



Rotary
District 7390

Strategies For Growing & Retaining Membership

District Governor 2027-2028
AARON JACOBS, MBA



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THE AGENDA

- Trends
- Recruitment
- Engagement
- Retention
- Conclusion



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Introductions

Aaron Jacobs; MBA

- President Rotary Club Of York 2023-2024
- District 7390 Governor 2027-2028
- 17 Year Member
- Ferocious Rotarian



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My 3 Promises To You

1. Nothing I say will be groundbreaking.
2. Nothing I say will be complicated.
3. Everything I say will be relevant, effective & achievable.



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A Case Study

The Rotary Club Of York

- Large Rotary Club
- Membership driven
- Meets weekly
- 30+ committees

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Annual Trends

New Membership Averages

- Annual New Members: 25
- Annual Resignations: 24
- Net Gain: 1

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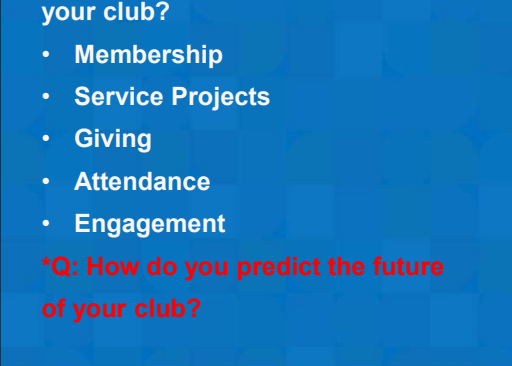


COVID Era Trends MEMBERS

2016: 355 *Membership Peak
 2019: 320
 2020: 273 *47 resignations
 2021: 275
 2022: 277
 2023: 277
 2024: 300 *23 net gain

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Measuring Your Club

How do you measure the health of your club?

- Membership
- Service Projects
- Giving
- Attendance
- Engagement

A: Guests!

*Q: How do you predict the future of your club?

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Measuring Your Club

Date	Total	CCY	Zoom	Guests
12-Jul	142	108	19	15
19-Jul	132	101	20	11
26-Jul	129	89	19	21
2-Aug	138	102	27	9
9-Aug	120	86	28	6
16-Aug	124	95	18	11
23-Aug	144	108	23	13
30-Aug	146	111	19	16
6-Sep	125	94	23	8
13-Sep	112	90	19	3
20-Sep	130	87	24	19
27-Sep	129	96	21	12
4-Oct	126	99	20	7
11-Oct	148	111	21	16
18-Oct	141	107	23	11
25-Oct	139	110	15	14
1-Nov	119	99	18	2
8-Nov	147	108	12	27
15-Nov	161	112	23	26
29-Nov	154	115	19	20
6-Dec	115	86	10	19
13-Dec	120	95	15	10
20-Dec	124	94	11	19

Date	Total	CCY	Zoom	Guests
3-Jan	134	115	16	3
17-Jan	140	95	31	14
24-Jan	150	118	15	17
31-Jan	168	118	19	31
7-Feb	156	116	14	26
14-Feb	136	96	26	14
21-Feb	146	108	19	19
28-Feb	142	101	22	19
6-Mar	142	110	13	19
13-Mar	133	97	25	11
20-Mar	146	104	18	24
27-Mar	121	96	20	5
3-Apr	142	117	14	11
10-Apr	162	119	18	25
17-Apr	122	95	12	15
24-Apr	156	120	13	23
1-May	169	124	21	24
8-May	154	117	16	21
15-May	124	92	20	12
22-May	130	105	19	6
29-May	141	112	20	9
5-Jun	149	112	23	14
12-Jun	125	102	18	5
19-Jun	125	89	15	21
26-Jun	127	92	24	11

Quarterly	Total	CCY	Zoom	Guests
Q1	131	97	22	12
Q2	136	103	17	16
Q3	143	106	20	17
Q4	140	107	18	15

