



# MEMBERSHIP DEVELOPMENT & RETENTION

*By*

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# MEMBERSHIP

- ▶ Life & Blood of our Organisation
- ▶ Need Dynamic & Vibrating Members
- ▶ Growth mainly due to forming New Clubs
- ▶ Inner Wheel sadly stagnating & declining



# Concentrated Efforts Needed

- ▶ Proper Networking & Strategy
- ▶ Determination to grow
- ▶ To Increase Membership
- ▶ To Increase Clubs



# HOW TO GROW

- ▶ Identify prospective members & make their list
- ▶ Request members - each one bring one
- ▶ Make list of Rotarians whose wives are not in IW
- ▶ Re-invite former members
- ▶ Organise interesting club meetings
- ▶ Re-invite former members



# HOW TO GROW

- ▶ Follow good & proper administration
- ▶ Focus on service projects
- ▶ Publicise service projects in various ways
  - Personal Communication, in Newspapers & Magazines
  - Invite VIPs
  - Invite PDCs or District Executive for talks on topics



# Why to grow?

- ▶ 20 % to 30 % members leave IW every year
- ▶ Only 10 % propose new members
- ▶ Only 20% members do 80% club work & activities



# Remember 6 I's to develop members

▶ Induct

▶ Inform

▶ Involve

▶ Improve

▶ Image

▶ Innovate

# Never

- ▶ Ignore
- ▶ Isolate
- ▶ Uninformed
- ▶ Infights
- ▶ No importance





# Cancer to Growth

- ▶ Politics
- ▶ Prejudice
- ▶ Preferences
- ▶ Unofficial groupism
- ▶ Fulltime IW Members



We need to go through a Metamorphosis....  
From an Ordinary Member to an Outstanding Leader

We need to become High Achievers

&

Embrace a Larger Cause

In the larger Interest of our



International Inner Wheel



*Come to Learn*

*&*

*Go out to Change*



**Thank you...!!!**