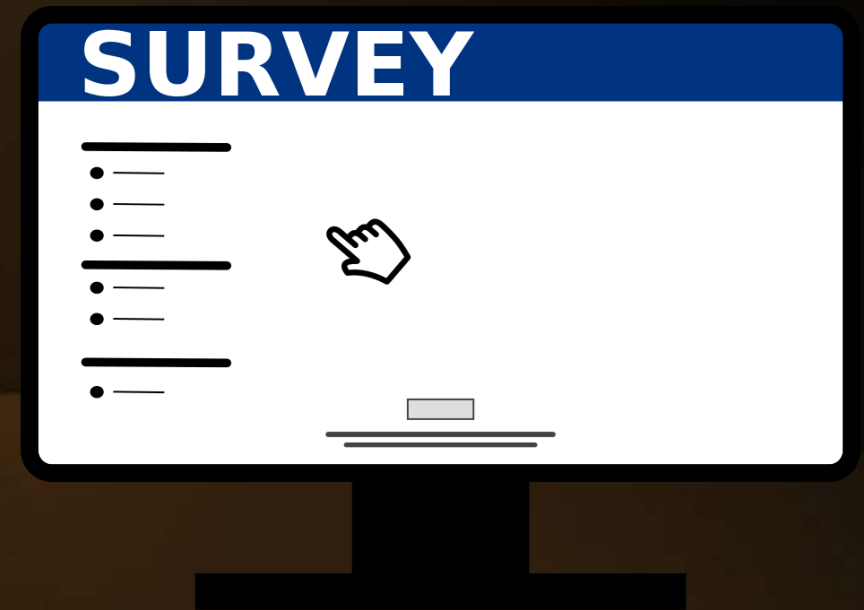
- Members want a sense of making progress toward goals
- Members want to avoid sense of starting over each year
- Members want to be excited about the club evolving to respond to changes in environment






## Key #3: Assess member satisfaction & do exit interviews

- Assess member satisfaction regularly – use online survey
- Do exit interviews – use online survey
- Club President should talk with each member individually to identify areas of interest





A yellow key icon with a circular head and a notched tail.

Key #4: Have a good mix of hands-on projects, social events, programs, FUN, and every member on a committee

- People are in Rotary to make a difference by taking action
- Members want to feel like their club meeting is a highlight of the week





## Key #5: Have good internal communications & follow-up with absentees

- Keep everyone up to date on activities & plans
- Reach out to members who are absent







# Key #6: Promote Global Rewards



**ROTARY GLOBAL  
REWARDS**

## SPEND LESS, GIVE MORE



Save on travel and much more!

- ▶ Entertainment
- ▶ Business services
- ▶ Merchandise
- ▶ Insurance

**THE GOOD YOU DO  
COMES BACK TO YOU.**

Rotary Global Rewards is a great travel partner. You can get more work done and create new memories with family or friends with discounts on:

- airfare
- hotels and accommodations
- vehicle rentals
- transportation services
- tours and attractions

