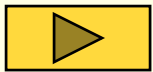
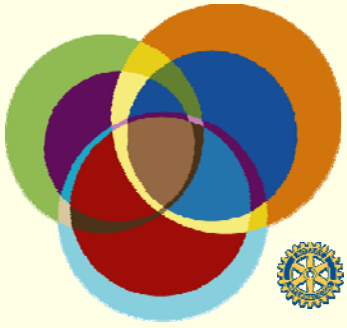


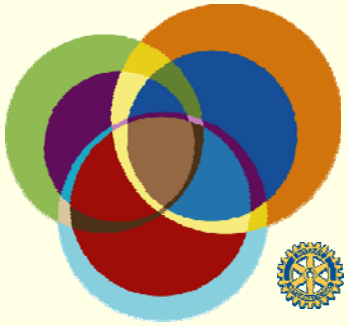
A Guide to Membership Retention





Retention of members is critical to Rotary's ability to meet the growing demand for humanitarian needs and volunteer services throughout the world.





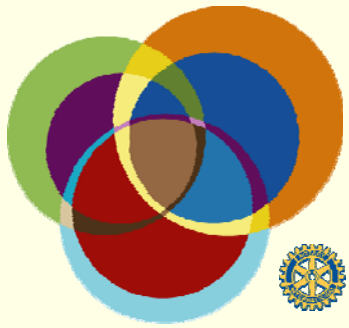
Retention Pilot Program

The RI Board-approved Retention Pilot Program, which ran 1 July 2003 through 30 June 2006, determined effective activities that support and sustain membership retention at the club level. Seven action steps for successful retention were identified:

Seven Action Steps

- 1.) Identify
- 2.) Introduce
- 3.) Invite
- 4.) Induct
- 5.) Inform or Orient
- 6.) Involve
- 7.) Educate





Step 1 - Identify

Identify well-qualified members of your community. These individuals should be professional or community leaders of strong character who have a commitment to service. Ask them to be your guest at a Rotary club meeting.

jf2

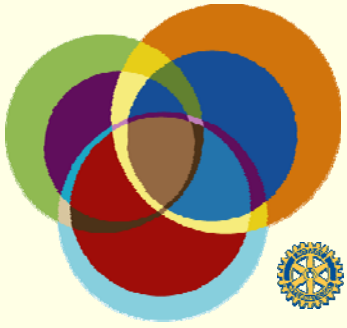


Slide 4

jf2

Insert hyperlink to page 5 of the revised Membership Development Resource Guide, when it is posted to the Web.

Jennifer Frisbie, 01/05/2008



Step 2 - Introduce

Introduce prospective members to Rotary by informing^{if1} them about Rotary International's programs and your club's service projects.

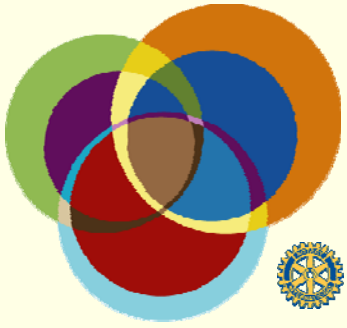


Slide 5

jf1

Insert hyperlink to page 11 of the Membership Development Resource Guide here, when it is posted to the Web.

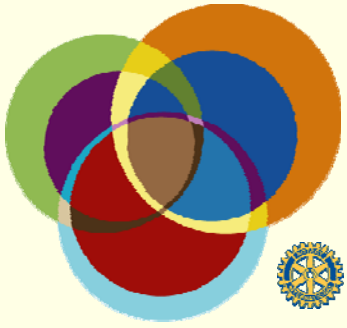
Jennifer Frisbie, 01/05/2008



Step 3 - Invite

Invite prospective members to join your club with a personal visit. Highlight potential areas of involvement in the club and RI based on the prospective member's personal interests.

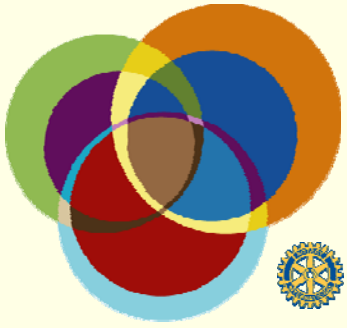




Step 4 - Induct

Induct new members in a dignified and meaningful manner. Invite spouses, partners, and family members to attend.





