

MEMBERSHIP

ATTRITION

FINISHING STRONG



10 Common Reasons/Causes of Attrition

Poor Communications

Inadequate communication between the Rotary Club Leadership and its members can lead to disengagement and members feeling undervalued.

Unmet Expectations

If the Club Leadership fails to meet the expectations set during the induction process, members may become disillusioned and choose to leave.

Lack of Engagement

Members who do not feel actively engaged or involved in the club events may lose interest over time and decide to discontinue their membership.

Lack of Value

Members may leave if they feel that they are not getting enough value or benefits from their membership.

Competing Priorities

Members may have competing priorities in their personal or professional lives that take precedence over their involvement in the organization.

Dissatisfaction with Services

Poor quality of services or programs provided by the club can result in members seeking out better alternatives elsewhere.

Change in Financial Situation

Changes in personal financial circumstances can lead to members needing to cut back on expenses, including membership fees.

Leadership Changes

Changes in club leadership or direction of the board can impact members' confidence in the club's future, leading to attrition.

Membership Fees

Increases in membership fees without corresponding enhancements in benefits or services can lead to members opting out.

Life Changes

Personal life changes such as moving to a new location, changing jobs, or starting a family can also contribute to members deciding to leave.

Red = Shorter Term
Black = Longer Term

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Short-term Issues

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Short-term Issues: Action Items

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- Club leaders make personal phone calls to members they have not seen in 3-4 weeks.
- Send hand-written notes of appreciation via US Mail.
- Utilization of Family of Rotary Chair for member absentee...reach out with a door knock, or quick electronic communication.

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Short-term Issues: Action Items

Lack of Value

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- **Conduct the survey (provided in the Membership Success Center) to find out where your club might not be delivering what your members want/need.**
- **Be open to new ideas from members wanting to start new programs.**
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10 Common Reasons/Causes of Attrition

Short-term Issues: Action Items

Unmet Expectations

If the Club Leadership fails to meet the expectations set during the induction process, members may become disillusioned and choose to leave.

- Plan a casual sit-down chat with all new members added within the last 12-months and get their feedback on how their Rotary experience is going.
- Make your new member inductions a real celebration, not just a formality....make them feel excited and warmly welcomed.
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10 Common Reasons/Causes of Attrition

Short-term Issues: Action Items

Lack of Engagement

Members who do not feel actively engaged or involved in the club events may lose interest over time and decide to discontinue their membership.

- Make an intentional effort to personally invite inactive members to the next club project/activity.
- Ask those members to mentor newer members or to share with the club their vocational and Rotary experience in a classification talk.
- Plan more social events, make them fun. Invite friends of Rotary to the event (the focus is not on Rotary, but social interaction & fun).

10 Common Reasons/Causes of Attrition

Long-term Issues: Action Items

Change in Financial Situation

Changes in personal financial circumstances can lead to members needing to cut back on expenses, including membership fees.

- One-on-one conversation with members who are considering leaving the club to see if the financial circumstances are short-term or long-term. Short term perhaps the club could front the membership fee until the person is back on their feet and repay the fees.
- Consider suggesting a leave of absence.

Competing Priorities

Members may have competing priorities in their personal or professional lives that take precedence over their involvement in the organization.

- E-clubs, Satellite clubs and impact clubs are possible alternatives.
- Consider suggesting a leave of absence.

10 Common Reasons/Causes of Attrition

Long-term Issues: Action Items

Leadership Changes

Changes in club leadership or direction of the board can impact members' confidence in the club's future, leading to attrition.

- Conducting a club membership survey every new Rotary year is important to keep communications open with membership. A good communication plan can explain changes in leadership, meals, service projects, and programs and just keep up with the pulse of the club.
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Dissatisfaction with Services

Poor quality of services or programs provided by the club can result in members seeking out better alternatives elsewhere.

- Conduct a Survey of your club membership to learn more about their thoughts on the programs and services the club currently provides and ideas for improvement.
- Ask those members, rather than leaving the club, to be part of a committee to evaluate the services and programs to they are a part of the solution.
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10 Common Reasons/Causes of Attrition

Long-term Issues: Action Items

Membership Fees

Increases in membership fees without corresponding enhancements in benefits or services can lead to members opting out.

- If membership fees are a problem for a club maybe a change in how many times a club meets per month should be considered.
- Clearly explain the reason for the dues increase and the benefits coming with the increase.
- Consider tiered membership fee structures.

Life Changes

Personal life changes such as moving to a new location, changing jobs, or starting a family can also contribute to members deciding to leave.

- Contact members and soon-to-be former members to share information about Rotary in their new location (also contact those clubs, & the membership chairpersons).
- If there is more than one Rotary club a city or county, ask if a different day or time would work better.
- E-clubs are always a good option.
- Leave of Absence, virtual attendance, stressing that Rotary has eased up on attendance requirements.