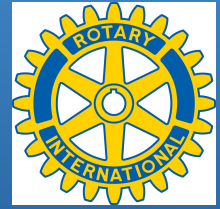


Club Builder



Tips, Ideas, and Success Stories for Attracting and Retaining Members

**Bringing in new members is only half of the membership equation.
We have to keep the ones we have.**

This month our District clubs share their success stories on retaining members.

Retention Ideas Galore!

Just look around our District and you will find clubs who are very successful at keeping members fully engaged and consequently keeping them as Rotarians for many years.

How do they do it? It comes down to paying attention to the small things, all the details. But, no one member can handle all the details. It takes a club! Let me share some ideas.

Value your members' time by conducting well-organized meetings and keeping strictly to time. Meetings that are organized well are more effective meetings.

Review your speakers' program. For many Rotarians, the speakers' program is an important avenue for professional development and one of the key membership benefits. Take care to secure informative speakers who appeal to a wide range of interests. Advertise speakers in advance if you can. An area that we have found to be very effective is asking new businesses or organizations in our community to speak at our club.

Be receptive to new ideas and ways of doing things, particularly when those suggestions come from members. Whilst you do not have to implement everything that is suggested, you do have a responsibility to listen and show appreciation. **(continued on p. 2)**

Events

Membership Webinar

Tuesday, January 13

This will be an
interactive online
presentation
including interactive
discussion.

Stay tuned for details.

Coming in December

Our District clubs share their ideas for getting prospects to the door.

Retention Ideas from Around the District

Rotary Club of Warminster

They assign every new member to a committee to get them involved immediately. They also employ a “Buddy System”. And they grant “provisional membership”.

Rotary Club of Allentown

They created a website that invites inquiry. The content is what attracts like-minded people. These are members who are more likely to stay. Check them out at www.allentownrotary.org.

Rotary Club of Willow Grove

The club makes sure that new members get involved from the start.

Rotary Club of Springfield

They keep the dues affordable and work hard to make each weekly meeting a fun event.

Rotary Club of Reading

They continuously look for projects in the City of Reading that will interest their members in their desire to serve the community.

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Galore! (continued from page 1)

Get to know your members as individuals and try to understand what motivates each of them to be a Rotarian. Use this information to engage members so that both Rotary goals and personal goals are met. This is not only for new members but seasoned members as well. We all want to feel that we are valued and appreciated in an organization.

As Rotarians, it's all about best use of time, a good experience, and building relationships that last for a lifetime.

Best in Rotary,

Loretta Ottinger
Past President, RC of Fleetwood
Member, District Membership
Development Committee

Rotary Club of Hamburg

“We are a close knit group of people who enjoy meeting each week. We meet for breakfast and make our own meals. This weekly process creates a bond between the club members. And, we charge just \$7 for the meal. We sing songs, tell jokes, and almost everyone participates in service projects and fundraisers. The meetings are run efficiently, and we are able to get everyone out in one hour. This method works really well for retention. We have decided that we need to put a more consistent effort into recruiting and attracting new members. But keeping them in the club is not a serious problem, because of the bond we have created.” – Tom and Christine Roth

Rotary Club of Bethlehem Morning Star

“We hold a new member ‘Soiree’. We take new members to dinner that includes a small group of officers who go along to talk about Rotary. This change of venue for the evening has a very welcoming effect on new members in a different atmosphere.” – Stephanie Vavro

Rotary Club of Fleetwood

“We bring new members together for a “fireside chat” with club officers and chair members. We encourage them to bring their spouse and children. It is a casual environment and we explain Rotary and find their interests and how they would like to serve.” – Lorreta Ottinger

Retention (continued from page 2)

Rotary Club of Slatington

The club has moved its dinner meeting to a new, more professional restaurant in a country club. They are confident that this is going to help keep their members engaged and hopefully they will attend weekly meetings on a more regular basis.

Rotary Club of Allentown West

They award a “Man of the Year” or “Woman of the Year” to a community leader. Members look upon this program as generating a positive image for the club and Rotary.

Rotary Club of Blue Bell

Two or three times each year they hold a “Community Leaders Blast”. They invite a great speaker. Members are asked to invite prospective members.

Rotary Club of Pottstown

They immediately ask new members on which committees they would like to serve. They also hold fun events for the whole family to attend.

Rotary Club of Mount Penn

They feel that their success in retaining members is directly linked to the close relationships they foster and experience with each other and their families. While they are a breakfast club, they hold one weekly meeting each month at dinner time in a country club.

Rotary Club of Nazareth

They sponsor Interact Clubs in 2 high schools. Through this sponsorship, they have found 1 new member, and several potential new members.

Rotary Club of West Reading-Wyomissing

They place a lot of emphasis on conducting great weekly meetings where members and guests have fun, they laugh a lot, and walk away having experienced something meaningful about Rotary.

Holiday Parties

Why not invite prospective members to your holiday party this year. It's a great way to get the prospects introduced to your members and to the Rotary world.

The Club's Membership Team

Take a close look at your club's membership committee. Some clubs are still trying to do it with just one person paying attention to your membership work.

You need to have half a dozen people at least on your membership committee.

Recruit new members, ask all members who have sales or business development as their profession, and ask the youngest members of your club to serve on perhaps the most important team in your club – your membership committee.

“Club Builder” has been produced monthly since July. If you missed the earlier issues, you can access them on the District website. Or contact Terry Reed, District Membership Chair and he'll e-mail them to you – terry.reed731@gmail.com