

STRENGTHEN YOUR MEMBERSHIP

Training Leader:

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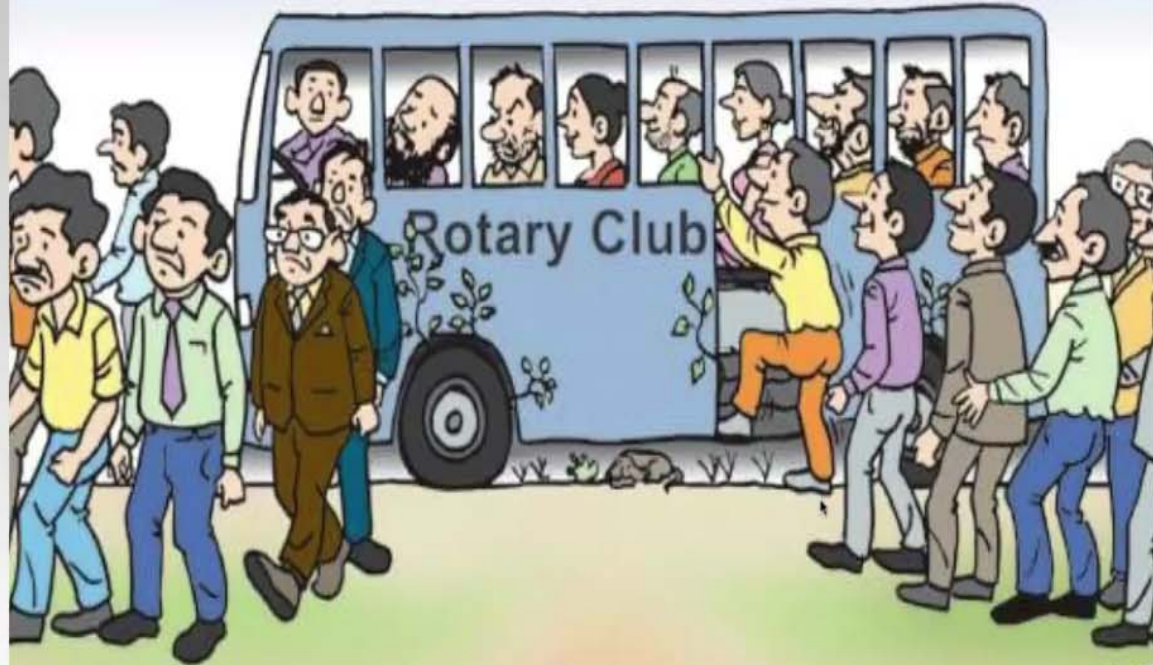
District Membership Recruitment and Engagement Chair

NOTE: This was an interactive session and feedback/responses listed herein were gathered from members at the 5 sessions across the District 3310

STRENGTHEN YOUR MEMBERSHIP

“The high turnover rate in existing clubs is the most pressing membership issues facing Rotary today”

The Membership Drive



KEEP the Members you GAIN

K. K. RAO



Memberships Terminated

2015/2016 - Total new Members 432 Terminated Members 232

Over the past 5 years the District lost 975 members

Members leaving within 1 year	207
Between 1-2 years	261
Between 3-5 years	176
Between 6-10 years	125
After 10 years	206

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**ENGAGEMENT (RETENTION) :
CRITICAL PATH TO MEMBERSHIP
GROWTH**

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WHY DO MEMBERS LEAVE ROTARY

(Responses collected over the 5 sessions from various participants are reflected on the next sheet)

Why do Members Leave (participants feedback))

- *Disillusioned: - does not meet expectation (Rotary oversold on website)
 - joined for wrong reasons
 - boring meetings (disconnect/disengage, lack of good speakers))
 - cannot network
- *No significant projects or activities
- *Too demanding on time and money (specially for younger members)
- *Internal strife (politics, old timers will not let go)
- *Relocation
- *Disharmony (disagreements, cliques within the club, cannot get along, "God" member, big egos)
- *Poor Leadership...lack of communications and no "drivers"
- *Lack of Rotary knowledge
- *Lack of recognition
- *Poor family support
- * too much drinking (Muslim members not comfortable)
- * Lack of appreciation/recognition/feel disengaged
- * Absence or Lack of mentoring
- * All male/female club

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***What can be done to ensure:
Members do not leave within the first
two years***

***(Responses collected over the 5 sessions from various
participants are reflected on the next sheet)***

What can be done to ensure members do not leave within the first **two** years (participants feedback)

- Retention starts with Induction . A formal INDUCTION ceremony with family members and make the member feel important
- Make club meetings vibrant /fun – energetic and interesting speakers
- All new members must have Mentors
- Active engagement/more fellowship/interesting speakers
- Keep members engaged – part of club committee
- New Member Orientation Program (provide Rotary education)
- Get them involved in projects
- Try to develop special fee structure for younger members
- Give recognition to new members
- Encourage fellowship/networking
- Pres. or promoter to meet up with new member over coffee to get feedback
- Invitation to join sister club installations or joint club meetings

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***What can be done to ensure
members stay on beyond
2 years***

***(Responses collected over the 5 sessions from various
participants are reflected on the next sheet)***

What can be done to ensure members stay on beyond 2 years (participants feedback)

- Get them involved in committees and projects
- Give them leadership opportunities within the club
- Get them to attend District level events...expose them beyond the club
- Involvement with Rotaract/Interact Clubs
- Get them to mentor the newer members
- Get involved in District leadership...various committees
- Encourage them to bring in friends (their age and interest)
- Have events/projects that encourage family participation
- If members display lack of involvement, invite the member for coffee to understand issues if any
- Seek their expertise and opinion to energise the club
- Give them responsibility to set up a Satellite club

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Is there value in conducting

EXIT Interviews

(Responses collected over the 5 sessions from various participants are reflected on the next sheet)

Is there value in conducting an EXIT INTERVIEW

Note: Interview should be in the form of a discussion over coffee by the President or by a person close to the departing member. It should be done when you realise the member is losing interest in the club and before the actual resignation.

Mixed feedback (NO Value/Yes we Must) from participants but general consensus was it needs to be done.

No: - May not get the real reason for leaving

- No point as the member has already decided

- Cause is internal strife, you may not be able to follow up

YES: - Time to reflect and rectify the situation

- Open communications

- Reflects you care you are concerned

- if internal strife you can assist to transfer to another club

- will gather feedback on issues related to the club and can take corrective action.

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*Lets work on it **NOW***

THANKS