



# Proven Strategies to Recruit and Retain Members

# Joel Sylvester:

- Sioux Falls Downtown Rotary member since 2012
- Member of the board and program committee
- Head of membership committee in 2022 when the program added 27 new members and ranked Top 20 in the World
- Co-owner of Five Star Call Centers, a customer experience BPO operating in the U.S., Mexico, and Guatemala

## Agenda:

- Values
- Goals
- Contests
- Communication
- Building an Action Plan





# Value

- What value does your rotary club offer?
- Why are you a member? Why should others join?
- What is the message you want every Rotary member to know?
- Community vs. Institution

**Defining this is a great process and can drive excitement.**



# Goal

## What does success look like?

- **What is your Club size goal?**
  - Analyze your history:
    - Rank
    - Most ever
    - Back to 2019
  - SFDR Example – Top 20 in the world
- **What is driving Club retention?**
  - What is your Club doing to keep members?
    - Orientation? Orientation 2.0? Engagement?
  - SFDR Example – Less than 10
    - 60 day check in with new members
    - 1 year orientation
- **Diversity**
  - Gender, age, industry, ethnicity, etc.
  - SFDR Example – decreased average age by two years, added scholarship program.
- **Call To Action**
  - 3 guests per year, per member
  - 1 new member per year



# Contest

- Who should be a Rotarian that isn't?
- GROWTH STRATGY  
Bring a guest to get your name in a drawing for a fee meal for year
- Let's talk public shaming



# Communicate

- Set a tempo to communicate results/progress towards goals
  - First meeting of each month
- Don't forget to **Celebrate Success!**





# Build an Action Plan