



IDEAS TO ATTRACT & RETAIN/ENGAGE MEMBERS

ATTRACT

- Membership Satisfaction Survey
https://member_satisfaction_survey_en.pdf
- Rotary Club Health Check
<https://my.rotary.org/en/learning-reference/learn-topic/membership>
- **Invite prospective members to a service project, social, fundraiser, or, of course, a club meeting**
- Select a “Person of the Month or Quarter” from your community (non Rotarian)
- **Invite your guest speakers to come back and have a “Meal on Us.”**
- “Talk” up Rotary at your business networking meetings (Chamber of Commerce, BNI, etc)
- **Other service clubs – Lions, Kiwanis, Soroptimist, Optimist**
- Wear your Rotary pin....and not only to Club meetings!
- **Have a guest book at the sign in table – get names and email addresses to thank them and invite them back!**
- Hold membership contests in your clubs....and remind members of the ones going on at the District level
- **Follow up on Membership leads from your AG’s.**
- Consider sponsoring a Satellite Club – *cause based, different day/time*

Galen Engel – 2022-23 New Club Development Chair

RETAIN/ENGAGE

- **Conduct a New Member Orientation**
- Assign a mentor – someone who may be in the same industry or business as the new member
 - Leadership Development opportunities
- **Get them involved right away – find their passion – get them on a committee**
- Institute a Red Badge Program
- **Make them feel appreciated – recognize accomplishments in Rotary and in business**
 - Birthdays, anniversaries (both personal and Rotary)

GROWING ROTARY



Why do we want more members?

More Hands to Serve the Community

Make New Friends

More Dollars to The Rotary Foundation

PDG Jayne Lowe, Rotary District 6110 Membership Chair

jaynerotary@gmail.com (479) 644-6576 (mobile)