

Membership Development, Retention and Rotary Extension

AG Tusu

Rotary Club of Kampala North



The Rotary House – Creating Hope

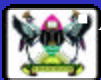
- Shelter for the underprivileged
- The Raging Storms: Poverty, Disease, Hunger; Ignorance; Illiteracy; etc – all symptomatic of the quiet violence in our society
- We create hope – let us not dash it
- We need a bigger and bigger house. Let us extend it. More rooms and wings – more clubs
- We need sand, bricks, cement, bars – more members



Choose and Work the Materials Carefully

- We need cement, sand, aggregate and steel to make concrete
- If any of the materials is weak, the concrete will be weak
- We need water – Rotary Ideals and Information – to work the concrete
- The Shelter must not collapse on those who seek it

And yet – not just more clubs and members, but more service



Action Steps

- Inform
- Invite
- Induct
- Orient
- Educate
- Involve



Inform – All non-Rotarian Visitors

- **Develop a club profile outlining the Club's Service Efforts**
- **Distribute to ALL club guests and potential members – interest them in service**
- **Give the standard and brief Rotary Literature – Like This is Rotary – to guests**
- **Donate The Rotarian**
- **Welcome and get interested in the guests if they want to get them interested in Rotary**



Invite –Personal Visit

- **Visit the Prospective Member**
- **Make friends**
- **Describe to them:**
 - **Club service efforts and successes, and its broad-based community representation**
 - **International scope of Rotary (service, fellowship)**
 - **Emphasis on character and Integrity**
 - **Attendance Requirements and dues structure**
 - **Consider personal interest and link to areas of involvement**



Induct – Dignified, Meaningful

- **Involve the family and friends**
- **Underscore benefits and responsibilities**
- **Careful selection of material: Rotary lapel pin; Membership ID; Object of Rotary and Four Way Test (framed or for framing); selected literature**
- **Give the new Member a few minutes to talk about themselves, their family, and business**
 - **A Memorable Occasion!**



Orient – Vital for Individual Growth

- **Identify a mentor**
- **Key Orientation Elements:**
 - **Benefits of Membership**
 - **Responsibilities of Membership**
 - **Opportunities for Service**
- **Checklist outlining opportunities for gaining knowledge**
- **Monitoring; periodic formal new members meetings / orientation programs**



Educate – Many leave because
they never became Rotarians

