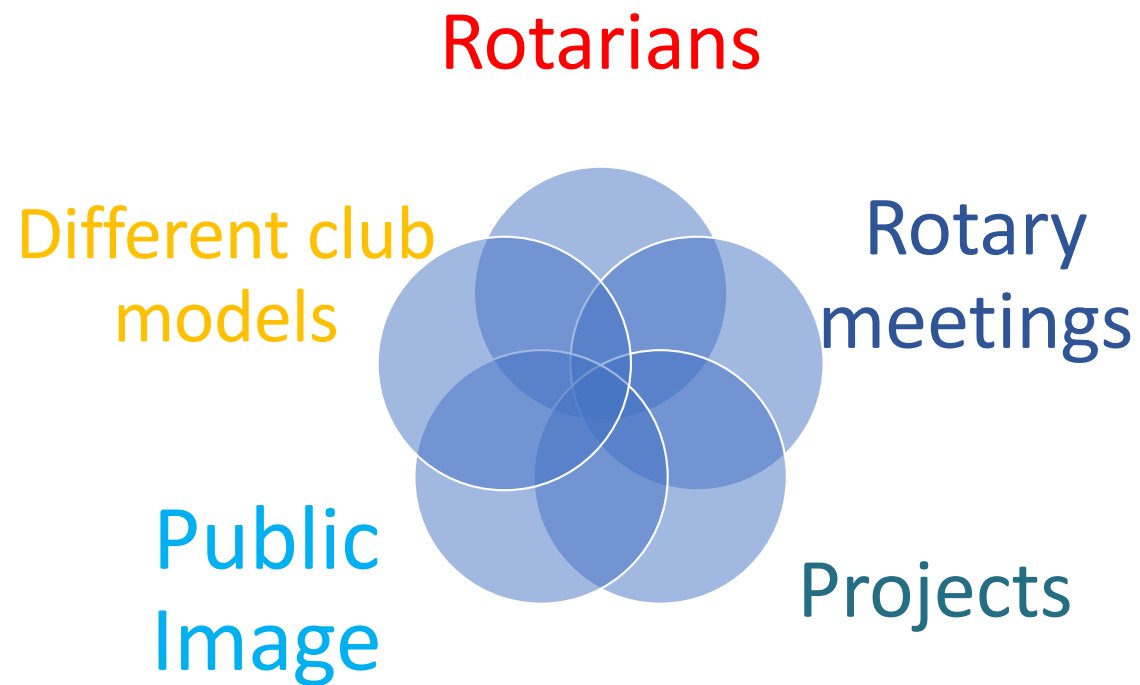


*Growing Rotary:
Membership Attraction
and Retention*
PDG OBAFUNSO OGUNKEYE



What is
Attraction

What Constitute Attraction ?



What

Is





Understanding why
members leave is
Crucial to
strengthening your
Club.

Members who stay less than 1 year are those who were not fully informed about the responsibilities of membership before joining or fully educated after joining



Members who leave after 1-2 years are those who do not feel fully engaged in club events and activities. Fellowship expectations aren't being met.



Members who leave
3-6 years are those
frustrated with the
Club's Leadership



GROWING ROTARY


Invite those you
have confidence,
have the time
and resources



GROWING ROTARY



Guide and mentor
those you have
brought in the
absence of a
mentoring
programme

Clubs should evolve
plans for  of members.



**THANK
YOU**