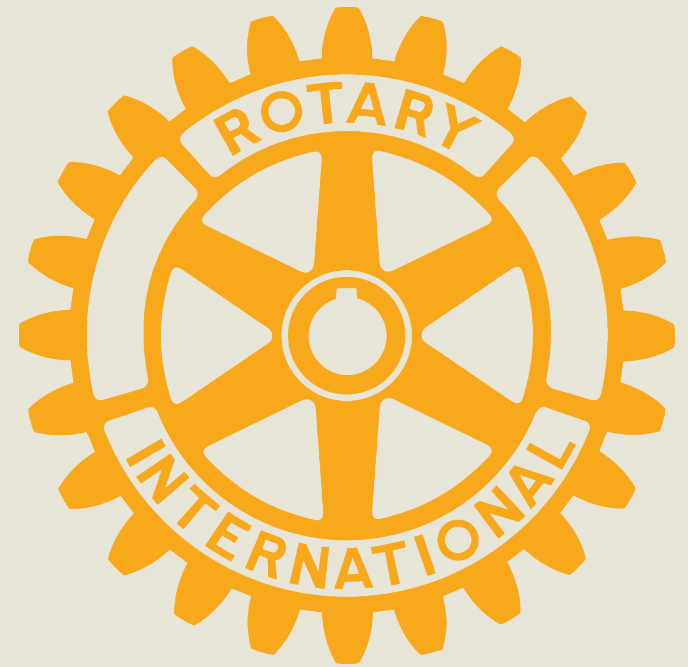




MEMBERSHIP RECRUITING



Dianne Crawford
District 5340 Membership Chair
3-30-2019

THE WORLD NEEDS MORE

#ROTARIANS



BENEFITS OF MEMBERSHIP

- **FRIENDSHIP**
- **PROFESSIONAL DEVELOPMENT**
- **PERSONAL GROWTH**
- **LEADERSHIP DEVELOPMENT**
- **COMMUNITY**
- **CONTINUING EDUCATION**
- **PUBLIC SPEAKING SKILLS**
- **GLOBAL CITIZENS**
- **UNIQUE TRAVEL EXPERIENCE & ASSISTANCE**
- **OPPORTUNITIES FOR THE FAMILY**
- **PRESITIGE**
- **COMMUNITY CONNECTIONS**
- **OPPORTUNITY TO SERVE, MAKE A DIFFERENCE**
- **FUN**

BEST PRACTICES-RECRUITING

- **MAKE MEMBERSHIP A PRIORITY IN YOUR CLUB & PART OF EVERY MEETING**
- **SELL YOUR CLUB FIRST, THEN ROTARY**
- **CREATE A CLUB MEMBERSHIP PLAN**
- **ESTABLISH A MEMBERSHIP COMMITTEE**
- **CONSIDER OTHER MEETING OPTIONS**
- **DIFFERENT MEMBERSHIP LEVELS**
- **FOLLOW-UP WITH CANDIDATES & VISITORS**
- **NEW MEMBER ORIENTATION PROGRAM**
- **NEW MEMBER MENTORS**
- **PARTNER WITH OTHER ROTARY CLUBS, HOST MIXERS/NETWORKING EVENTS**
- **DEVELOP ALUMNI PROGRAM**
- **ENGAGEMENT**
- **MAKE INDUCTIONS FUN**

RESOURCES

- **DISTRICT WEBSITE** www.rotary5340.org
Member Tab/Membership Team Resources
Rotary Leadership Institute (RLI)
- **ZONE 25/26** www.zone2526.org/membership/
- **ROTARY INTERNATIONAL** www.rotary.org
Learning Center
- **DIANNE CRAWFORD** District 5340 Membership Chair
dcsandiego@yahoo.com
619-246-1199

MARK YOUR CALENDARS!

