

RETENTION is as Valuable as Recruiting



Most everyone can agree that adding new Members to your Club is a great thing. New Members bring energy, new ideas, enthusiasm and more hands to lighten the workload. However, there is one topic that is not as agreed upon – how to increase Member retention. Every new Optimist Member added to your Club will not help your membership grow stronger if you are losing existing Members.

Why do people join?

People typically join an organization because they want to serve their community. However, they also want to get something out of being a Member. Clubs need to determine what motivates Members and make sure those expectations are met, so the Members stay active and involved.

Members are usually motivated by the feeling they are a valued part of the team and making a difference. They like to work on projects they feel will improve their lives and the lives of others in their local community. People enjoy participating in activities that entertain them or have a social aspect. Another motivator is giving Members opportunities to learn new skills or network with other individuals who can help them in their professional lives. Rewards are also motivating, whether they are through personal accomplishments, tangible items or a feeling of satisfaction for a job well done.

The good thing is there are numerous ways to increase Member retention. Clubs may have to try various methods until they find the ones that work best for them.

