

AN UNTAPPED SOURCE OF MEMBERS: TRF PROGRAM ALUMNI

Yearly, Rotary has been providing study-abroad opportunities for more than 10,000 students and young professionals through Rotary Youth Exchange, Ambassadorial Scholarships, and Group Study Exchange (GSE).

These programs not only attract the best and brightest young people but also produce individuals committed to leadership, service, and international understanding. Often, the people who participate in these programs become contributing members of their communities and share the values they learned in Rotary with the rest of the world.

THESE PROGRAM ALUMNI COULD MAKE GREAT ROTARIANS

Because of their dedication to Rotary's values, these program alumni could make great Rotarians. They are already more familiar with Rotary than the average prospective club member, and their participation in Rotary's programs indicates that they are interested in the organization's objectives. Why not capitalize on their experience with Rotary and get a return on the investment by keeping them involved in Rotary as club members?

THE CURRENT STATUS OF ALUMNI IN ROTARY

According to research conducted in 2005-06 by the Membership Development Division of Rotary International, only 2.9% of current Rotarians are program alumni. Additionally.....

- 58% of clubs say they don't recruit program alumni for membership.
- 22% of clubs claim to recruit alumni *and* actually have alumni as members.
- 84% of current program participants are interested in joining a Rotary club.
- 66% of program alumni are interested in joining a Rotary club.

So, why aren't more alumni joining Rotary clubs?

THE TOP FIVE REASONS ALUMNI IDENTIFIED FOR BEING INTERESTED IN JOINING ROTARY

Performing community service

Meeting a variety of people

Making a difference/Creating a better world

Helping others have the same experience

Being involved in a good organization

THE TOP FIVE REASONS ALUMNI IDENTIFIED FOR NOT BEING INTERESTED IN JOINING ROTARY

Too many other commitments/not enough time for Rotary

Cannot attend a weekly meeting

Membership is too expensive

Age difference between themselves and current members

Clubs are all or mostly men

Another issue is that many alumni simply aren't asked to join.

WHAT CAN WE DO TO HELP PROMOTE TRF PROGRAM ALUMNI TO JOIN ROTARY?

Considering the large number of new alumni each year, Rotary has tremendous growth potential, especially if these alumni were more effectively transitioned into Rotary clubs. Clubs and districts can implement many strategies to tap into alumni as a source of potential members:

- **Build strong relationships with current program participants.**
- **Develop an action plan for keeping alumni involved in Rotary activities and for transitioning them into Rotary clubs.**
- **Promote alumni so other Rotarians understand their importance.**
- **Ask alumni to join and continue asking even if an initial invitation is declined.**
- **Help alumni find clubs that meet their needs.**
- **Use alumni to start new clubs.**
- **Maintain contact with younger alumni until they're qualified for membership.**
- **Involve alumni in other programs.**
- **Involve alumni in club and district activities.**

