10 Membership Strategies for Rotary clubs to recruit and retain members.

1. Use a "Who do You Know?" handout at a Club Assembly. Allow time for people to fill it out and then ask them to invite 10 of those people to a Rotary Information Hour (see #4)

2. Classification/Profession Gap Analysis -- Secure a list of local businesses and professions from the Chamber of Commerce and/or other sources. Identify businesses and professions that ought to have someone in Rotary. Present the list at a Club Assembly and ask which members know someone at each and who will invite them to an upcoming Rotary Information Hour.

3. Club President personally asks each member to bring a prospect to a Rotary Information Hour (#4 below) -- an in-person conversation over breakfast, lunch, coffee, or telephone conversation. Takes the anonymity out of the ask. "Can I count on you doing this, not only for the club, but also for me?"

4. A regularly scheduled "Rotary Information Hour" once a quarter or once a month. The "intentional" part of this is that it is a standing event, on the club calendar, and members are reminded by email or phone to bring their prospective members. Not just to a meeting whenever you think of it, but to a regularly scheduled date, time, and place.

5." Drip Marketing" -- Create a central prospect list, including email addresses, and use the mail list feature in Club Runner to send your club's weekly agendas, E-Bulletins or newsletter at least once or twice a month to your entire prospect list. Regularly reminding prospects of your club's projects impact and fellowship so when the time is right for the prospect to join a community service organization your club is their first choice. Be sure and include "Response" information so they know how to contact you

6. Take advantage of flexibilities such as a Corporate Membership category, allowing multiple people from a company to become Rotarians, with one being the "Corporate Active" member and the others "Corporate Associates". Create Satellite club(s) for groups of members that have a different need or focus from the standard club. (4) Get creative. Put actions in place that are relevant for your club, consider things like family memberships.

7. Create a New Member Orientation program and process to engage members immediately in your club. Early engagement is the key success factor in retention. To follow up your New Member Orientation, use the New Member Scavenger Hunt for a fun way to get members engaged in learning more about Rotary and about your club.

8. Upgrade the Club Experience -- Clubs have proven that the club experience (including great programs) is what attracts and keeps members. Programs need to be informative, educational, and inspirational.

9. Mentorship -- Create a mentorship plan to assign an experienced member to work with a new member. Mentors help new members get acquainted and engaged with existing members.

10. Meaningful Service Projects -- The bottom line of engaging and retaining members is for the club to do meaningful service projects of its own (not just fundraising to write checks). Hands-on, shoulder-to-shoulder service work is where members get to know and bond with each other.