

**Rotary**



**Rotary Opens  
Opportunities**

## **How to Make Your Club More Appealing to Rotaractors & Young Professionals**

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**Monday, September 07, 2020**

**THEME OF THE ROTARY YEAR 2020-2021**



**Rotary Opens  
Opportunities**

# One of Rotary's greatest challenges is Membership!

Attracting & Recruiting  
good members

Properly orienting new  
members

Keeping members  
engaged and involved

One of Rotary's greatest challenges is Membership!

The more members we have,  
the more people we can help!



## Priority

**Membership Growth must be the highest priority for every Rotary Club.**



**A Healthy Club is the  
one that is growing  
and changing**

# Rotary Year 2020 - 2021



**Holger Knaack**  
**Rotary International President**  
**Rotary Year 2020 - 2021**



Instead of focusing on numbers, I want you to think about:



How we can grow Rotary organically and sustainably?



How can we keep our current members and win new members who fit our clubs?



How can we make our organization stronger to face the challenges before us?



## Attract & Recruit Well Qualified Members

Every time we push only Quantity, we seem to have lost some Quality.

We have to consider both.

Our strength in Rotary depends on the quality of our membership.



**STRENGTH**

**We want every new  
Rotarian to be a lifelong  
Rotarian, a friend  
engaged in Rotary.**

THE SECRET OF  
*Change*  
IS TO  
FOCUS  
ALL *Your*  
*Energy*  
NOT ON  
FIGHTING  
THE OLD BUT ON BUILDING  
*The New*

EMBRACE  
CHANGE

Every new member  
changes us a little bit

Raise Your  
Standards



A person's silhouette is shown at the bottom center, looking upwards. Above them is a large, glowing circular graphic composed of multiple overlapping, colorful lines in shades of purple, blue, green, and yellow. The text is centered within this circle.

Every person  
brings a new  
perspective &  
new  
experiences.

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# INNOVATION



## IMPORTANCE OF INNOVATION IN ROTARY

- The fundamental pillar of the strategic plan is to use **innovation and flexibility** to take Rotary & Rotaract into an **even brighter future**.

INNOVATION

Flexibility

## INNOVATION & VARIOUS FORMS

- If we are really serious about growing and attracting new members from all demographics, we must innovate!
- That innovation will need to take various forms.





## A CORE PRINCIPAL

- **Making innovation a core principle** in Rotary begins with:

Developing a culture of  
positive change

**Adapting to the needs of our  
new realities and challenges**

# Club Flexibility

## Club Flexibility



Change your meeting schedule



Vary your meeting format



Relax attendance requirements



Offer multiple membership types



Invite Rotaractors to be members of your club

## WHY DO WE NEED MORE ROTARIANS?

To satisfy our communities growing needs, the membership of Rotary Clubs must grow so we can fulfill our motto  
"Service Above Self"!

# Starting New Clubs

## NEW CLUBS

Forming new clubs is key to growing our membership

Imagine new club models that will engage and excite our members

## WHAT DO WE NEED?

- A new Rotary club or Rotaract club needs a sponsor club and the support of the district governor.
- Rotary clubs need at least 20 members, and satellite Rotary clubs need at least eight members. Rotaract clubs do not have a minimum number of members.

How many of  
you are  
excited to  
organize new  
clubs?

**NEW!**



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**ANYONE!**  
**A ROTARACTOR, A ROTARIAN, OR A**  
**NONMEMBER!**

**CAN START A CLUB, AS LONG AS THEY**  
**WORK WITH A MEMBER OF AN**  
**EXISTING ROTARY CLUB WHO CAN**  
**SERVE AS THE NEW CLUB'S ADVISER.**

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**WE ALL HAVE THE OPPORTUNITY TO ORGANIZE NEW CLUBS, CLUBS THAT WILL ATTRACT NEW MEMBERS AND COULD ENGAGE CURRENT MEMBERS WHO ARE LOOKING FOR A NEW CLUB EXPERIENCE.**

**SUCCESS IS WHERE PREPARATION AND OPPORTUNITY MEET.**

Bobby Unser



## Keep the old and support the new

- Innovate while still supporting our existing or traditional clubs.
- Traditional clubs will continue to be the backbone of Rotary.
- Our innovation should always reflect our core values.



