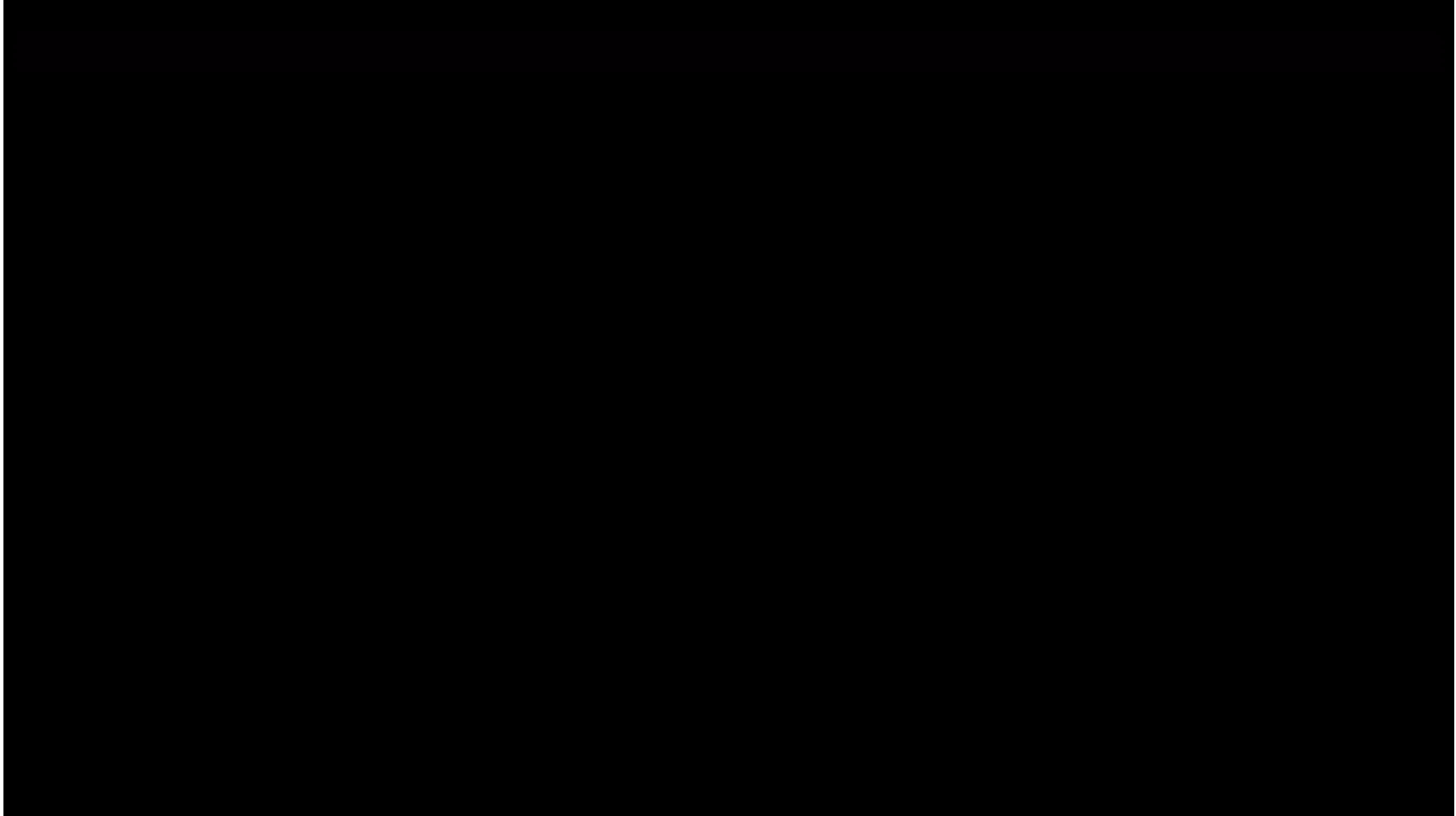


MEMBER RETENTION AND HEALTHY CLUB CHECK

Bruce Nicholls
District Membership Chair



RI PRESIDENT IAN RISELEY



PRIP FRANK DEVLIN – 2000-2001

FOR ROTARY, CHANGE IS BOTH NECESSARY AND INEVITABLE.

“To face the new century, Rotary must change. It’s the hardest thing in the world to accomplish, but it must be done. Rotary must change with the times but change with dignity that our organisation requires - whilst maintaining those principles that have made our organisation great.”



“We need not change what Rotary does, but by understanding the needs and concerns of all our current and potential members, we might need to change how we do it – at least on the club level”



“The overriding challenge that we face today is to make Rotary meaningful in the new century, at all levels. Look at the most basic level, club programs. Programs must have the result that members and visitors will say;

“I’m glad I came to that meeting.”



MEMBER RETENTION – FOCUS QUESTIONS

- What were the expectations of members when joining?
- What causes members to become disenchanted with their club?
- What causes members to terminate their membership?
- Would an individual terminate memberships with a club where they had strong friendships and bonds?
- Would an individual terminate membership with a club that continually conducted relevant and successful projects and programs?
- Would an individual terminate membership with a club where they had an involved role in its operations?
- Would an individual terminate membership with a club that held an esteemed role within a community?

MEMBER RETENTION – JULIE AUBREY - RMO



SUMMARY

- Rotary Club Health Check – What defines your club?
- *Characterise your membership, your programs, your activities, and the true cost of your membership.*
- Club Flexibility – consider the options available
- There is a big difference being a member of a Rotary Club and being a Rotarian.
- The best Rotarian in an involved Rotarian
- DIALOGUE NOT MONOLOGUE!

TOOLS & RESOURCES

- TO BE INCLUDED IN DOCUMENTATION.