



Membership Development, Retention and Rotary Extension

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Rotary Club of Kampala North



The Rotary House – Creating Hope

- Shelter for the underprivileged
- The Raging Storms: Poverty, Disease, Hunger; Ignorance; Illiteracy; etc – all symptomatic of the quiet violence in our society
- We create hope – let us not dash it
- We need a bigger and bigger house. Let us extend it. More rooms and wings – more clubs
- We need sand, bricks, cement, bars – more members



Choose and Work the Materials Carefully

- We need cement, sand, aggregate and steel to make concrete
- If any of the materials is weak, the concrete will be weak
- We need water – Rotary Ideals and Information – to work the concrete
- The Shelter must not collapse on those who seek it
 - And yet – not just more clubs and members, but more service



Action Steps

- Inform
- Invite
- Induct
- Orient
- Educate
- Involve



Form – All non-Rotarian Visitors



- Develop a club profile outlining the Club's Service Efforts
- Distribute to ALL club guests and potential members – interest them in service
- Give the standard and brief Rotary Literature – Like This is Rotary – to guests
- Donate The Rotarian
- Welcome and get interested in the guests if they want to get them interested in Rotary



Invite –Personal Visit



- Visit the Prospective Member
- Make friends
- Describe to them:
 - Club service efforts and successes, and its broad-based community representation
 - International scope of Rotary (service, fellowship)
 - Emphasis on character and Integrity
 - Attendance Requirements and dues structure
 - Consider personal interest and link to areas of involvement



Induct – Dignified, Meaningful



- Involve the family and friends
- Underscore benefits and responsibilities
- Careful selection of material: Rotary lapel pin; Membership ID; Object of Rotary and Four Way Test (framed or for framing); selected literature
- Give the new Member a few minutes to talk about themselves, their family, and business
 - A Memorable Occasion!



Orient – Vital for Individual Growth



- Identify a mentor
- Key Orientation Elements:
 - Benefits of Membership
 - Responsibilities of Membership
 - Opportunities for Service
- Checklist outlining opportunities for gaining knowledge
- Monitoring; periodic formal new members meetings / orientation programs



Educate – Many leave because
they never became Rotarians

