

PRESIDENTS- ELECT TRAINING SEMINAR



RI DISTRICT 3292



ATTRACTING & ENGAGING MEMBERS



April 6-7, 2024

Subash Sigdel

Chair – **District Membership Committee 2023/25**

President - **Rotary Club of Pokhara Newroad 2013/14**

subashsigdel.rotary3292@gmail.com

Whatever Rotary may mean to us
to the world it will be known
by the results it achieves.
- Paul Harris

LEARNING OBJECTIVES

- Identify ways to attract new members
- Develop an action plan for growing your membership
- Examine strategies to engage and retain members
- Recognize how the Rotary Citation supports member engagement

ROTARY ACTION PLAN

Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

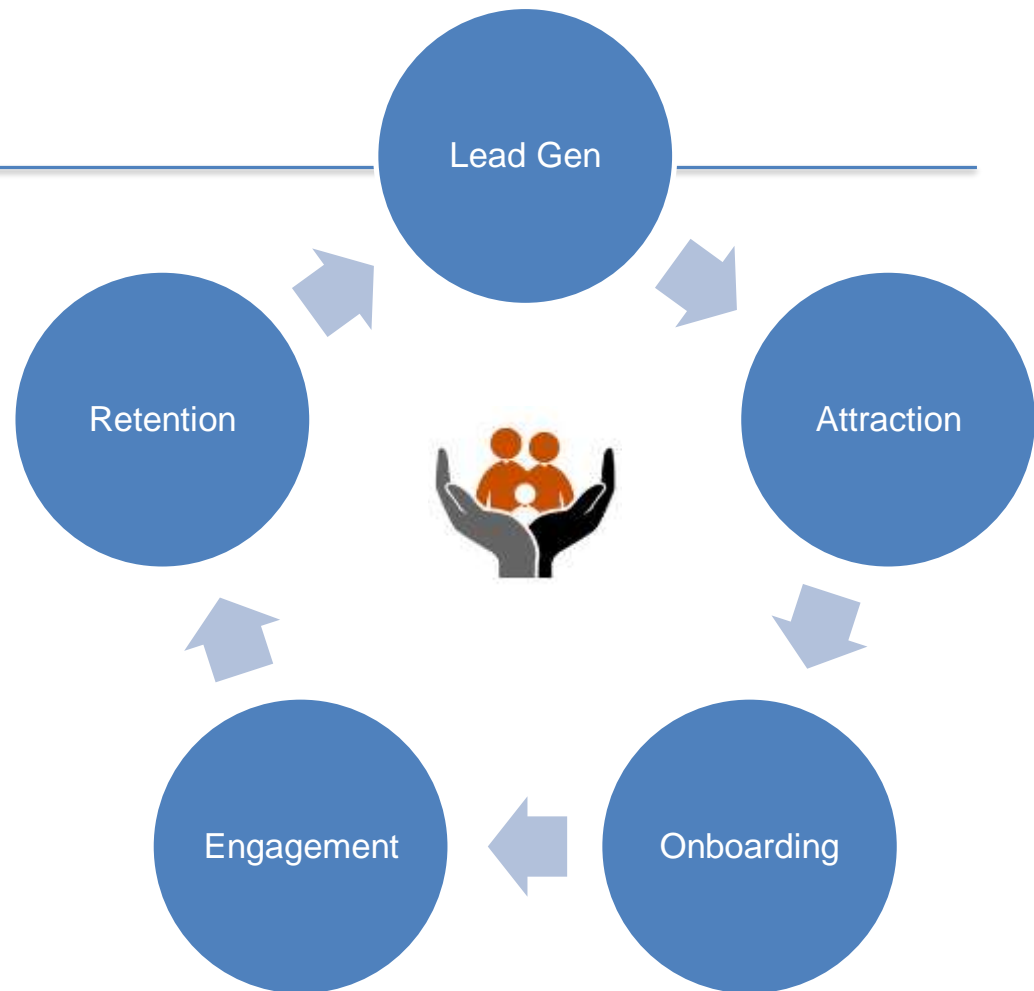
Increase our
ability to adapt.

Rotary



THE MEMBER JOURNEY

- Lead Gen
- Attraction
- Onboarding
- Engagement
- Retention



Lead Generation

- Leads from Rotary International
- Locally generated leads
- Leads for club expansion



Attraction Methods

Intentional Strategies

- Drip campaigns
- Flexibility & Innovation
 - Alternative Member Types
 - Alternative Dues Plans
- Club “Leaders” Lead By Example
- Discover Rotary Opportunities

**Each One
Bring One**



Onboarding

- Regular Onboarding Sessions
- Regular Club Training
- Rotary Leadership Institute
- Rotary Learning Center





