



## IDEAS TO ATTRACT & RETAIN/ENGAGE MEMBERS

### ATTRACT

- Membership Satisfaction Survey  
[https://member\\_satisfaction\\_survey\\_en.pdf](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 – 2023-24 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](mailto:jaynerotary@gmail.com) (479) 644-6576 (mobile)