



Rotary

District 7090



Membership Retention

**Ideas to Maintain
Existing Members While
Recruiting New
Members**



Importance of Membership Retention

- Members are one of the keys to success of any organization
- The support of club members is needed to accomplish club goals
- While important to recruit new members, it is just as critical, if not more so , to retain the club's existing members



First Time Members

- First time members are a specific group within your membership and need to be approached with specific strategies
- Have an onboarding plan and assign every new member with a mentor if it is at all possible
- You need to address how to keep first time members engaged
- Engaged members tend to come back
- Need to show them the value of their membership or you may lose them



Personal Touch

- Say hello with a personal touch, never address the newcomer with Dear member, Ms. Mr. or Mrs.
- Point out to them “here is the value I got”, Here is why you want to hang with us.
- Send e-mails to ensure they know about all activities happening and make sure they can reach out to someone for more information
- Use first names only



Reach Out

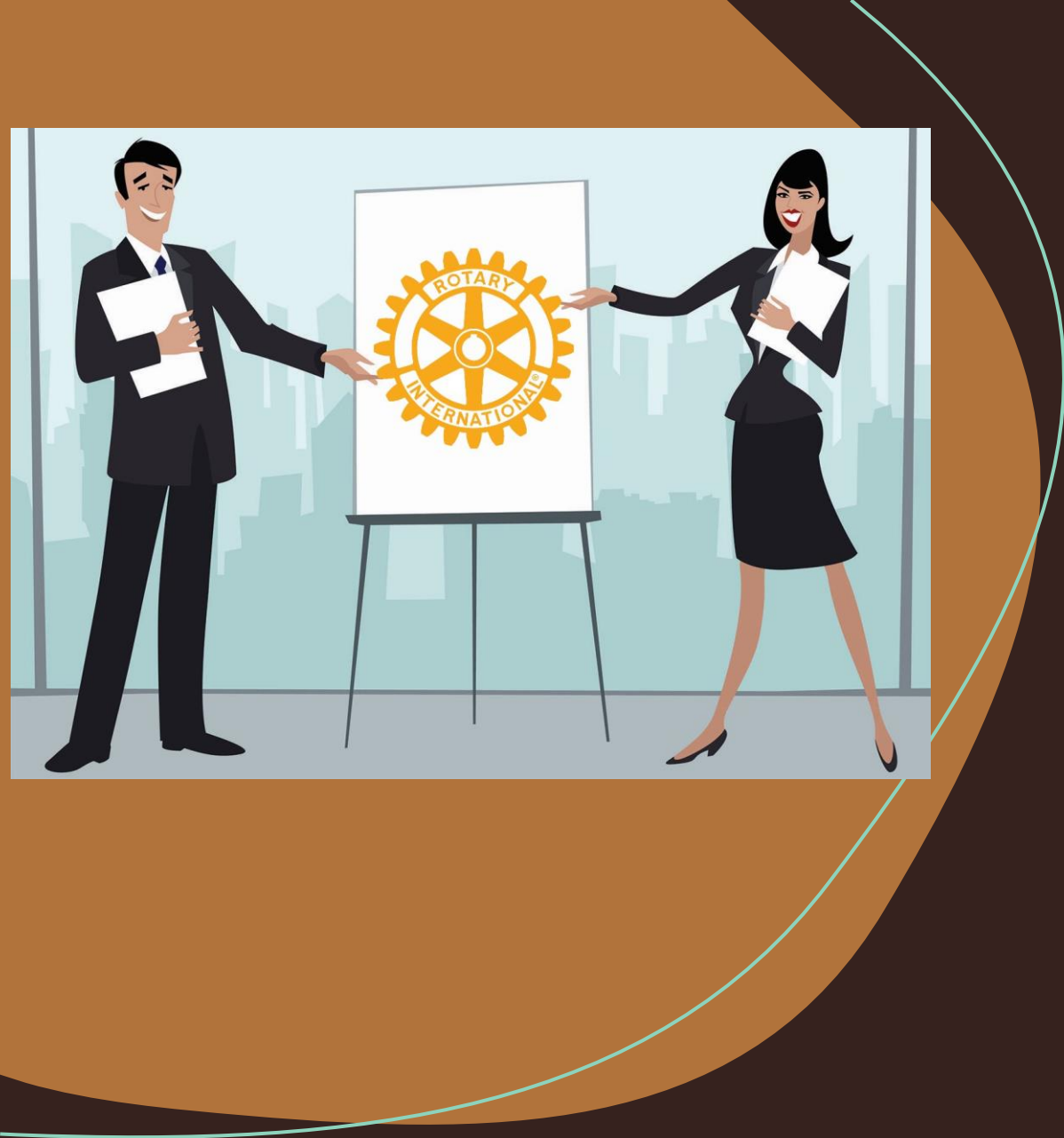
- After initial “onboarding” and welcoming contacts with new members it is suggested to take a hands-off approach for the next 3-6 months. Don’t overdo the contacts.
- Sometimes the new member can suffer from information and e-mail overload
- At three months, it has been suggested, to email the newcomer a listing of continuing education opportunities and other benefits of being a member of Rotary
- At six months an e-mail highlighting Local, District and Rotary International events.

