

## **Rotary Member Retention**

May is Member Retention Month

Here are some ideas for retaining and engaging club members:

Reach out and talk to absent member(s) before you just sweep them off the books:

- Are they feeling not engaged?
- Are they experiencing career/family/personal problems?
- Recognize them for their efforts and utilize their skills.
- Do a club survey to find things of concern about your club.

If a member is not feeling engaged:

- Get involved in club service projects or District Action Groups,
- Offer leadership opportunities within club,
- As we move into warmer months start scheduling outside service projects to reconnect with current and prospective members,
- Mentor them or use them as mentors, and
- Recommend them for District committees and leadership roles.

Have Member(s) that relocated out of area? Connect them to our Passport Club

Non-payment of dues, don't just sweep them, see if a payment plan will work.

If your member still wants to terminate find out why (do an informal exit interview), to learn if it can be prevented, if another club would be a better fit and to find out if you need to fix any issues within your club.

If a member is leaving due to schedule conflicts & personality conflicts, think about a satellite club or alternative meetings for your club to retain them.

As Always the "SUPER" District 6400 Membership Committee is here to help you grow your club and engage and retain existing members. Just email, text or call!

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