

Engaging Members



LEARNING OBJECTIVES

At the end of this session, Membership Chairs should be able to help their clubs to:

- Use Rotary tools and resources to understand why members leave
- Develop strategies for engaging members at different stages of their membership

DISCUSSION QUESTIONS

- What prevents Rotarians from being fully engaged?
- What examples have you seen of the Club addressing engagement effectively?

ACTIVITY

In your group discuss and record your recommended strategies for engaging the types of members at different membership stages:

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- 10 or more years

RESOURCES

- [Best Practices for Engaging Members \(online course\)](#)
- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [Membership Assessment Tools:](#)
 - [Improving Your Member Retention: Retention Assessment and Analysis](#)
 - [Enhancing the Club Experience: Member Satisfaction Survey](#)
 - [Understanding Why Members Leave: Exit Survey](#)
- [Be a Vibrant Club](#)
- [Get More Out of Membership: Connect for Good](#)
- [Rotary Club Health Check](#)
- [Understanding Membership Reports: Getting Started](#)
- [Rotary Club Central Reports:](#)
 - Member Viability and Growth report
 - Membership Termination Profile