



# Membership Development, Retention and Rotary Extension

AG Tusu  
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

