

How Can We Retain Our Current Rotarians?*

7 smiles: Social Activities which might include the spouse. This could include sports, cultural activities and parties.

7 smiles: Programs which really get your attention. If one person oversees this activity they can help the members bring in special programs which will be exceptionally interesting to the membership and not redundant. If you have the local charity each quarter selling their program or the public school or hospital always selling their particular skills people will not want to attend. We need the Presidents & CEOs of major organizations making presentations to our clubs. Membership Committee needs to cooperate with the Program Committee to develop good programs. Programs should be tailored to your particular club.

6 smiles: Mentor new members. Remember the sponsor might not be the best mentor.

4 smiles: Focus on quality of purpose in community.

4 smiles: If considering making major changes within the club conduct a Rotary Vision Program.

3 smiles: Target where we get a member from.

2 smiles: Fireside Chat can help develop a greater understanding of Rotary International as well as the local activities and improve camaraderie.

2 smiles: Match up 3 couples and have dinner at each other's houses. This might be especially helpful in larger clubs.

1 smile: Get rid of labor intensive projects.

1 smile: Increase number of fundraisers, provide great food at your meeting, enhance camaraderie within the club and involve all members in the activities.

1 smile: Work at bonding (really get to know them) with new members.

1 smile: Give make up credit for project activity.

1 smile: If a member is not showing up for meetings.

1 smile: Pair up with someone knowledgeable about Rotary.

Encourage everyone to wear their nametag.

Be careful not to burn people out with too much activity.

Concentrate on 2 major fund raisers that the community has come to expect.
This will vary depending on club size.

Recruit a Retention Chair person.

Encourage folks to sit at different tables with different people at meetings.

Perform an exit interview when a member leaves. Fix what you can from what you learn.

Stay in contact with fellow Rotarians.

Do social things with new members that come naturally.

Consider age and sex when considering mentoring assignments.

Keep members informed of where the \$s are coming from and where they are going.

Place new members on Committees immediately.

Use nametags in a way that people can read them.

* Results of District 6360 Training Session, July 14, 2009