



Current Best Practices

Club Membership Growth and Retention

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Attract

- Regularly remind members to invite prospective club members to meetings.
- Describe to prospective members: What is Rotary? What is attractive about your Rotary club?
- Be able to describe your compelling emotional reason for joining your club

Recruitment

- Welcome prospective members and make them feel at home
- Get support from club to cover cost for up to 3 meals for a prospective member.
- Share expectations of club members, including financial obligations, with prospective members.
- Ensure club offers good food, organized meeting, convenient location
- Arrange for strong programs

On Boarding

- Approve applications by board and club according to by-laws with timely communications
- Do a formal orientation and induction into the club
- Incorporate red badge and/or mentor/sponsor support program

Retention

- Involve new members/ in club/committee work within first 3 months
- Track attendance of members and address gaps

What are your club's Current Best Practices?