

Rotary International District 5300 Interact

Membership Development and Retention For Interact

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Las Vegas, NV**

Membership is Everybody's Job!

1. The role of social media in achieving membership goals

Consider making your Facebook page open instead of having to be invited
Someone has to be in charge-update regularly!
Post service opportunities
Add pictures—may need to ask folks if it is OK to use photos of themselves
Add a Historian to be in charge of pictures/social media
You Tube Video make it cool
Use pictures!
Produce a video

2. Why we, and others, join and stay in Interact

Resume builder
Make it close knit a sense of belonging
Meet new friends
Do community projects and help
Networking
Expanding horizons
Learning new skills

3. Learn about successful District membership and retention strategies.

PBJ A thon
Interesting guest speakers post links to speakers' web pages
Marketing
Connections to other Interact Clubs
Working with Rotary clubs
Support from Rotary Clubs (money and ideas) lets Interact do things
Make meetings manageable (every other week)
Make meetings fun

Have food at meetings
Tell others the benefits of the club
Show there is a structure
Make people feel welcome
Get word out that you are helping other people
Collaborate with other Interact groups
Take friends to service projects/events
Use the school's public address system and bulletin boards to advertise events and meetings

4. Where are new members

Friends
Shy guys
Teens with potential-not yet there
School Leaders- Formal and Informal
Athletic teams
Academic Clubs
Church
Rotarian's children
Student Aides
In your classes
Foreign exchange students
Freshmen, sophomores
Make it personal-

- When recruiting a member- be specific! Don't just say, "stop by", tell time, place, and that you will come by to get them.

5. What can I do to improve retention?

Network with Advisors
Invite one friend
Take pictures of an event
Make a sign to advertise the club