

Membership Newsletter for February, 2017

Recently, the Membership Committee for District 5100 undertook the task of creating a membership profile for the District. We discovered several complimentary aspects about our District and then some unexpected challenges we were not aware of prior to undertaking this exercise. We shared some of these findings with the incoming Club President Elects at a recent training activity. Below is a summary of the findings:

1. Over the last 5 years, there have been fluctuations in the Total District Membership. We had 3520 members at the beginning of this Rotary Year (we are up 55 members to date)
2. Women consist of 32% of our District Membership (The national average is 19%)
3. Approximately 75% of our clubs meet during the lunch hour and meet during Tuesday-Thursday
4. Only 7% of our membership is younger than 40 years of age (the national average is 5%)
5. ***Only 70% of the new members that join Rotary are still members of Rotary after one year.***

We mention these statistics to you for a couple of important reasons. First, we congratulate the Clubs within the district for higher membership rates amount women and young people than the national Rotary average. Yet, the under 40 years of age and the women membership present two great opportunities for growth.

An area of concern for Rotary is the number of NEW MEMBERS we lose within the first year. We have a retention challenge. Approximately 30% of new members leave within their first year. As Rotarians, we must be aware of the “fallout factor” and each of us has an obligation and responsibility to extend ourselves to new members and help them become engaged members. Remember, a great number of people join Rotary because they want to serve their communities and even a greater number remain in Rotary because of the friendships they develop. Let us each commit to focusing on making new members feel welcomed and valued.

One other reason for sharing these findings is to motivate your club to undertake a Club Membership Profile. Your Rotary Club will discover

where the greatest opportunities for membership growth lie and perhaps find a few areas where focus and commitment can make a dramatic and positive impact upon your club's retention resulting in membership growth.