



Membership Retention



Why Are You Here?



Recruit

Retain

Integrate

Engage



- Choose the right members to begin with. Your ideal member is an individual that identifies with your purpose and expresses interest in participating in the organization's activities.

Perceived Value



- There is a strong and undeniable connection between engagement and value.
When you feel involved you feel valued and in-turn view the organization as valuable.
- The first couple of months their excitement and commitment levels are high

INTEGRATE



- Orientation
- Introductions
- Get them plugged in
- Make it easy
- Remember why THEY joined

Plan

ENGAGE 1st Year Membership Retention Plan

- 1 Assign a “buddy”, a mentor to help navigate
- 2 First 30 days are critical in order to establish relationships and routines
- 3 Remember why they joined – 5 Avenues of Service
- 4 Special invites - CONTACT

Understand and Know Why They Leave



- Know your stats
 - What is your retention rate?
- What are the trends – you can't fix a problem when you don't know exactly what the problem is



CONTINUITY

“...but I don’t have time, and **THEY** don’t get it.”

- A potential solution – add a hybrid e-satellite club – 2 per district
- Arlington West Satellite
 - A combination eClub/Satellite
 - Meetings online
 - Website for make up meetings
 - They can still participate in community events



The Rotarian



Established in 1911, The Rotarian is the official magazine of Rotary International global community.

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My Rotary



Rotary's Community where leaders join to exchange ideas and take action at home and around the globe.

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Makeup a Meeting



When you have missed a meeting at your home club, we offer the best and easiest way to complete a makeup. Search our extensive library of makeup materials. Choose one of interest. We'll take care of the rest.

more

- Retain Rotarians that would otherwise be lost to Rotary
- Attract new Rotarians
- Facilitate meetings
- Manage service projects
- Offers on-line education & club make-up program
- Provides diverse new member opportunities
- Supports multiple projects
- Developed to grow both District and Club
- <http://www.awrsatelliteclub.com/>



Arlington West
Rotary Satellite Club

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How to do a Makeup Meeting



Thank you for using the Arlington West Rotary Satellite Club website to make-up the meeting you missed at your own club. Please feel free to use our site for 'make-ups' whenever you miss a meeting in the future.

PLEASE NOTE: You cannot request multiple makeups at once. If you need more makeups, please come back and read some more material. Thanks

[more](#)

How it Works

Since Arlington West Rotary Satellite Club is an internet based club...we cannot draw on a local community for support of our service projects. As a result, the Make-Up Programs on our website are the primary fundraising means we have to support Rotary initiated service projects across the globe. So, in the spirit of Rotarian service, we ask that you please consider making a donation that would be equal to the price of your Weekly Rotary Meeting.

To start, choose a makeup program to read or watch. Upon completing your makeup program, fill out the form on the bottom and click submit.

Once you have spent at least one-half hour on our website, use the link below to request a makeup confirmation. Please use your 30 minute visit to review a variety of articles from our Programs section and/or information from our web site pages. As always, Rotarians should apply the 4-Way Test to the time they spend on the Rotary eClub One site for a make-up.

[makeup programs](#)

INFORMATION



Arlington West Rotary Satellite Club

Founded: 2006

Mission:



Arlington West
Rotary Satellite Club

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Donation

Our standard donation is \$15.00

[Donate](#)

If you'd like to donate a specific amount of your choosing use this button:

[Donate](#)

GIVE THE GIFT OF ROTARY

Give the gift of Rotary around the world!

Every year, hundreds of thousands of people — children, families, and entire communities — benefit from projects funded by The Rotary Foundation. When you give to Rotary, you enable local leaders to create sustainable solutions to their community's most pressing needs.

Although Rotary gives back in countless ways, we focus our service efforts in six areas: promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, and growing local economies.

With your support we can do even more. By making a gift of any size, you can be part of this positive change.



- Expectations – why did they join, what do they expect/want
- Involvement – Engage them from day one
- It's Still About Relationships – Buddy system
- Small Group Involvement – Five Avenues of Service



KISS