


**Retention 101**  
*The Care and Feeding of Rotarians*



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**50 %**  
of all new members leave within  
three years

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**Oh, no! I forgot about retention!!!**

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**HOW DO WE KEEP'EM???**



*Plugging those membership leaks*

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**Why are we so concerned about losing members???**

- ❖ Diminished opportunity for friendship & networking
- ❖ Decreased participation in programs and projects
- ❖ Reduced giving to The Rotary Foundation
- ❖ Fading public image
- ❖ Difficulty in attracting (and keeping) members

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**1992-93 Rotary International President Cliff Dochterman:**

“Oh, if I could be club president again, I'd do everything I could to make my meetings come alive! I've come to the conclusion that one of the biggest reasons for the drop in membership and attendance is that club meetings just aren't fun, interesting or worth attending.”

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**THE TWO REASONS WHY MEMBERS  
QUIT ROTARY...**

- ❖ **They need to**
- ❖ **They want to**

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**Why do members WANT to leave?**

- ❖ **We bring in the wrong members**
- ❖ **When we do bring in the right members, we don't give them a reason to stay.**

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**CHARLIE**

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E-mail sent to Rotary International's media and news page:

"I left Rotary because I was tired of the ever increasing meal costs, fines, happy dollars, sad dollars, pressures to become a Paul Harris Fellow (\$1,000 check) and the never ending raffles and prohibitive costs of district events. Not all Rotarians can afford all these fees. If RI wants to retain members---try cost containment."

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## The story of Mike

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- Have you seen Tom lately?
- Who's Tom?
- Welcome aboard, Heather!  
Oh, here's your new member packet telling you what Rotary's all about.
- Let's induct him anyway...we need more members!!!
- I thought someone was going to call her...

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*Ideas from the 2010 Montreal RI Convention on "closing the back door"*

- Make Rotary fun
- Find out what gets a member excited about Rotary
- GET outside the box! Do a hands-on project to replace your regular meeting once a month
- Ask your RINOs what they want to do.

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- Identify a "signature project" known throughout your community
- Promote attendance at district events
- Have periodic "commercials" on member businesses
- Recognize key member events (anniversaries birthdays, etc) Do you REALLY want to fine them?)

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- Develop (and use!) a mentoring system pairing up a new member with an existing member
- Involve family members (Induction, Paul Harris Fellow Award, etc)

**REMEMBER...**

Retention *REQUIRES* keeping members engaged in beneficial service and meaningful friendships

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***Every Rotarian needs:***

- A friend (mentoring for new)**
- An assignment (particularly when new)**
- To be nourished (education)**

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**KRUSE' S RETENTION MUSES:**

- **No two clubs are the same**
- **No two Rotarians are the same**
- **Retention, when done right, is easier than Recruitment!**

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