## Existing Strong clubs

- Existing Strong clubs can stay as they are, since they are strong.
- Only engagement and retention activities are needed in this case.

**STRONG**



## Keep the old and support the new

- Innovate while still supporting our existing or traditional clubs.
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# “Innovative” Rotary Club Types

| Club Model                     | Description  |
|--------------------------------|--|
| <b>Traditional Rotary Club</b> | Professionals and aspiring leaders who meet regularly for service, connections, and personal growth  |
| <b>Satellite Club</b>          | A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board   |
| <b>E-Club</b>                  | A Rotary club that meets primarily online  |
| <b>Passport Club</b>           | A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year |
| <b>Corporate Club</b>          | A club whose members (or most of them) work for the same employer  |
| <b>Cause-Based Club</b>        | A club whose members are passionate about a particular cause and focus their service efforts in that area  |
| <b>Alumni-based Club</b>       | A club whose members (or most of them) are former Rotary or Rotary Foundation program participants   |
| <b>Rotaract Club</b>           | A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects   |

## Family-friendly Clubs: A bridge to the future!

- Flexible meeting times and venues
- Attendance is encouraged, it is not compulsory







## Passport Clubs

1. Attractive to younger members who were not interested in attending weekly meetings or paying dues they could not afford.
2. Meet only six times a year, with an optional social event in the month between meetings.
3. Contribution \$1,000 to The Rotary Foundation or do at least 40 hours of community service with Rotary clubs or other nonprofits in the district

## Satellite Clubs

- Appealing to young professionals who may not be able to take time during the work day for Rotary meetings.
- they are full Rotarians, inducted into the sponsoring club.
- alternate times and potentially lower dues allows more young professionals and others to join Rotary.
- Clubs with fewer than 20 members can form a satellite club.



## Corporate Membership

Current younger Rotarians require flexibility in their Rotary membership.

This program will allow a corporation or company in the Club's area to become a member of a Rotary Club.

# Benefits of Starting a new type of club

## Benefits of Starting a new type of club

**Creates new opportunity for prospective members in your area**

**Allows disengaged members to try new practices and ideas**

**Creates opportunity for new leadership**

**Allows members in traditional clubs to continue if they enjoy their club experience**

# Alternative Membership Types

## Through Alternative Types Your Rotary Club could offer:

- Each type of membership can have its own policies on dues, attendance, and service expectations, provided these policies are documented in your club bylaws.
- Rotary will count these people in your club membership and will consider them active members if they pay RI dues.

 Family Membership

 Junior Memberships to Young Professionals

 Corporate Memberships to business leaders and their employees

 Associate Membership

 Cause Based Club Members

# Benefits of Alternative Membership Types





Presents options for prospective members with different pricing structures and levels of time commitment



Presents an opportunity to partner with a local corporation



Diversifies club by attracting businesses, prospective members with young families, and other groups who aren't able to join as traditional members

## **25 Actions & Ways to Attract**

# **Youth & Young Professionals in Rotary Clubs**



SERVICES



IDEA



TEAM



MARKETING



GOAL



**1- Rotarians have to be Revolutionary!**

## 2- Re-create Traditions

A central image of a glowing lightbulb with a textured, metallic base. The bulb is surrounded by a vibrant, abstract splash of colors including blue, green, yellow, red, and purple, suggesting creativity and innovation.

Decide what are the things that can be re-created in an innovative way.

**3- Rotarians  
are of all  
ages!**



# 4- Value Proposition



## 5- Update Your Speech

- 1 Change the way you talk about Rotary.
- 2 Show everyone that you are more than meetings.
- 3 Tell everyone about your service projects, networking and leadership development opportunities.



