

IS OUR MEMBERSHIP HEALTHY ?



February 2, 2021

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*District Membership Development &
Extension Committee Chair*

ROTARY

1,174,890

MEMBERS

-14,576 since 1 July 2019

36,159

CLUBS

+269 since 1 July 2019

24%

WOMEN

ROTARACT

202,738

+13,369 since 1 July 2019

10,592

+419 since 1 July 2019

50%

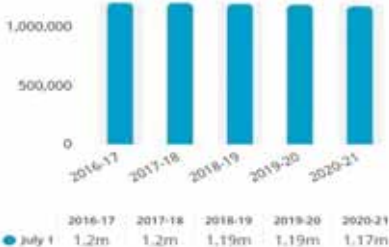
Membership Trends

WORLDWIDE

Global

3

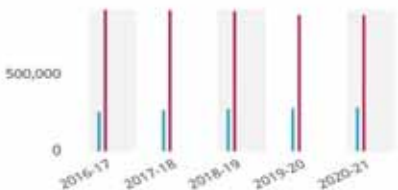
Membership Trends



Gender Trends

WORLDWIDE

Gender Trends



	2016-17	2017-18	2018-19	2019-20	2020-21
Female	251.76k	263.42k	273.31k	275.76k	280.86k
Male	925.6k	921.8k	914.42k	890.91k	889.36k
Self-describe	0	0	0	0	0
Prefer not to identify	0	0	0	0	1
Unreported	1,46k	1,57k	1,6k	1,61k	2,05k

ROTARY CLUB MEMBERSHIP BY REGION:	2020	2015
Asia	33%	30%
Canada, the Caribbean, and the United States	28%	30%
Africa, Europe and the Middle East	25%	25%
Latin America	8%	8%
Great Britain and Ireland	4%	4%
Australia, New Zealand, and the Pacific Islands	3%	3%

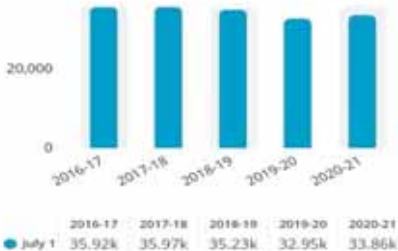
Percentages may not sum to 100% due to rounding



Membership Trends

ZONE 21

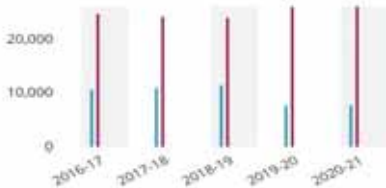
Membership Trends



Gender Trends

ZONE 21

Gender Trends

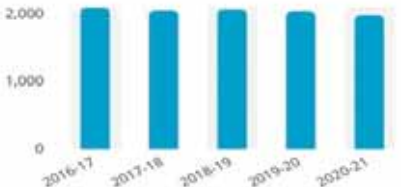


	2016-17	2017-18	2018-19	2019-20	2020-21
Female	10.64k	10.91k	11.47k	7.64k	7.73k
Male	24.73k	24.19k	24k	26k	26.08k
Self-describe	0	0	0	0	0
Prefer not to identify	0	0	0	0	0
Unreported	27	41	56	30	38

Membership Trends

DISTRICT 2452

Membership Trends

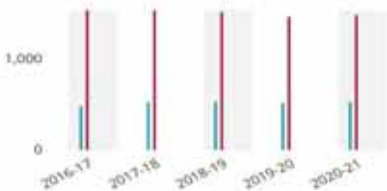


	2016-17	2017-18	2018-19	2019-20	2020-21
July 1	2,099k	2,050k	2,060k	2,030k	1,980k

Gender Trends

DISTRICT 2452

Gender Trends



	2016-17	2017-18	2018-19	2019-20	2020-21
Female	481	522	530	515	526
Male	1.53k	1.53k	1.51k	1.46k	1.48k
Self-describe	0	0	0	0	0
Prefer not to identify	0	0	0	0	0
Unreported	3	4	4	2	1

Membership Comparison to 1 July

Count as of: 31 January 2021

		PRIOR YEAR			ROTARY YEAR ACTIVITY TO DATE				
		2019 - 2020			2020 - 2021 Start Figures		31 January 2021		
		Net Inc / Dec					Net Inc / Dec		
		1 July 2019	2019 - 2020		1 July 2020 *		2020 - 2021 *		
District	Zone	# Club	# Member	# Member	# Club	# Member	# Club	# Member	# Member
2492	21	82	2,034	(58)	85	1,976	85	2,014	38
# of Districts: 1		82	2,034	(58)	85	1,976	85	2,014	38
Report Total Districts: 1		82	2,034	(58)	85	1,976	85	2,014	38

* Based on the membership transactions as of 1 July 23:59:59 CDT. Does not include Honorary members.

* Note Numbers in Net Inc/Dec


Green/Bold – increase 51 members or more

Orange – increase 0-50 members

(Red) – decrease

WHAT MEMBERS WANT

1. Local community service
2. Friendship & fellowship
3. Professional development opportunities



The prospective, referred,
relocating or returning
members who go to
Rotary.org/join to connect
with clubs like yours

+20,000 inquires last year

35% women

59% under 40 years old

50% have a personal
connection to Rotary



71% are
never
contacted
by clubs

WHY MEMBERS LEAVE



30%

Cost and/or time



23%

Club environment



19%

Unmet expectations



TAKE YOUR CLUB IN A **NEW** DIRECTION

Is your club flexible and ready for the future?

New resources on satellite clubs, passport clubs, and Corporate Membership can help you create an experience that works for **every member.**

ONLINE & HYBRID MEETINGS

- Choose technology that meets your needs
- Build a confident team
- Offer training and support
- Adjust your agenda
- Set clear expectations
- Include options for everyone to participate





ROTARY CLUB HEALTH CHECK

- Assessment
- Engage Current Members
- Connect with Prospective Members
- Follow your Membership Candidates
- Make New Members feel Welcome
- Develop your Club
- Start a New Club
- Stay Current

If Impact of Covid-19 is not the same in all countries:

So how we can adapt to the current situation to maintain the membership in the different countries in our District?

Challenges in District 2452

- Rotary is not popular in some countries.
- Lack of Awareness.
- Aging of current members.
- Failure to retain members.
- Failure to recruit Rotaractors and young professionals.
- Minimal input to club activities.
- Low attendance and engagement.
- Club Image !
- Imbalance between members' Quality & Quantity.
- Competing Organizations.



➤ **What can we do to facilitate membership growth during this crisis?**

➤ **What can we do to facilitate the increase of membership after Covid-19?**

No one has the answer applicable to the whole world.

➤ **Will there be a strategic plan for the future after Covid-19?**

RI has set up a Committee! We should wait and see!

- **How to go in a Positive Way?**

- **How we make it More Attractive?**

We are Selling Products

- Flexibility
- Innovation
- Adapt to the need
- Fundraising
- New club models
- Diversity
- Equity
- Inclusion
- Look to the market
- Create Partnership
- Etc.....

- How we Overcome this Crisis?

- Rethink, Reevaluate, Reposition
- Values & 4 way test no change

There is no substitute to in person meeting

Let us say:

“ Better days will return ”

“ we will meet again ”



Thank
you