

BEST PRACTICES FOR ENGAGING YOUR MEMBERS



RELEVANCE: Engaging members at all stages of their membership will help them maximize their Rotary experience and continue to find value in it.

Learning objectives

At the end of this session, participants should be able to help clubs:

- Use Rotary tools and resources to understand why members leave
- Develop strategies for engaging members at different stages of their membership

Speaking points

- Most members who leave do so within two years of joining.
- Learn why members leave, by interviewing them and asking them to complete the exit survey in Understanding Why Members Leave.
- Learn what your members like and dislike about the club, using the membership satisfaction survey in Enhancing the Club Experience, then develop an action plan.
- Implementing results from your member satisfaction survey demonstrates to members that their input is valued.
- Find ways to engage your members at all stages of their membership to help them maximize their Rotary experience.

Discussion questions

- How can you involve members who avoid projects, activities, and leadership roles?
- Do your club activities reflect the skills and interests of your members?
- How can you engage members who are at different stages of their membership?
- How does your club recognize members for their efforts?
- What did you learn from the last member who left your club and what changes have you made as a result?
- How can you promote or change your club's meetings to get members excited about coming?



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Suggested Activity: Engaging members at different stages of membership

Divide participants into five groups based on these membership stages:

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- 10 or more years

Give each group flip chart paper and copies of *Improving Your Member Retention: Retention Assessment and Analysis*.

Ask them to record strategies for engaging these types of members on their flip chart paper using the information they have and post them on the wall.

Ask each group to share its recommendations. Discuss the activity with the overall group as time allows.

Resources

- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [Membership Assessment Tools:](#)
 - [Improving Your Member Retention: Retention Assessment and Analysis](#)
 - [Enhancing the Club Experience: Member Satisfaction Survey](#)
 - [Understanding Why Members Leave: Exit Survey](#)
- [Be a Vibrant Club](#)
- [Get More Out of Membership: Connect for Good](#)
- [Rotary Club Health Check](#)
- [Understanding Membership Reports: Getting Started](#)
- [Rotary Club Central Reports:](#)
 - Member Viability and Growth report
 - Membership Termination Profile

