

3 TIPS ON RETENTION

We make Retention a mystery and hard to achieve. The truth is it is simple.

“Every new member needs three (3) things:”

1. **A friend** in Rotary to whom he can constantly turn, who will walk beside him, who will answer his questions, who will understand his problems.
2. **An assignment.** Activity is the genius of Rotary. It is the process by which we grow like the muscle of my arm. If I use them, they grow stronger. If I put them in a sling, they become weaker. Every member deserves a responsibility. The Club President may feel that the new member is not qualified for responsibility. Take a chance on him. Think of the risk Rotary and your Club took when they elected you. An assignment should be given **the day** they join. Any later and you will lose them.

Of course, the new members will not know everything. They likely will make some mistakes. So what? We all make mistakes. The important thing is the growth that will come of activity. They will have the fellowship of the other members. They will become one of a vast body of Rotarians throughout the world, men and women of integrity and faith who love Rotary and seek to move forward this work.

3. Every new member must be “**nourished** by the concepts of Rotary.” They need to understand what it is when we say Service Above Self. Hold fireside for new Members. (See 3-page “Retention Nourishing New Members” located on the right side of the *IGNITE* Folder.)

Two new tips have been advanced this year at your Club Meetings.

4. **Benefits of Rotary:** Review the “Why Join Rotary” page found in the President’ folder using one idea from it each week.
5. **Make Retention a Key Focus:** Every Club should have a Member Retention Chair and Committee that is a part of the Club’s overall Membership Committee. These individuals are to be singularly focused making sure that the Club is focused on keeping its members. A critical piece of retaining members is to listen to the needs of that member and to ensure the Club is satisfying those needs. Annually, the Members Retention Committee should provide a structured means of connecting with every member to ensure that they are engaged, as suggested by these retention tips.