

How to Keep Your Members and Make Your Club Stronger

Are your members still tuning into Rotary's **WIIFM?** (**What's In It For Me**)



If a Rotary club provides **value**, a “return on the member’s investment,” members stay and they bring their friends, associates and colleagues into Rotary. The majority of members leave Rotary when they perceive it is no longer worth it...

You can keep members interested and engaged in Rotary.

Look at everything your club does. Examine your club’s “culture” – from programs and activities to meeting times and locations, dues, etc. – to make sure your club is providing the value your members seek.

What are some of the ways our members get value from Rotary? There are so many reasons! To name just a few:

- *Friendship and relationships*
- *Professional Development*
- *Personal Development*
- *Public Speaking*
- *Relationships*
- *Family Experience*

We Change Lives! It starts with the way we change the lives of our members. Service is what Rotarians do and local impact is one of the top reasons people join Rotary. Does your club provide service opportunities?

How do you keep your members, and what are some of the reasons for leaving a Rotary Club, that you may be able to control?

1. Not receiving value for membership
2. Not fully informed about the responsibilities of membership, including attendance and financial expectations
3. Feel unconnected to club’s activities
4. Networking expectations not met
5. Not interested in current club programs
6. Retirement, family obligations
7. Financial constraints and health problems
8. Feel unappreciated or no longer needed
9. Rotary experience did not meet their expectations





Are Your Members Satisfied with their Club Experience?

How do you know?

Don't wait until a member leaves to find out why?

What can a Club do? Be proactive!

- Find out what your members want. Regularly, use a Club Satisfaction Survey or evaluate your Club's culture with tools that are ready for you to use.
 - A Satisfaction Survey: [Enhancing Club Experience Survey](#)
 - [Discovering Club Culture](#)

Check with members who do not respond.

- Identify and personally talk with “*at risk Rotarians*” to find out what is going on and then address needs. “*At risk Rotarians*” are those who do not attend meetings or participate in projects of social activities, do not pay their dues or means of financial engagement.
- Show that you care for your members. Reach out to those who miss a meeting or event to make sure they are okay and to ask them what the club could do to make it easier for them to participate.
- Establish an effective new member orientation and involvement.
 - [New Member Information](#) template.
- Conduct professional development events.
 - [Mentor Guide](#).
- Rotary grows leaders, so help your members grow. Get your members on committees and in leadership positions that meet their interests, skills and passions. Get them involved!
- Provide continuing member education or revitalizing club activities.
- If cost is a factor, work with membership to lower costs, provide alternative billing (monthly or quarterly), or even provide short term financing.
- If a member desires to leave, remember they are our friends. Offer other alternatives that may work for them, like a Passport or E-Club option, or a club that meets at a different time. Keeping a Rotarian, even if they go to another club, is a win for all. Keep them on the bulletin mailing list and invite them to service and fellowship projects/events.



Need more ideas, or want to discuss further? Your District Membership Chair and Zone team are available to help you determine how to address member retention challenges.