

**MEMBER RETENTION!**  
**Zonta District 12 Conference**

Fort Collins, CO

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Presented by Priscilla Y. Romkema, Lt. Governor

**Retention Myths**

- It's the membership chair's sole responsibility to retain club members.
- It's up to new members to get themselves involved in club activities. Thus, it is their responsibility to stay engaged enough so that they want to stay in the club.
- Members typically leave because they determine that the organization is not a "good fit" for them.
- Members are motivated to attend meetings and club activities by paying fines for being absent.
- Members who have been in the club over 5 years are typically not "at risk" for leaving the club. Thus, the retention efforts should focus on newer members.
- If a new member looks like she may want to leave the club, getting her into an officer position right away will help retain her as a member.
- Others????

**Identifying Current Successes and Areas for Improvement**  
**(Improving Your Club's Retention!)**

1. Make all members feel welcome at club meetings. How does/will your club address this?
2. Incorporate some social events into your club's calendar of activities. How does/will your club address this?
3. Engage all members in the fundraising activities. How does/will your club address this?
4. Keep all members involved...but neither overwhelmed nor underappreciated/ underutilized. How does/will your club address this?
5. Make certain all club members are "in the loop"—both during meetings and between meetings. How does/will your club address this?



6. Create and maintain an environment of cooperation, respect and goodwill.
7. Build club loyalty. How does/will your club address this?
8. Committee chairs should monitor involvement of committee members and the issue of "absent" members. How does/will your club address this?
9. Celebrate events in your members' lives and events in the community that tie into Zonta's mission. How does/will your club address this?
10. Conduct exit interviews with members who choose to leave or not renew their memberships and maintain retention statistics. How does/will your club address this?

### Did You Know???

- ⇒ What gets measured is more likely to be acted upon.
- ⇒ Your retention numbers are an excellent indicator of your operational success and can validate or direct you to areas that need more attention.
- ⇒ Knowing your retention numbers can help you to develop future operational strategies.
- ⇒ Knowing your retention numbers can help you better track trends in your club membership over time.

Taken from *How to Calculate Retention in Your Club*:

[http://www.clubsolutions.biz/How\\_to\\_Calculate\\_Retention\\_in\\_Your\\_Club.htm](http://www.clubsolutions.biz/How_to_Calculate_Retention_in_Your_Club.htm)