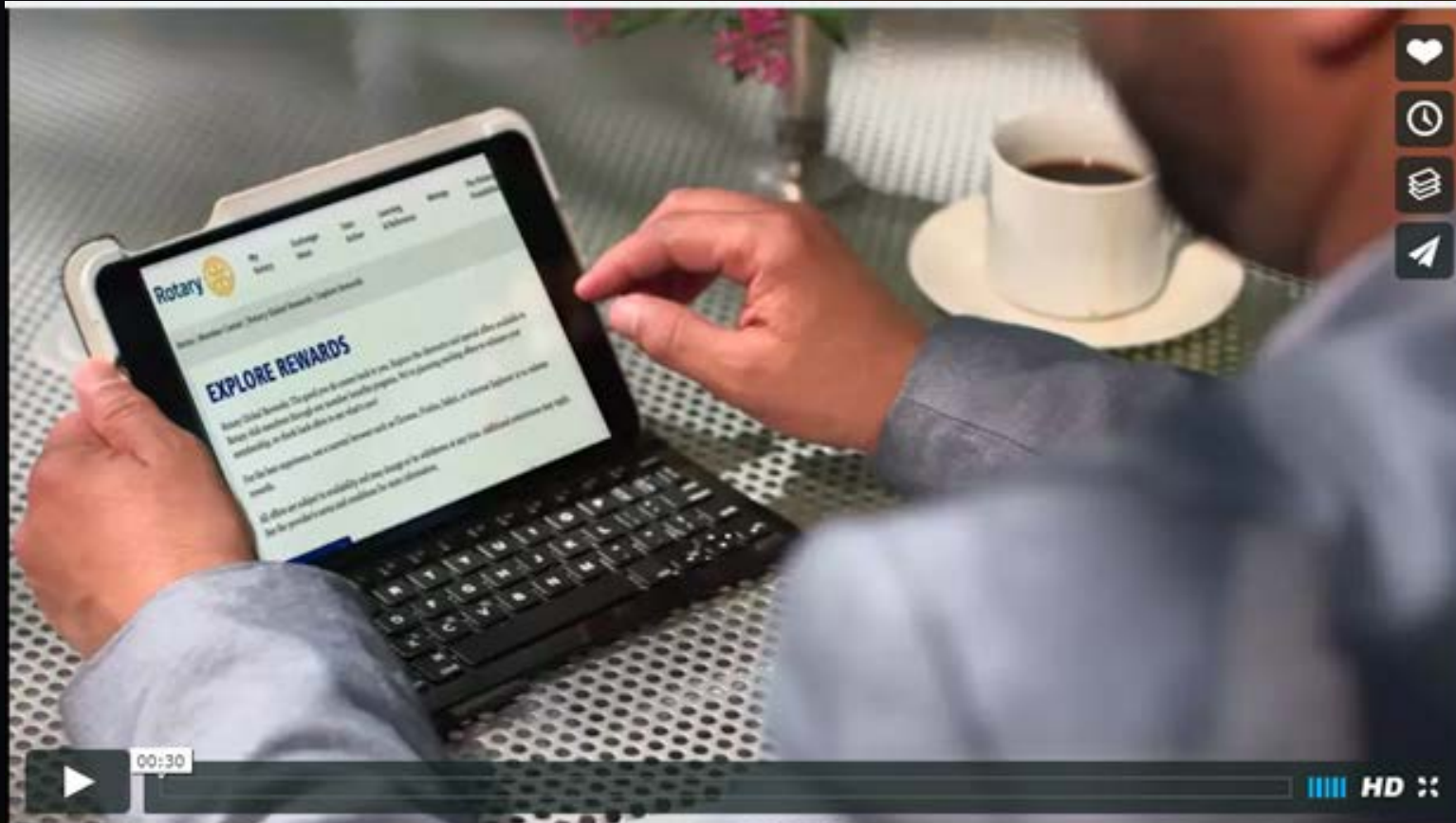
Rotary Global Rewards. It's our way of giving back to those who give so much.

Rotary  ROTARY GLOBAL REWARDS

FIND ROTARY GLOBAL REWARDS AT [ROTARY.ORG/GLOBALREWARDS](https://rotary.org/globalrewards)

The advertisement features a background image of an airport tarmac with a white airplane and a blue sky. The text is overlaid in white and yellow. The Rotary logo is at the bottom left, and the website URL is at the bottom right.

# Rotary



## Rotary Global Rewards – “Travel” (:30)

from Rotary International PRO 4 months ago



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# ACCESS ROTARY GLOBAL REWARDS

## Find Rotary Global Rewards on the Member Center



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News & Media


Member Center

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GIVE

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MEMBER CENTER



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What do you want to do?

I want to...

JOIN

Connect with our global network of community volunteers. Join a Rotary club. Let us help.

GET STARTED

REFER A NEW MEMBER

Share Rotary with friends, family, and colleagues. Refer a potential member and we'll help connect them to the right club. Only current members can refer new members.

