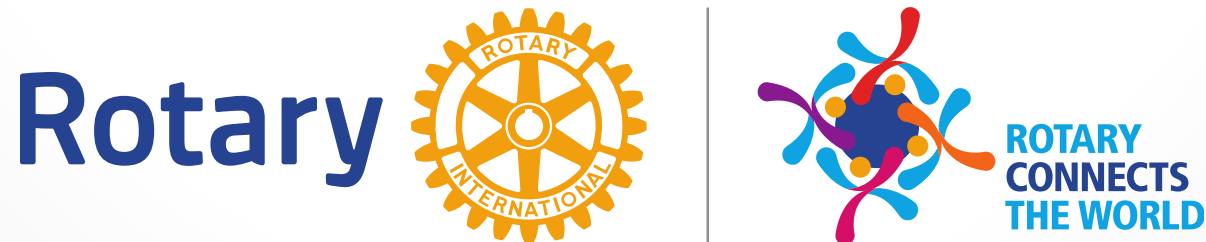


Route: Membership Maintenance and Club Tune-Up

Presented by Monique Hodges
ARC, District 5870 and District 5910
August 3, 2019



Meet the ARC



Monique Hodges
Serving District 5870 and 5910
Zone 25b and Part of 29

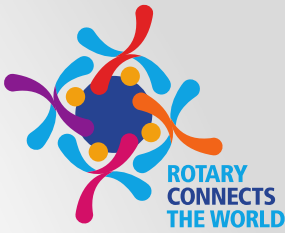
- Rotarian for 7.5 years
- Member: *Austin Cosmopolitan Rotary Club (Austin, TX)*
- District 5870 Membership Chair 2016-2019
- Club: Past President, Membership Chair, Secretary, Global Grants, Programs, FUNdraiser Committee
- Day Job: Customer Success at WP Engine
- Loves: Travel, Spurs, Hiking, Music

RETENTION

the ability to keep **Members** from leaving a **Club** *



Assess Your Rotary Club



- Engaged Members Stay Members
 - Does your club take a membership pulse throughout the year?
 - When was the last time you surveyed your members?
- If members are Engaged, your club will attract new members
- Involve New Members (committee, event)
 - Red Badge Program
 - New Member Orientation
- Recruiting New Members
 - Understand clubs need and have a target focus
 - Innovative, Female, Retirees, Community Leaders etc



When was the last time you checked your oil?



[Rotary Club Health Check](#) - Identify your club's problem areas and make changes to help it stay relevant for members and the community.

- Club Experience
- Service and Socials
- Members
- Image
- Business and Operations



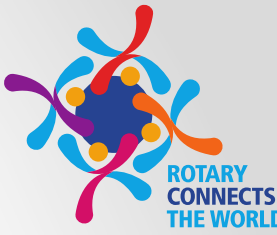
You Know You Need an Oil Change When...



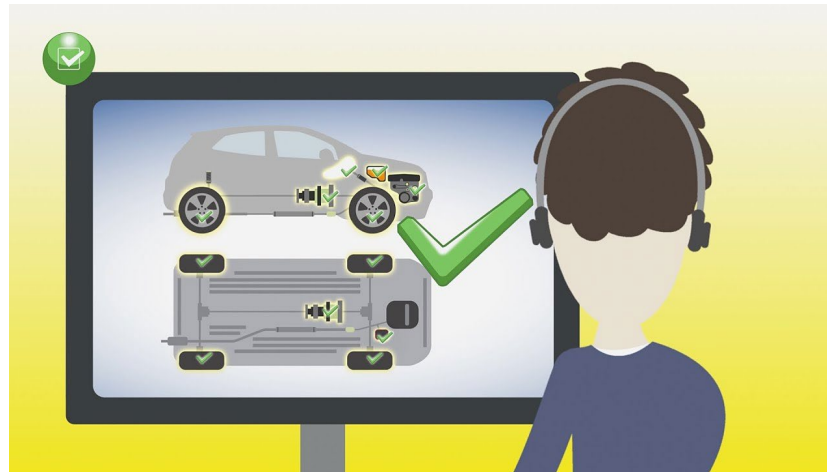
- Understanding why members leave is crucial to strengthening your club.
- [Is Your Club Healthy?](#) — Rotary has online courses available in the Learning Center course to help clubs improve its member experience, service and social events, public image, and club operations.



Using Data to Make Decisions



- [Understanding Membership Reports: Getting Started](#) — Learn how to use membership data to determine where to focus your membership efforts.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.



My Rotary Membership Resources

- <https://my.rotary.org/en/member-center>



Q & A

Thank you!