



**Rotary
District 1190**

**Mary Bradley
Membership Committee Chairman**

Membership Development and Retention Seminar

6.15 pm Thursday 18th Sept 2014 at Crooklands Hotel, Kendal

Ideally to attend:- club membership chairs, presidents and members interested in recruitment and retention, district officers

Aim: To build the confidence for clubs and clusters of clubs to maximise the many opportunities to recruit and retain Rotarians to deliver local and international work now and in the future

Objectives:

- To build on the learning and enthusiasm from last year's seminar
- To understand all the different types of membership and club formation
- To be inspired by positive action in 1190 for member recruitment and retention
- To leave with information to take back to clubs and club clusters

6.15 Buffet meal - £10

6.45 Welcome and Introduction – Roger Mason DG 1190

6.55 What does our Brand mean in terms of recruiting and retaining – Kevin Walsh IPDG, District Extension Officer and member of RIBI membership committee

7.05 Opportunities for growth – Robin Brown Chair RIBI membership development committee

7.35 Promotion - How would a membership chair and the president promote these opportunities in their clubs?

7.50 We made it happen in 1190 - Examples of 1190 ideas and successes

8.20 Matching Community Diversity

What and where are the opportunities to ensure clubs reflect their community?

8.40 Keeping our own clubs strong

What do we need to do to retain members in our own clubs and grow?

9.05 Summary: Mary Bradley Chair MD and R committee

9.15 Thanks and close: Roger Mason DG 1190

Names to Mary Bradley by 11th September please

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