Step 5 – Inform & Orient

Inform new members about your club and RI by ^{jf3} focusing on:

- Opportunities for Service
- Rotary policies and Procedures
- Rotary history and achievements

Consider distributing the [*New Member Information Kit*](#) (426-EN) to new members.

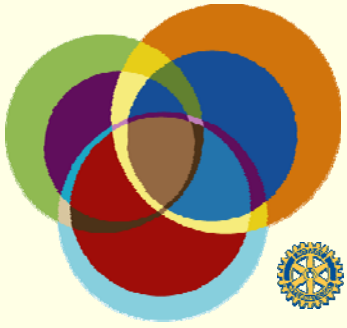


Slide 8

jf3

Link to [page 3 of New Member Orientation: A How-to Guide for Clubs](#)

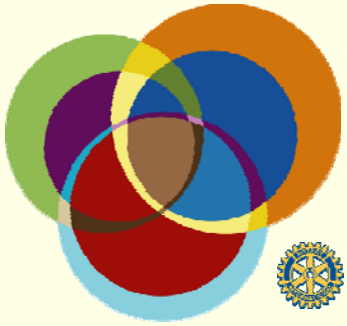
Jennifer Frisbie, 01/05/2008



Information Programs

Suggested session outlines, resources, and action steps for conducting new member information programs are included in [New Member Orientation: A How-to Guide for Clubs](#) (414-EN).



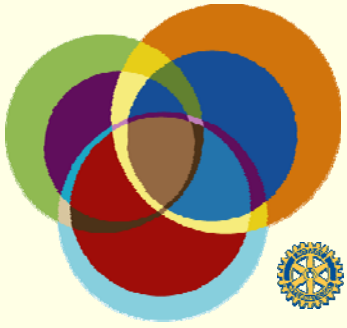


Step 6 - Involve

Immediately involve new members in:

- Club committees
- Service projects
- Weekly club meetings
- Social activities

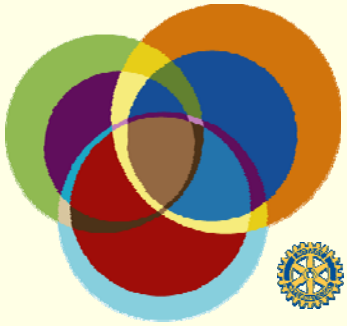




Step 7 - Educate

There are two approaches a new member can take to acquire a Rotary education: self-education and continuing education offered by the club.



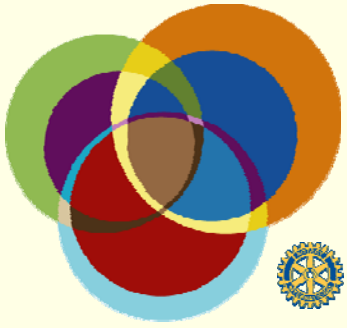


Self-education

Self-education activities include:

- Informational reading such as
 - [The ABC's of Rotary](#) (363)
 - [Rotary Foundation Facts](#) (159)
 - [THE ROTARIAN](#) or regional magazines
 - Exploring club, district, and [RI](#) Web sites
- Attending a board or committee meeting
- Attending a district meeting, such as a Rotary Foundation Seminar



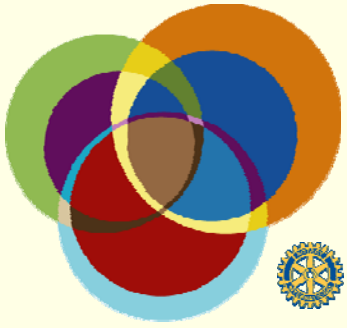


Continuing Education

A continuing education plan offered by the club includes

- Frequent communication of Rotary news and information
- Club programs focused on continuing education
- District-level seminars on continuing education





Resources

- [Welcome to Rotary](#) video
- [New Members](#) Web page
- [RI Programs](#)
- [The Rotary Foundation](#)
- [Rotary E-Learning Center](#)
- [Shop.rotary.org](#)
- [New Member Orientation: A How-to Guide for Clubs](#) (414-EN)
- [Membership DVD Set](#) (427-MU)
- [Prospective Member Information Kit](#) (423-EN)
- [Membership Development Resource Guide](#) (417-EN)

