

## New membership slogan emphasizes recruitment and retention

The RI Board of Directors adopted a new membership slogan, “Each Rotarian: Reach One, Keep One,” at its June meeting. The slogan emphasizes the need to focus on both recruitment and retention in membership efforts. This edition of *The Membership Minute* highlights the latest membership resource from Rotary International: *Club Assessment Tools*. Consider using the activities in this publication to guide your club’s recruitment and retention efforts in 2009-10.

## Explore the latest membership resource from RI: *Club Assessment Tools*

*Club Assessment Tools*, an online supplement to the *Membership Development Resource Guide*, helps clubs recognize their membership potential through a series of activities that uncover the unique strengths and weaknesses of each club. Clubs can use the results to enhance their recruitment and retention strategies in ways they might otherwise not have considered.

Clubs can complete each of the eight tools independently, or better yet, analyze the results from multiple tools together to provide a snapshot of the issues at hand.

The membership section of the *Planning Guide for Effective Rotary Clubs* helps clubs assess their current state and establish membership goals for the coming year. Setting yearly membership goals is extremely important; developing action steps to achieve those goals is imperative. The remaining seven assessment tools can be used in developing an action-oriented club membership strategy.

The **25-Minute Membership Survey** asks club members to list their friends, neighbors, colleagues, and business acquaintances in the community, creating a pool of potential candidates for club membership. Use the results of this survey with those of the **Membership Diversity Assessment**, and your club will be well on its way to developing a recruitment strategy. Add in the **Classification Survey** to compare your community’s professional makeup to that of your club, and the **Membership Satisfaction Questionnaire** to discover what current members value most about their club. By completing these four activities — all designed for full-club participation — you will not only generate a long list of individuals who club members believe would make good Rotarians but also initiate meaningful discussions about the demographic makeup of your professional community, including any emerging occupations that may not be represented in your club. Finally, you will know where your club excels and can use these strengths to appeal to prospective new members.

The **Retention Model** calculates a club’s net membership gain or loss over a specified period of time and illustrates the source: existing or new members. When combined with the **Termination Profile**, a tool that indicates when (in terms of length of club membership) the majority of terminations occur, clubs can focus their retention strategies appropriately. To further hone a retention strategy, clubs can ask members who leave to complete the **Resigning Member Questionnaire**. The information uncovered in the questionnaire, along with any suggested areas of improvement that club members noted in the **Membership Satisfaction Questionnaire**, will become an invaluable source of feedback that clubs can use to implement constructive change.

Here are some more tips on using *Club Assessment Tools*:

- Download [Club Assessment Tools](#) along with the [Membership Development Resource Guide](#), which provides guidance on how to use the tools.
- Review the tools, and decide which are most relevant to your club's needs.
- Distribute a copy to your club president or club membership committee chair.
- Make changes to the tools, if necessary, to meet the needs of your particular region or situation.
- Develop weekly club programs around the tools. Allow everyone in your club to participate in the development of a recruitment and retention strategy.

Each month, *The Membership Minute* will highlight uses for each of the club assessment tools. Look for guidelines on how three of these tools can help clubs meet the membership challenges of the [2009-10 Presidential Citation](#) in next month's issue.

To start off the new Rotary year, your club is encouraged to complete the *Planning Guide for Effective Rotary Clubs* this month.

## Share your club assessment successes

Does your club have a *Club Assessment Tools* success story to share? Send a brief explanation of which tool you used and how it strengthened your club to [membershipminute@rotary.org](mailto:membershipminute@rotary.org).