Can you identify the “At Risk” member?
And then what do I do with them?

Retain, Retrain, Recycle
exhaustion

burnout

inefficacy

cynicism

*Cynicism: Watch what people are cynical about, and you can often discover what they lack.*

THE FORMULA

KIWANIS INTERNATIONAL
Invite the members to speak
Reasons we leave

- Relocation and other uncontrollable factors
- Poor club leadership
- Inadequate orientation/education
- No participation or involvement
- Lack of proper recognition
- Boring meetings (too formal/inflexible)
- Lack of friendship or fellowship
- Cliques
- Lack of meaningful club projects
- Poor communication
- No motivation, enthusiasm or dedication
What does it mean?

People leave people
not organizations
What do we do?

There must be 50 ways to keep your members. But we’ll talk about 10.
1. Show you care!

- Orientation
- Education
- Recognition
2. Give them a hand!

- Kiwanis partners/buddies
- Mentoring
- Coaching
- Co-leader positions
- Go to training and seminars with them
3. Get on the information highway!

- Bulletins
- E-notes
- Websites
- Email
- Social networking
4. Show that you can grow!

- Membership committee
- Membership campaigns
- Engage nonmembers
- Celebrate growth
5. Be dynamic

• Hands-on service
  – Signature project
  – Service first, then invitation
• Find “doers”
• Match skill sets
• Start something new

(Not those kind of peanuts!)
6. Always leave ‘em wanting more!

• Allow time for conversation
• Listen to ideas
• Let members own success
• Share stories
7. Don’t burn the candle at both ends!

- Keep participation in a comfort zone
- Allow members to “sit one out”
- Reward work with fun events
- Give them a day off
8. Why can’t we be friends?

• Be friendly
• Host social events
• Welcome guests
• Have name badges
9. Accentuate the positive!

- Report successes
- Provide pins and club shirts
- Say “thank you” often
- Promote the club in the media
10. Oh, when you are smiling!

• Fun!
• Fun!
• And MORE Fun!
But what about

We tried all that...
Invite the members to speak
Counselors
Retain
Retrain
RecyKle

LOVE IT. SHARE IT. LIVE IT.
Diversify
I’m so excited.
• Include Michigans Retention Report developed by KI at our request?