



**"RLI IS UNDOUBTEDLY ONE OF THE BEST PROGRAMS TO ENGAGE,
EDUCATE AND RETAIN OUR MEMBERS."**

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Past Rotary International Vice-President and RLI International Officer

What can your Rotary club do to enhance membership retention?

One of the most important things a club can do is to open up the world of Rotary to every new member.

THE GOOD NEWS is that Rotary International is arguably the greatest worldwide organization of business, professional and community leaders, engaging in unbelievable service projects to help alleviate the most critical problems affecting the peoples of the world.

THE BAD NEWS is that most Rotarians do not know much of anything about the world of Rotary outside their own clubs.

What to do?

RLI has adopted a new effort to encourage every Rotary club to send every new member to a RLI part 1 course during their first year of membership.

Why? Through education, RLI creates enthusiasm for Rotary and motivates members to help strengthen their clubs. If new members are not enthusiastic about Rotary within a year, chances they will leave are greatly increased. The rate of loss of new members is enormous and unnecessary. We **MUST** do something about it.

Send each new Rotary club member to RLI Part 1 during the first year!

Let's attack the retention problem now so we can increase our efforts for a better world and its peoples.