

HOW TO RETAIN YOUR MEMBERS



**65th ADDC CONVENTION
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PREPARED FOR THE MEMBERSHIP
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RETAINING YOUR MEMBERSHIP

01: MEET AND GREET

- Ask one or two members to meet everyone at the door and tell them they are “glad you are here” at each meeting.
- These individuals will be setting a welcoming tone for the meeting.

02: PAY INDIVIDUAL ATTENTION

- Get to know your members as individuals and try to understand what motivates each of them to be an ADDC member.
- Use this information to ask these members to chair a committee or work on a committee so that both ADDC goals and personal goals are met.

03: AVOID VOLUNTEER BURNOUT

- Burn out occurs for lots of reasons:
 - There is too much work to be done;
 - There are too few rewards;
 - Too few people are involved;
 - There is too little fun.
- Avoid burn out by setting realistic objectives, involving as many members as possible, providing praise for work well done and building in time for fun.

04: RECOGNIZE, RECOGNIZE, RECOGNIZE

- Recognize the achievements of club members, both formally and informally.
- Present certificates, have special celebrations, make phone calls, write notes, say ‘**thank you**’ every chance you get.

05: MEMBER SATISFACTION SURVEY

- Conduct a member satisfaction survey on an annual basis.
- Assess members’ satisfaction with the meetings, and other activities of the club.
- Solicit ideas from members for improving their ADDC experience.
- Design your own survey to find out what they are thinking.

06: COMPLAINTS AND GRIEVANCES

- Establish a system for club members who have complaints or grievances and communicate this system to members of the club.
- Encourage members to voice their complaints, and deal with them quickly and proactively.
- Much better that members air their concerns than leave feeling dissatisfied.

07: REGULAR COMMUNICATION

- Communicate regularly with all your members
- Use your monthly bulletin, it can be an emailed bulletin, create a club website with a 'members only' section; do whatever you can to keep members up to date and informed.

08: BE RECEPTIVE

- Be receptive to new ideas and ways of doing things, particularly when those suggestions come from members.
- While you do not have to implement everything which is suggested, you do have a responsibility to listen and show appreciation.

09: RECOGNIZE DIFFERENT ABILITIES

- Different people are able to handle different amounts and types of work.
- Recognize different abilities and tolerance levels in distributing work to members.
- Don't let a small handful of members take on all the work.
- Find creative ways to get everyone involved.

10: BUDDY SYSTEM

- Consider a buddy system to increase attendance and club involvement.
- 'Buddy Up' members into small groups (2-4) to support each other, to follow up each other's non-attendance and to encourage participation in club activities and events.

11: ATTENDANCE CHALLENGES

- Put in place a process to support members who do not come to meetings.
- Make sure these members receive a phone call from a Membership Committee member, a 'missing you' note, a copy of the club's bulletin with a personal note and/or a call from the President.

12: UNDERSTAND MEMBER MOTIVATIONS

- Volunteering must be a two-way relationship with benefits for both parties.
- Ask each member why he or she joined your club?
- Use the answers to strengthen your retention programs.
- Individuals' motivations change, so ask on a regular basis.

13: CONDUCT EXIT INTERVIEWS

- Where possible, gather accurate information about why individual members are leaving your club.
- Look for common themes, particularly in areas where you have some control.
- Develop an appropriate plan of action and implement it.

- 14: FACILITATE A TRANSFER
- It is better to lose a member to another ADDC club, then to lose him or her entirely.
 - If a person is no longer able to be part of your club (for whatever reason) offer to support him or her to transfer to another club if appropriate.
- 15: USE TIME EFFICIENTLY
- Value your members' time by conducting well-organized meetings and keeping strictly to time.
 - Well organized meetings are more effective meetings.
- 16: MAKE IT FUN
- Members stay when ADDC is fun, when they feel valued and when they look forward to attending meetings.
 - Evaluate the 'entertainment' aspect of your monthly programs.
 - Do everything you can to make sure ADDC is an enjoyable experience for your members.
- 17: EDUCATE MEMBERS
- Educate club members to be knowledgeable about ADDC.
 - A positive program of continuing education can help a club's overall retention rate.
 - Possibly offer Continuing Education Units (CEU's).
- 18: REVITALIZE YOUR SPEAKERS' PROGRAM
- For many ADDC members, the speakers' program is an important avenue for professional development and one of the key membership benefits.
 - Take care to secure informative speakers who appeal to a wide range of interests.
 - Advertise speakers in advance if you can.
- 19: ENCOURAGE INPUT INTO PLANNING
- Actively involve members in you club's planning processes.
 - Schedule special meetings, e.g. 'speaker-free' days, when club members can discuss strategic and operational issues associated with the club.
 - Encourage member input, value it and act on it.
- 20: MEETING SEATING
- Find creative ways to encourage members to sit with, and get to know, different people within your club.
 - Randomly allocate seating ahead of a meeting, change table arrangements, move to another venue for a meeting; anything to avoid seating arrangements which never change.

- 21: CONVENTIONS, CONFERENCES AND ASSEMBLIES
- Encourage club members to attend ADDC Convention and Region Meetings.
 - These events highlight the impact of ADDC and the strength of its network.
 - Appoint an ‘On to Conference’ person in you club to galvanize members to attend. Make attendance fun.
- 22: ACTIVE COMMITTEES
- Encourage all committees within the club to be active and recognize their achievements when they occur.
 - Find ways to support club committees which are not achieving their objectives and not keeping their members actively engaged.
- 23: MEMBERSHIP COMMITTEE
- Establish a formal membership committee within your club.
 - Target enthusiastic, well connected club members to join that committee and give them the backing of the club to achieve its membership goals.
 - Give Membership Committee members the specific task of following up with members who do not attend meetings.
 - Through this process the committee can identify and action any concerns the absent member may have.
- 24: EVALUATE YOUR COMMUNITY SERVICE PROGRAMS (CSP’s)
- Evaluate the effectiveness and relevance of your CSP’s.
 - Are they appropriate for your community?
 - Do they align with the skills and interests of members?
 - Do they have impact?
 - If not, strengthen existing programs and/or develop new ones.
- 25: CAMARADERIE ACTIVITIES
- Conduct enough fun and social activities to make sure your members are connected to each other and to the club.
 - Offer a range of these types of activities to appeal to diverse interests and include family where possible.
- 26: FAMILY OF ADDC
- Appoint a member or committee responsible for contacting members and partners who are not well or who may be going through difficult times.
 - Communicate this information to the Club President.

HOW TO RETAIN MEMBERS and HOW TO RECRUIT NEW MEMBERS is a paraphrased guide downloaded and reformatted from Rotary International’s (RI) website. The Guide was put together by a RI Chapter in Australia in 2014 and published in “The Rotarian” in May, 2014.

The content has been changed to reflect ADDC. We are however, giving full credit to RI for their design of these two guides.