DISTRICT MEMBERSHIP SEMINAR

SATURDAY

AUGUST 10, 2019



MEMBERSHIP RETENTION



Dianne Crawford
District 5340 Membership Chair
3-30-2019

**When a Rotary club provides VALUE, a
“RETURN ON A MEMBERS INVESTMENT,”
members stay and they bring their
friends, associates and colleagues into
Rotary. The majority of members leave
Rotary when they perceive the
investment is no longer worth it...**



BENEFITS OF MEMBERSHIP

- **FRIENDSHIP**
- **PROFESSIONAL DEVELOPMENT**
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- **LEADERSHIP DEVELOPMENT**
- **COMMUNITY**
- **CONTINUING EDUCATION**
- **PUBLIC SPEAKING SKILLS**
- **GLOBAL CITIZENS**
- **UNIQUE TRAVEL EXPERIENCE & ASSISTANCE**
- **OPPORTUNITIES FOR THE FAMILY**
- **PRESTIGE**
- **COMMUNITY CONNECTIONS**
- **OPPORTUNITY TO SERVE, MAKE A DIFFERENCE**
- **FUN**



1 JANUARY
MEMBERSHIP

≈ 80,000 PEOPLE JOINED

1,206,501

≈ 67,000 MEMBERS LEFT

> 1 year	22%
1-2 years	30%
3-5 years	17%
6-10 years	12%
10+ years	19%

LENGTH OF
MEMBERSHIP

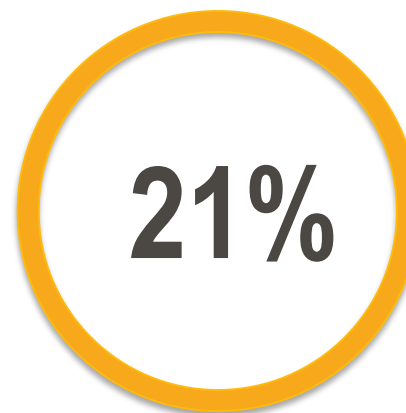


WHY DO MEMBERS LEAVE?

Too expensive/
too much time

Club
environment

Unmet
expectations



43%

Would **NOT** recommend their club

35%

Would **NOT** recommend Rotary



MEMBERSHIP CHALLENGES: CLUB LEVEL

ATTRACTING NEW MEMBERS

EMBRACING CLUB FLEXIBILITY

FILLING LEADERSHIP POSITIONS



BEST PRACTICES-RETENTION

- **MEMBER SATISFACTION SURVEY**
- **CLUB MEETING FLEXIBILITY**
- **DIFFERENT MEMBERSHIP LEVELS**
- **ENGAGED /ACTIVE MEMBERS**
- **ON-GOING MEMBER EDUCATION**
- **“WE CARE” PLAN FOR “AT RISK” MEMBERS**
- **RELEVANT / INTERESTING PROGRAMS**
- **LEADERSHIP DEVELOPMENT**
- **CLUB MEMBERSHIP PLAN**
- **COMMUNICATE USING ALL MEDIA**
- **INVOLVE THE FAMILY**
- **SOCIAL EVENTS**



EMBRACING CLUB FLEXIBILITY

ALTERNATIVE:

MEETING FORMATS

MEETING TIMES &
FREQUENCY

MEMBERSHIP TYPES

IS YOUR CLUB HEALTHY?

ROTARY.ORG/MEMBERSHIP

- Rotary Club Health Check
- Membership Assessment Tools



ROTARY.ORG/LEARN

- Is Your Club Healthy?
- Enhancing the Club Experience
- Diversify Your Club
- Improving Your Member Retention



PROFESSIONAL DEVELOPMENT

The screenshot shows a learning plan interface. At the top, there is a header image of three people talking, with the text "Membership" and "Duration: 7h 30m". Below this, there are two tabs: "ABOUT THIS LEARNING PLAN" and "LEARNING PLAN STRUCTURE". The "LEARNING PLAN STRUCTURE" tab is active, showing a list of eight e-learning modules, each with a small thumbnail image and text:

- Is Your Club Healthy?**
E-learning | Duration 1h
- Practicing Flexibility and Innovation**
E-learning | Duration 1h
- Strategies for Attracting New Members**
E-learning | Duration 1h 15m
- Best Practices for Engaging Members**
E-learning | Duration 45m
- Kick-start Your New Member Orientation**
E-learning | Duration 45m
- Building a Diverse Club**
E-learning | Duration 45m
- Online Membership Leads**
E-learning | Duration 1h
- Your Membership Plan**
E-learning | Duration 1h

- In-person training events
- Mentoring
- Leadership in Action
- Service projects
- Learning center
- Webinars

[ROTARY.ORG/LEARN](https://rotary.org/learn)



Engaging Younger Professionals



[ROTARY.ORG/ROTARACT](https://rotary.org/rotaract)

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TOGETHER, WE

INSPIRE

Rotary  PEOPLE OF ACTION