REFER A MEMBER

REJOIN OR CHANGE CLUBS

Did you move, or have your schedule and obligations changed? We can help you rejoin or find a new club.

FIND A CLUB

ROTARY GLOBAL REWARDS

Explore our member benefit program for discounts on travel, hotels, dining, and entertainment.

EXPLORE REWARDS

Learn more

ONLINE TOOLS

Rotary Club Central

Brand Center

Rotary Showcase

Rotary Ideas

Learning Center

PRODUCTS & SERVICES

Find publications, Rotary-licensed products, online tools, and more.

Shop.rotary.org


Licensed vendors

Rotary credit card

Community marketplace

Mobile apps

INTERNATIONAL CONVENTION



Plan now to attend Rotary's biggest event of the year. It's your chance to connect with members from around the world.

REGISTER

THE ROTARIAN

The Rotarian is the official magazine of Rotary International. Our worldwide communications network includes more than 30 regional magazines.

Read the current issue of The Rotarian

Explore our regional magazines

AWARDS & RECOGNITION

Honor Rotary members and clubs that are creating positive change through their generous donations of

# ROTARY GLOBAL REWARDS



## EXPLORE REWARDS

Rotary Global Rewards: The good you do comes back to you. Explore the discounts and special offers available to Rotary and Rotaract club members through our member benefits program.

Now, Rotary and Rotaract members can offer discounts from their own businesses. Select **Create a New Offer** below to get started. You must be signed in to your My Rotary account to redeem or add offers. Need help? Find how-to guides in the FAQ & HELP section to the right.

For the best experience, use a current browser such as Chrome, Firefox, Safari, or Internet Explorer 10 to redeem rewards.

Select Category ▼

Vote on Contributions

[Create a new offer](#)

Search offers...

Chicago, Illinois, United States

List (132)

Map (11)



**Give 10% Back to Rotary & Get Auto & Home Insurance**

Liberty Mutual

[View Offer >>](#)



**Give Back to Rotary When You Purchase from Amazon**

Amazon

[View Offer >>](#)



**Save up to 15% on U.S. rentals and Rotary gets 2% ba**

Hertz

[View Offer >>](#)



**Discounts at thousands of Hotels and 10% back to Ro**

Hotel Discount Center (powered by HotelStorm)

[View Offer >>](#)

What do you want to do?

I want to...



### FAQ & HELP

Learn how to use Rotary's new member benefit program.

### FREQUENTLY ASKED QUESTIONS

[Rotary Global Rewards](#)

### HELP

[How to find deals \(mobile\)](#)

[How to find deals \(desktop\)](#)

[How to create an offer](#)

[How to create a My Rotary account](#)

### TERMS & CONDITIONS

Read our terms of use for redeeming and submitting offers in Rotary Global Rewards. Offers subject to providers' terms and conditions. [Learn more \(PDF\)](#)





# LIST OF OFFERS: LOCAL AND INTERNATIONAL

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Select Category

Vote on Contributions


Create a new offer

Search offers...


Chicago, Illinois, United States

List (130)


Map (12)




**Give 10% Back to Rotary & Get Auto & Home Ins**  
Liberty Mutual [View Offer >>](#)




**Give Back to Rotary When You Purchase from A**  
Amazon [View Offer >>](#)



**Save Up to 5% on Car Rentals from AVIS Rent-A**  
AVIS Rent-A-Car [View Offer >>](#)



**Up to a 10% Discount When You Book from Holi**  
Holiday Inn, Holiday Inn Express, InternContinental, Crown  
Staybridge Suites and Candlewood Suites [View Offer >>](#)



**Give Up to 6% Back to Rotary When You Book fr**  
Marriott North America [View Offer >>](#)

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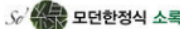
Create a new offer

Search offers...