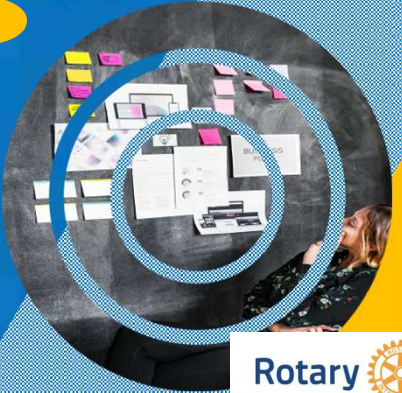


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Recruitment Strategies

INCREASE YOUR GUEST INVITATIONS
 *This is your key performance indicator for new members

- Everyone's journey as a Rotarian starts as being a guest.
- Most come as a guest because they were asked.
- Guests stay because they felt connected & engaged.




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Guests; What's Holding You Back?

Common reasons members don't invite:

- Not sure who to invite
- Asking friends about membership feels salesy/pushy
- Fear of rejection
- Not wanting to pressure
- Assuming people are too busy
- Can't someone else do it?




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Not one, but all

- Inviting guests is everyone's job, not just the Membership Chair
- Growth happens when all members participate
- You don't have to recruit – just invite




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Invitations Without Expectations

Who to ask & how to ask them?

- Invite people to get to know us and our mission.
- Invite people to enjoy the great food, fellowship & program.
- Invite people to see the networking opportunities.
- Invite people to see our impact.

**No expectations. Just get to know us and invite them back.*

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Focus On Guests, Focus On Growth

Set Achievable Goals

- Make guest invitations a club wide contest
- Make every guest feel special every time
- Highlight members that bring guests
- Create a special celebration for achieving your goal
- Make 'guesting' part of your club culture



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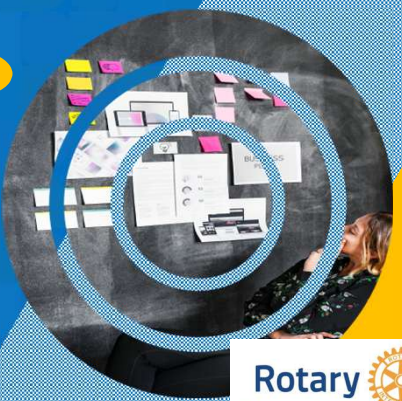
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Engagement Strategies

M.E.N.T.O.R.

- **M**entors
- **E**ngaging
- **N**ew
- **T**alent
- **O**f
- **R**otary



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Engagement Strategies

M.E.N.T.O.R.

- Don't assume that new members have 'figured out' Rotary
- We must always create a great experience so new members will stay and get involved.
- Make new members a part of your community.



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Retention Checklist (Value)

Why do members stay?

1. Service Projects – Passion for helping others.
2. Networking – New people & opportunities.
3. Great Programs – Always new & interesting.
4. Convenient Meetings – Fits their schedule
5. Fellowship – Feeling connected.

Rotarians will stop attending when they feel like they no longer matter, and no one notices.

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The Downward Spiral

The Beginning Of The End?

- Miss 10% of meetings? No big deal.
- Miss 25% of meetings? Been busy lately. Did you notice?
- Miss 50% of meetings? Rotary hasn't been the priority lately. Did you notice.
- Miss 75% of meetings? I'm barely hanging on, and no one seems to notice. Did you notice?
- Miss 100% of meetings? You didn't notice. Adios Amigos.

Again, Rotarians will stop attending when they feel like they no longer matter, and no one notices.

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Retention Strategies

Who Isn't Coming?

- Identify members whose attendance has stopped.
- President/ Membership Chair/ Etc reaches out to one non-attending member each week.
- Invite them to join you at an upcoming meeting
- They will be glad to hear from you.

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Conclusion

- There are tremendous growth opportunities for your club and our district.
- There are great new Rotarians waiting for you to find them and it starts with an invitation.
- Make your new Rotarians feel like they are your most important members.
- Make sure that all of your members know that they matter.

WIN WIN

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