Engagement

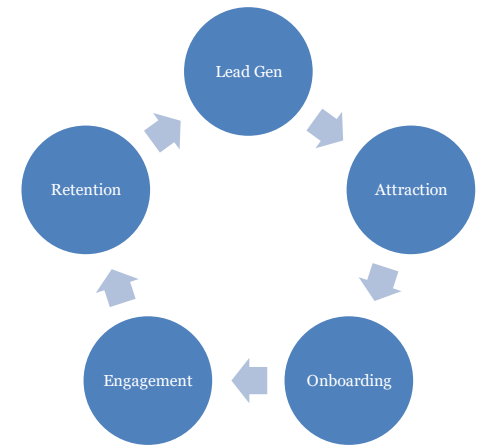
- Get to know our members
- Find their passion
- Create purpose
- Get them involved
- Expand our reach beyond the club

Rotary Action Groups
Rotary Fellowships



Retention

- Care about your members
- Upgrade the club experience
 - Rotary Health Check
 - Survey
 - Look at your club from the outside in
- Mentorship
- Meaningful service projects
- Retention is an **outcome**
- **Retention is about each Member's Experience!**



IDEAS TO ATTRACT MEMBERS



Attraction

In Rotary's membership game, everyone's a winner

-
- **Create a list of all the great things about your club**
 - **Keep a list of potential members**
 - **Keep a list of potential members**
 - **Know your club's strengths**
 - **Make membership growth your club's top priority**
 - **Look to young Rotarians for fresh perspectives**
 - **Appeal to local volunteers**
 - **Talk about Rotary wherever you go**

Attraction

In Rotary's membership game, everyone's a winner

- **Make a list of club members' responsibilities**
- **Realize there is no finish line**
- **Emphasize service**
- **Celebrate when you get a new member**
- **Be persistent**
- **Be Vibrant**
- **Embrace diversity**
- **Get them in the door**

IDEAS TO ENGAGE MEMBERS



Engaging Members

The largest loss of new members happens within the first one to three years of joining a Rotary Club.

We Need to Change Our Way of Thinking

Retaining Members → Engaging Members → Delivering on their expectations when joining

Some common words used in Engagement

Create Interest, Involve, Engross, Immerse, Enthrall, provide Action, get Excited,



Engaging Experienced Rotarians

-
- *Engage membersone by one.*
 - *Key Target – older detached members.*
 - *Ask each member to do one thing for the club in coming year.*
 - *Ask them to mentor new Rotarians*
 - *Talk to them and listen*
 - *Value their knowledge and experience.*

Engaging Experienced Rotarians

Who's Responsibility ?

- ***Club President***
- ***Membership Chair***
- ***District governor***
- ***Assistant Governor***
- ***Friend within the Club***
- ***Everyone – its our Culture !!!***

Engaging Experienced Rotarians

Mentors responsibilities

- ***Introduce the new member/s to every club member.***
- ***Accompany new member to club meetings and events.***
- ***Monitor new members attendance***
- ***Inform new members about special meetings, social events and local Rotary projects throughout the year.***
- ***Make sure new member understands club policies and procedures.***
- ***See the new member gets to District Conference, District Training days etc***

ENGAGE

How to engage current members and club leadership

- Assess and evaluate the health of your club and its membership by using our [Rotary Club Health Check](#) (PDF). Create awareness around the challenges your club faces.
- Ask yourself, “Does my club need to evolve?” If it does, download our [Membership Assessment Tools](#) for step-by-step guidance.

ENGAGE

How to engage current members and club leadership

- Ask your fellow members what they want. Build trust and respect with them — former members, longstanding members, and current members. They hold the keys to your club's traditions and to its future. Our [Member Satisfaction Survey](#) (PDF) can help.
- Coordinate events, speakers, and service projects that are challenging, exciting, and relevant to your club. Visit [Develop Projects](#).
- Find ideas for activities that reflect your members' diversity and personalities in [Be A Vibrant Club](#).

22

ENGAGE

How to engage new members

Invite new members to participate in meetings, service projects, and other events, and see what interests them. Because mentorship is important to younger professionals, identify established members who would be great connections and make introductions.

ENGAGE

How to engage new members

When new members join your club, connect with them and find out what inspires them. Create a new member orientation strategy to keep them active and engaged. Engagement leads to retention. Download [**Introducing New Members to Rotary: An Orientation Guide.**](#)

ENGAGE

How to engage new members

Ask your members to share their ideas. Show them respect, encourage them to make suggestions, and encourage others to take them seriously.

HOW WOULD YOU EVALUATE YOUR CLUB

Club is going well because	My Club is struggling because.....
• Engaged	• Disengaged, dissatisfied members
• Diverse	• Not representative of community
• Growing	• Stable or declining
• Positive public Interest	• No interest from public
• Relevant to community	• What does community need ?
• Trying new things	• Doing same over and over
• Awesome signature events	• We do nothing significant
• Great Leadership	• What leadership ? Same old leaders.
• Engaged Speakers	• Dry politicians and salespersons
• Having FUN	• What is fun ?



Host a Business Mixer After-Hours



Hallmarks of an Innovative Club

LEADING YOUR CLUB TO TOMORROW





Thank you



Subash Sigdel

Chair – District Membership Committee 2023/25
President - **Rotary Club of Pokhara Newroad 2013/14**
subashsigdel.rotary3292@gmail.com