Seoul, South Korea

List (186)


Map (7)




**식당 이용 시 구매액 10% 할인 - Save 10% on th**  
소록 한정식 (Sorok Restaurant in South Korea) [View Offer >>](#)




**국제 렌탈 10 % 할인 및 로타리는 2 %를 다시 가**  
Hertz [View Offer >>](#)



**자동차 대여에 5 %까지 절약 from AVIS Rent-A-C**  
AVIS Rent-A-Car [View Offer >>](#)




**AIA 보험 에서 구매하고 로타리도 지원하세요 fr**  
Rotary Global Rewards [View Offer >>](#)



**앱스토리몰 에서 구매하고 로타리도 지원하세요**  
Rotary Global Rewards [View Offer >>](#)

## MOBILE VERSION

To access Rotary Global Rewards on your mobile phone, download the Club Locator app through the **Apple App Store** or **Google Play Store** and tap the Rotary Global Rewards banner.

Rotary 

FIND A CLUB

KEYWORD

NEAR ME

Keyword

Enter Keyword Here

Country

Select Country Here >

State/Province

Enter State Here

District


Enter District ID Here

Meeting Day

Meeting Day >

SEARCH

CLEAR

Rotary 

ROTARY GLOBAL REWARDS

Visit [www.rotary.org/globalrewards](http://www.rotary.org/globalrewards) now ▶

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# ADD YOUR OWN OFFER [continued]



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Search offers

Chicago, Illinois, United States

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AVIS Rent-A-Car

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Staybridge Suites and Candlewood Suites

[View Offer >>](#)



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[View Offer >>](#)

Select Category ▼

Vote on Contributions

[Create a new offer](#)

Search perks and offers...

[« Go back](#)

### Vendor Details

\* Name

Description

Website URL

Logo

Upload Image

**Logo note:** If possible please choose a logo image that is roughly **150 x 50** pixels (W x H), or multiples of that size — any size will work, but those proportions look best.

Categories

Choose categories...

Add offer to map



### Offer Details



Rotary

ROTARY GLOBAL  
**REWARDS**



Rotary

Where will Rotary Global  
Rewards take you?

[www.rotary.org/globalrewards](http://www.rotary.org/globalrewards)



# Key #7: Promote Rotary Fellowships

# Rotary Fellowships

Enhancing Your Rotary Experience





# Social Groups with a Common Passion

Rotary



- ▶ **Rotary Fellowships** are international, independently organized groups of Rotarians, Rotarian spouses, and Rotaractors who share a common vocation or recreational interest. **Rotary Fellowships** give their members the opportunity to have fun, make new friends around the world, and enhance their experience in Rotary

