



ATTRACTING & ENGAGING MEMBERS

Encouraging Prospects





Rtn. Bishnu Hari Dahal

RTN. BISHNU HARI DAHAL

RI District 3292 Involvement

PRESIDENT, ROTARY CLUB OF MATRIBHUMI BALUWATAR 2018-19

MEMBER - DISTRICT ROTARACT COMMITTEE 2019-20

CHAIR - DISTRICT INTERACT COMMITTEE, 2020-21

CHAIR - DISTRICT ROTARACT COMMITTEE, 2021-22

ASSISTANT GOVERNOR ZONE 1, 2022-23

CHAIR - DISTRICT ROTARY PROGRAMME COMMITTEE, 2023-24

CO- CHAIR - DISTRICT LEARNING FACILITATOR 2024-25

MEMBER - DISTRICT LEARNING FACILITATOR 2025-26

CHAIR - DISTRICT MEMBERSHIP COMMITTEE 2026-27

Rotary : Encouraging Prospects



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RTN. BISHNU HARI DAHAL

Rotary International Involvements

CHAIR – ROTARY FELLOWSHIP FOR LEADERSHIP EDUCATION AND DEVELOPMENT, 2026-2027

CHAIR – INTER COUNTRY COMMITTEE, NEPAL-PORTUGAL SINCE 2024

CHAIR – ROTARY MEANS BUSINESS DISTRICT 3292 SINCE 2023

CHARTER MEMBER – ROTARY FELLOWSHIP FOR LEADERSHIP EDUCATION AND DEVELOPMENT SINCE 2021

Rotary Highlights

▶ Founded in 1905 in Chicago 120
Years of Legacy & Service

▶ Strong focus on Service
Above Self

▶ Seven Focus Areas of
Service

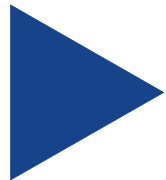
▶ Global network of 1.4+ million
members in over 46,000 clubs.

▶ Presence in 200+
countries.

▶ Leading role in Polio eradication
(99.9% reduction).

ATTRACTING MEMBERS

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MEMBERSHIP



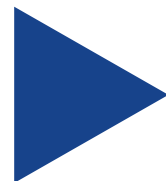
Membership is the foundation of Rotary

Without members, there is no Rotary impact.



More members = greater impact

Larger membership strengthens our ability to serve communities locally and globally.



Fresh members bring fresh energy

New ideas, perspectives, and skills keep clubs dynamic, relevant, and vibrant.

WHAT KIND OF PERSON DO YOU WANT TO ATTRACT TO YOUR CLUB ?

▶ 'Persons who **add energy, values, and future strength**

▶ 'Don't just look for successful people. Look for **people who want to make a difference as a Rotarian.**

STEPS TO ATTRACT IDEAL PERSON

- ▶ Identify
- Inform
- Invite
- Engage

MY MESSAGE TO ATTRACT NEW MEMBERS:

- ▶ Let your club be attractive (Start with Club Health Check)
- ▶ “Be visible” –
 - Enhance public image
 - Make the best use of Social Media
- ▶ 1. Give personal touch to friends and professionals.

WHAT ATTRACTED YOU TO ROTARY?

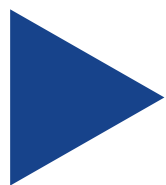
- ▶ Social service
- ▶ Networking
- ▶ Fellowship
- ▶ Leadership development opportunity
- ▶ Giving back to the society
- ▶ Business promotion

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ENGAGING MEMBERS

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WHY ENGAGING MEMBERS MATTERS?



Engagement increases retention.

Low engagement leads to low satisfaction.

When satisfaction drops below a certain level, it turns into dissatisfaction.

Dissatisfied members eventually leave.

Members don't leave suddenly. They leave gradually.

Engagement → Satisfaction → Retention

Disengagement → Dissatisfaction → Exit

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GROUP ACTIVITY

▶ How can we better engage members in our Rotary clubs?

▶ What three specific actions do you suggest to increase member engagement?

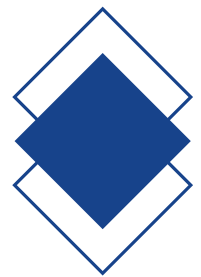
PHILOSOPHY
MEMBERSHIP
LEADERSHIP
PHILOSOPHY

AMAZING # ROTARY

How to Make Rotary Even More Amazing?

- ▶ More youth and women engagement.
- ▶ Vibrant clubs with regular innovation in meetings.
- ▶ Strong digital presence & storytelling culture.
- ▶ Modernizing service projects with technology.
- ▶ Fostering cross-club collaboration & multi-year signature projects.