First Year “Loyalty Assessment”

- Need to find out what the new member wants and what they appreciate about Rotary to determine if they recognize the value in their membership
- Have a conversation or do a survey to see if their needs are being met and if what the club is providing meets those needs
- Talk about basics such as service projects, social events, conferences, continuing education, fellowships, website and social media

Sell Your Rotary Club

- Keep in mind people join Rotary for many different reasons networking, career advancement, social interaction and wanting to give back to the community to only site a few
- Every member of the club should be selling the club, and understand that it is their job to do so
- Make new members feel welcome and able to share ideas with anyone in the club
- The whole club membership must buy into selling the club to new and potential members.





Stress the Benefits of Rotary

- Websites should be constantly updated and promote Rotary's offerings, from webinars to online seminars on various topics , always stressing that it is specifically designed for its members
- Ensure new members are instructed on how to log into the Club's website and access the member section. Include how to access the District 7090 and Rotary International websites as well
- Remind them of service projects, fellowship opportunities and social events that they can engage in outside or instead of attending all the regularly scheduled meetings

Continuing Education Opportunities



- Publications and interaction with the District and Rotary International via conferences, email communications, assemblies and conventions
- Rotary Learning Institute and the Learning Centre in My Rotary
- Resources for explaining the structure of Rotary International, District 7090 , your club and the Rotary Foundation



Keep it Local

- During the first year , rather than promoting national events and advocacy on broad issues, try keeping it local
- Most want to talk about their own communities and what is happening there
- Emphasize local issues and service projects
- This doesn't mean not to address District and International issues



RECOGNITION

Retaining Existing Club Members

- **Recognize** members, most are involved with Rotary because they want to help and learn but many would like to be recognized for their contributions
- Retention begins the day they become a member
- Recognize every member at every level of membership. Have small honours or notices for 1, 5 or 10 year milestone.
- Recognize committee, fundraising chairs and leaders for the work they have done for the club



Reward Longtime Members

- Longtime members are vital to your club
- Reward them with useful resources or valuable experiences that are only available to longtime members
- Give them more of a voice and more opportunities for involvement.
- Reward with recognition, whether it be in your newsletter or website/social media



Rotary Membership Benefits

Member Only Benefits

- Remind them of member only benefits
- Longtime members are interested or passionate about the clubs causes and they want to feel like they are making a difference
- Communicate with them often in newsletters as well as social media
- If possible, provide educational opportunities such as webinars and workshops
- Provide networking and social activities to keep engaged and connected



Build A Community

- That the members do not want to leave
- Create a feeling of community through social events, meet regularly , check on them if they haven't attended events/meetings
- Help build friendships by introducing members to one another
- Make sure that long standing members embrace new members
- Interact, engage at events, ask them to serve on committees and give valued feedback
- It is important to show members how much they are appreciated



Just a
friendly
reminder:

Early Reminder

- When members do not renew their membership, it is often not because they are no longer interested, but rather they forgot to do so
- Start reminding early that their membership is expiring
- Do not assume that members are aware of all the ways their membership has benefitted them over the last year. Do an end-of-year communication reminding them of the benefits they have received and as well how much value their membership brings to the club

Capture Engagement Data

- Capture and document engagement data
- Volunteer activities, attendance at events, usage of continuing education opportunities, accessing the club's website and sharing of posts on social media and responses to e-mails to name a few.
- This data is a valuable resource to assessing needs and inducing loyalty



How Are We Doing?



Club Health Check

- Conduct a loyalty assessment survey annually, this will give the club indications where improvements can be made to ensure membership engagement
- Ask for suggestions from the club members to help satisfy their needs and determine whether the club is providing the resources needed

Exit Interview



Conduct Exit Interviews

- If you lose a member, conduct an exit interview
- Determine the reasons why they feel they cannot remain a member, this will help give the club more insight into where improvements can be made
- Stay in touch with departing members
- Invite them to social functions and to volunteer at events and fundraisers
- A surprising number will participate and return
- Compile a "Friends of Rotary" list and visit it often