

## Background

The ability to retain members is a key component of an effective Rotary club. This new recognition program encourages clubs to institute programs and practices that enhance membership retention. Novel for its time frame, the program spans the 2002-03 and 2003-04 Rotary years. Success requires excellent communication and continuity between the club and district leaders.

## Awards

The 2002-03 and 2003-04 governors whose districts meet the program criteria and complete the application forms will receive certificates of commendation. Each top club in qualifying districts — as determined by the two district governors based on the program criteria — will also receive a certification of commendation.

The five districts worldwide that best meet or exceed the criteria and the top club in each of these districts will receive monetary awards in the form of contributions towards Rotary service projects. The five top districts will each receive a monetary award of US\$1,000 for district projects, and each top club in these districts will receive a monetary award of US\$1,000 for club community service projects.

## Criteria

In order to receive recognition, districts and clubs must meet the following criteria for the duration of the program. The forms they are required to complete are available for download at [www.rotary.org](http://www.rotary.org) under Membership.

For district recognition, each year the district must

- Conduct a district membership development seminar
- Guarantee that a minimum of 50 percent of its clubs meet the club recognition criteria
- Have a district membership development committee
- Establish and achieve district-level membership goals
- Ensure attendance by at least one representative at the zone-level membership training meeting conducted by the Rotary International membership coordinator (RIMC)

The district governors for each year of the program must verify and sign all forms of clubs participating in the program, sign the district form, and submit all the required material by the appropriate deadlines.

To achieve club recognition, each year the club must

- Be in good standing continuously
- Achieve a net retention rate of 80 percent
- Have a club membership development committee
- Identify three steps implemented by the club to improve retention
- Establish and meet annual membership goals
- Develop a membership strategy specific to the club's needs
- Conduct a new member orientation program
- Participate in at least three of the four Avenues of Service
- Send representatives to the district membership development seminar — at least one membership development committee member or another individual designated by the club president

## Time Frame

The program begins on 1 July 2002 and ends on 1 April 2004. Year 1 runs from 1 July 2002 through 30 June 2003. Year 2 extends from 1 July 2003 through 1 April 2004.

## Deadlines

**Year 1:** The 2002-03 district governor must verify, sign, and submit the forms for each club participating in the program, along with the district application form, by 30 July 2003. All entries must be received at RI by 30 July 2003.

**Year 2:** The 2003-04 district governor must verify, sign, and submit the forms for each club, along with the district application form, by 1 April 2004. All entries must be received at RI by 1 April 2004.

*The above description is a summary of the recognition program. Detailed information on program criteria can be found on the retention recognition program application forms (775, 776).*

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# Retention Recognition Program