Branding ROTARY



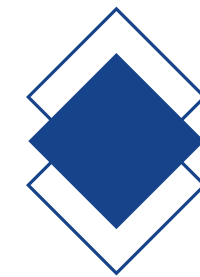
Coordination with
Government bodies NRB,
SWC, Concerned Ministry.



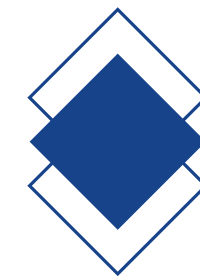
Consistent logo usage in all
events.



Strong partnership with
government & corporates.



Effective PR &
community visibility.



Highlight real stories of
beneficiaries.

Outline Rotary



National Recognition



Presence of National Leaders in Rotary Event



Rotary International Committee Presence



Institutional Benefits Like other NGOs (Tax Free, Access to restricted area, Leadership Approach)



International Presence in Fellowship Group & RAG

United Rotary

- ◆ District-wide coordinated campaigns.
- ◆ one Club, one family
- ◆ More youth-driven initiatives.
- ◆ Inter Club Collaboration
- ◆ Weak Club Strengthening Team to guide clubs
- ◆ More member benefit opportunities

Transition In ROTARY



Greater youth leadership through Rotaract Elevation.



Clubs to become more flexible, vibrant & diverse



Leadership from District to Zone to Rotary International

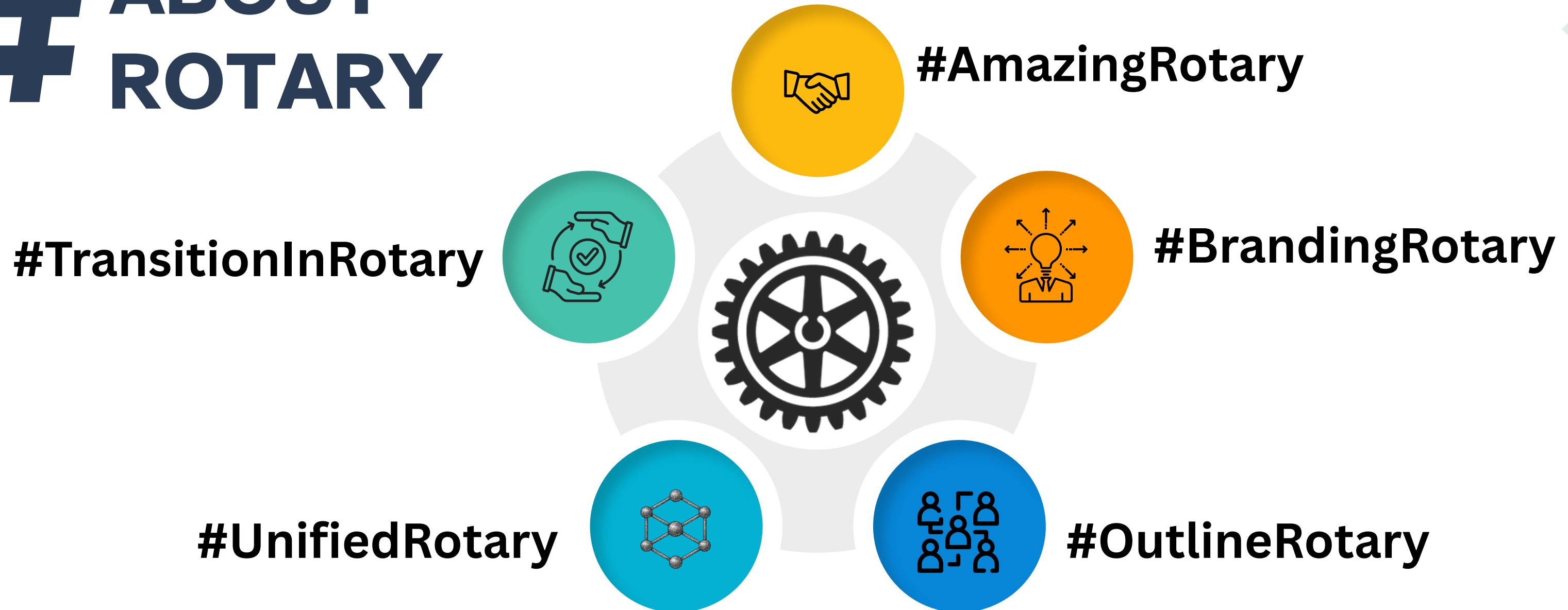


More technology integration (AI, digital fundraising).



Welcoming More youths with extraordinary Member benefit

ABOUT # ROTARY





Q&A

Session



*UNITE
FOR
GOOD*



Thank
you

Yours In Rotary

Rtn. Bishnu H. Dahal

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