

Membership Development and Retention

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 – “Hunt”
- Invite – Woo
- Induct – Marry
- Orient – Honey Moon
- Educate – Honey Moon
- Involve – Honey Moon



Inform – 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 we 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; and expectations: why did you join Rotary

- A Memorable Occasion!



Orient – Vital for Individual Growth

- Identify a mentor
- Key Orientation Elements:
 - Benefits of Membership
 - Responsibilities of Membership
 - Opportunities for Service
 - Note need for different tactics for mobilising new members into club activities
- Checklist outlining opportunities for gaining knowledge
- Monitoring; periodic formal new members meetings / orientation programs



Educate – Many leave because they never became Rotarians

- New Member orientation meetings
- Read Basic Literature
- Expose to internationality: host GSE or youth exchange member, scholar or Rotarian from another country
- Get involved in Projects
- Give Classification Talk
- Work as a (Initiate)Greeter
- Visit Other Clubs



- Attend DC/DA; TRF seminar
- Club should have a CRD Policy



Involve – Make the member Belong

- In meetings, fundraising, social activities
- Special Assignments (Greeter, Introducing Speaker, etc)
- In membership development – inviting peers to Rotary (esp younger members who often feel left out)



Retain the Member! – Customer Care

- Retention efforts start at the time of joining
- Monitor drop out rate – especially why: the normal reason, not cited is **NOT BELONGING**
- Disperse Responsibility – make all feel needed
- Make Fellowship a reality for **ALL**
- Make sure members are well informed
- Good programs – monitor quality objectively



Be sensitive – watch those below belt
jokes common in rugby clubs



Thank You!

