



### MINUTARIAN from DG Deborah for the WEEK OF AUGUST 16, 2021

- ✦ Now just for a moment let's understand why **RETENTION** is so important to our ROTARY life. Although, we set out to attract new members but the larger reality which we need to focus on is **MEMBER RETENTION**. Retention is a larger membership issue than encouraging new membership, however retaining members today may be a little easier than previous years.
- ✦ Clubs don't need to look the way they have in the past. There is more flexibility. The requirements that used to be there aren't there anymore.
- ✦ There are other ways of being part of **ROTARY** than anyone can imagine. This could mean becoming part of an E-Club, Satellite Club, or Passport Club.
- ✦ There are lots of opportunities so that people don't just leave **ROTARY**. There may be another club that's a better match, perhaps in terms of when and how they meet.
- ✦ There are many lessons to learn about **RETENTION** by listening to former Rotarians or conducting a survey of Rotarians, who left their Clubs over the past several years.
- ✦ D6890 Clubs are still on the move in "Sharing the Gift of ROTARY". On July 22<sup>nd</sup>, I had the pleasure of inducting the youngest Rotarian (21 year old) into the RC Lake Wales Breakfast (Group #8), on August 19<sup>th</sup>, RC of Lakeland Sunrise (Group #5) will be inducting three new members and on August 22<sup>nd</sup>, RC Lake Wales Breakfast (Group #8) will be inducting another new member. Our mission and purpose "**DO MORE, GROW MORE.**" Thank you.

Yours in Rotary Service, DG Deborah L. Williams