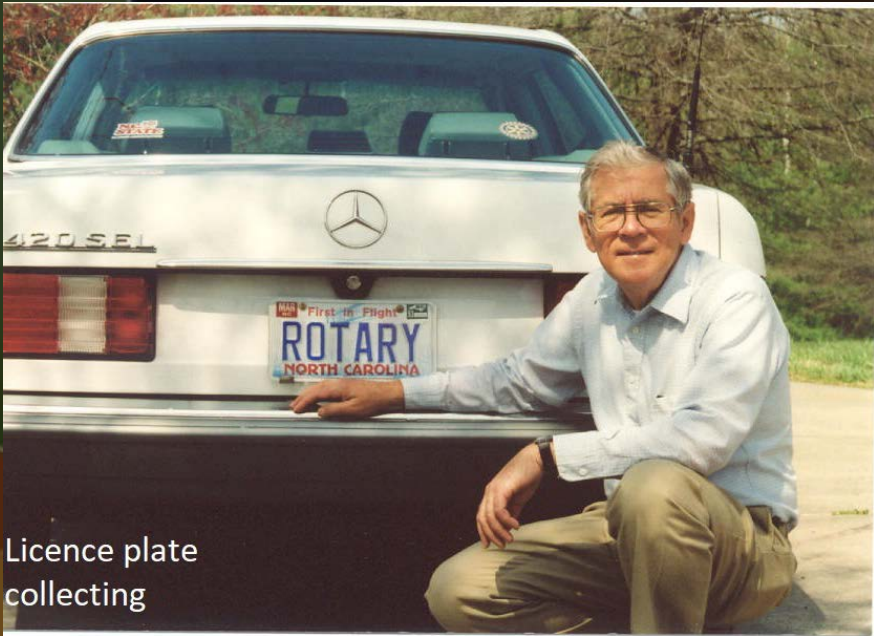


# Service may be our first priority as Rotarians



**SERVICE** Above Self



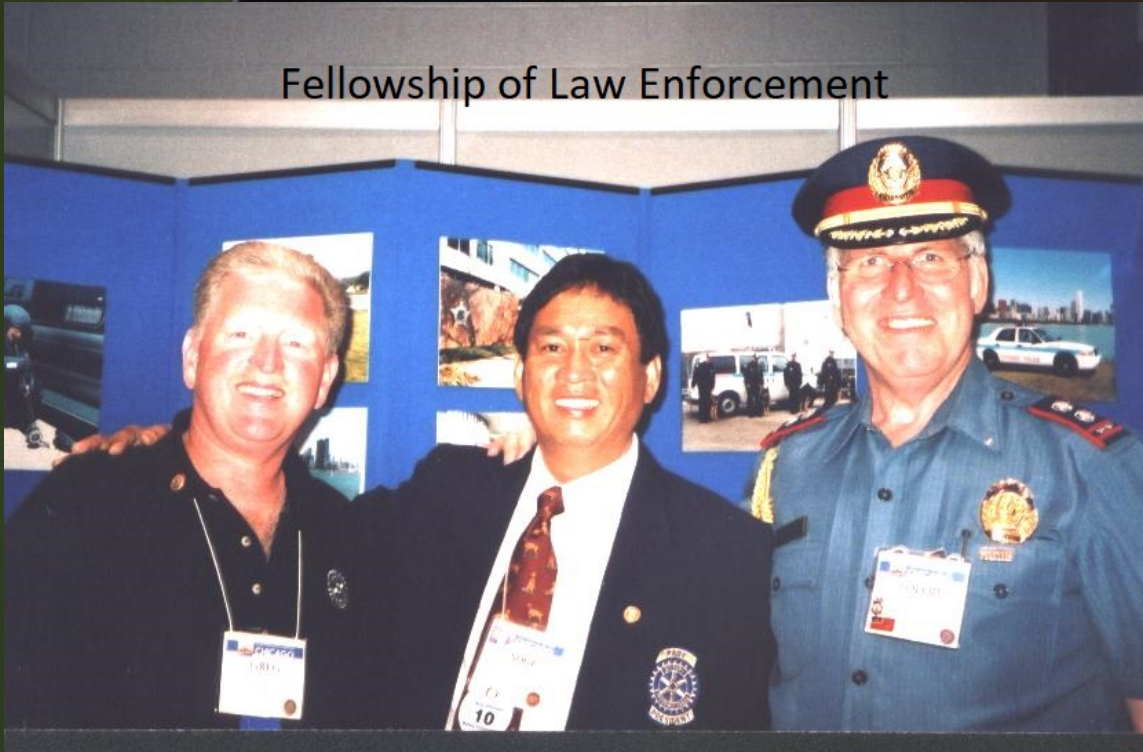


Licence plate  
collecting

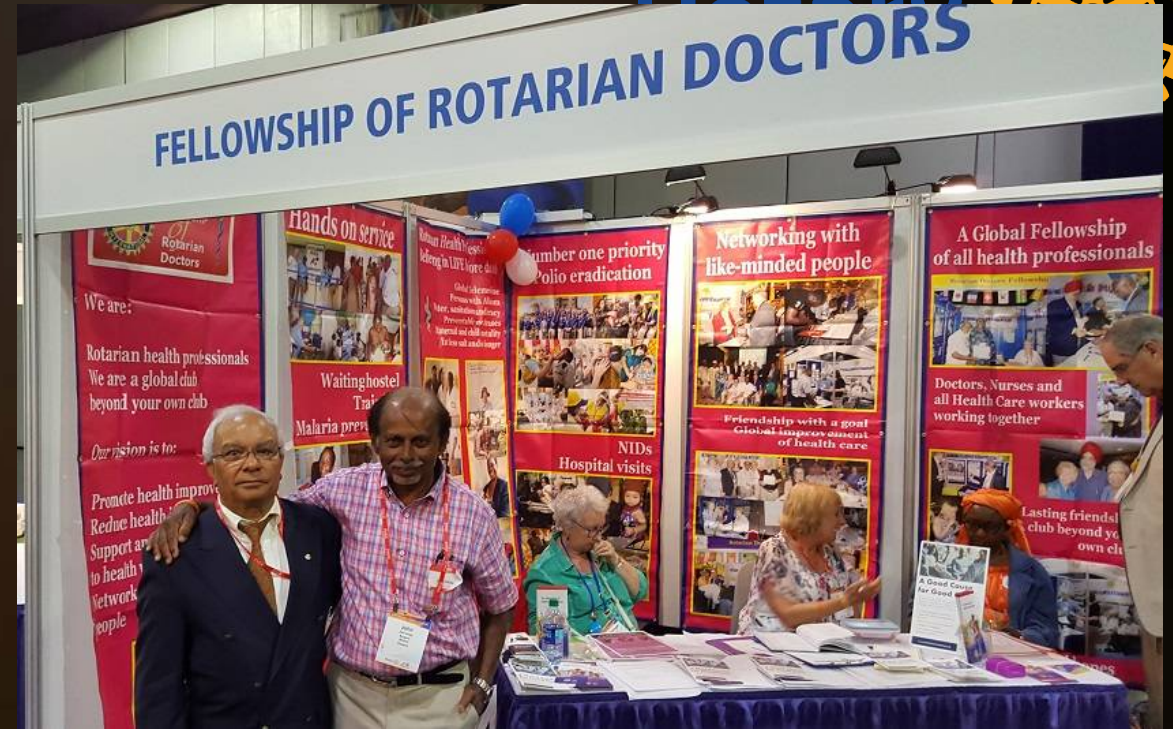
**But fellowship and fun is  
a close second!**



Fellowship of Law Enforcement



FELLOWSHIP OF ROTARIAN DOCTORS



Find Like minded professionals

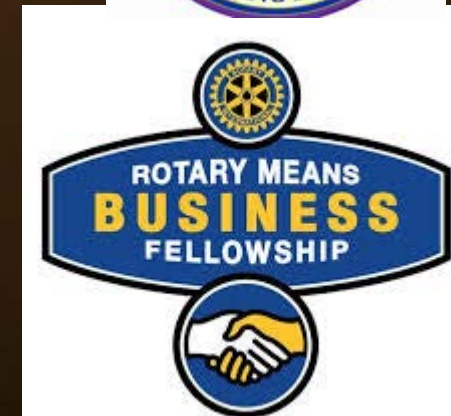
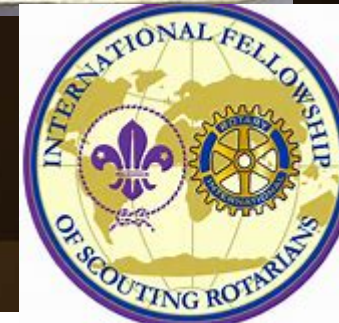


## International Yachting Fellowship of Rotarians





# Rotary Social, fun, something for everyone







# Where to find a fellowship to join

- ▶ <https://www.rotary.org/en/our-programs/more-fellowships>
- ▶ Toronto Convention fellowship booths
- ▶ Ask a Rotarian



**JUNE IS  
ROTARY FELLOWSHIP MONTH**



**Fellowship equals happy members**

Rotary



thank you!