## 6- Don't be afraid of Social Media!



*It's where younger generations live and where they check in every day, if not every hour.*



# Digital Communication – Best Choice!

Digital communications are:

Inexpensive

Fast

Reach a wide audience



## 7- Fusion Clubs: Diversity in Teamwork

Diversity can help ensure that a team has the skills and knowledge necessary for the successful completion of goals

**Diverse teams**, as long as they are well managed, tend to be more creative and achieve goals more efficiently.

“

**Great things in business are never  
done by one person.  
They're done by a team of people.**

”



Steve Jobs

## 8- Provide Flexible Attendance

Encourage the members to attend a meeting online or count their participation in a service activity



Take advantage of flexible meeting policies so members can participate even when their calendars are full.



## 9- Examine your club dues & reduce the cost of membership

The expense of Rotary can be a big turnoff.

Be transparent about the breakdown of dues to the club, the district, and Rotary International and costs such as meals.

Lower your expenses by rethinking your venue or meal.

**10- Enhance  
the Club  
Experience**



**Create an innovative club to be  
attractive for prospective  
members!**

**11- Make each meeting a unique experience,  
something exciting that can't be missed.**







**A SATISFIED  
CUSTOMER IS  
THE BEST  
BUSINESS  
STRATEGY OF  
ALL.**

Michael LeBoeuf

## 12- USE YOUR MOBILE MORE!

Younger professionals are more likely to communicate by WhatsApp messages & text message than a phone call or email.



## 13- Assign Mentors

Connect younger professionals with club members that match their interests, skills, or professional background.

Mentors also benefit by staying engaged, honing their leadership skills, and building meaningful connections with other members.





**We rise by  
lifting others**

**- Robert Ingersoll**



## **14- Peer to Peer Relationship**

Peer relationships are very successful when it comes to attracting youth and young professionals.



## **15- Networking:**

**Rotary club can help youth connect with professionals and community leaders to make an impact.**





**16- Joint meetings & projects: Share information i.e. agendas, dates and important messages**



# 17- THINK BIGGER

- Megaprojects
- Mega events
- Mega media coverage
- Mega support from officials






# 18- Opportunities to Lead

**We strongly believe that by creating positive support & opportunities for youth, their chances of transitioning successfully to Rotary is guaranteed.**



## 19- Inclusion

Youth who are given the opportunity to work in a partnership with adults to make important decisions gain valuable life skills in planning, teamwork and leadership; build their confidence and increase their level of community investment and participation.

A photograph of a man and a child at night, reaching up towards a large, glowing paper lantern. The scene is filled with many smaller, distant lanterns, creating a magical atmosphere. The man is on the right, looking up, and the child is on the left, also reaching up. The lanterns are illuminated from within, casting a warm, golden light. The background is dark, making the glowing lanterns stand out prominently.

Plan club meetings, service projects, and events that appeal to young families.

**20-Plan family-friendly projects and activities**


**21- Involve new members in club projects right from the start to build club loyalty....**



# 22- Professional Development



Attending conferences, and informal learning opportunities situated in practice. It has been described as intensive and collaborative, ideally incorporating an evaluative stage.



I believe innovation is the  
most powerful force for  
change in the world.

Bill Gates

© 2013 Microsoft

# 23- Meaningful Humanitarian Service Projects



TEACHING STUDENTS INDEPENDENCE



A PIPELINE TO CLEAN WATER



LIGHTING THE WAY TO A BETTER LIFE

## **24- Mutual Respect & Support between Rotarians and Youth**

**Finding support is crucial for  
the implementation of their  
ideas.**



# 25- Partnership with other Organizations & Institutions



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention

BILL & MELINDA  
GATES *foundation*

unicef 



World Health  
Organization

**I hope you are inspired  
to think creatively.**

# What would you do if you don't want to fail?

It's okay to fail; it's not okay to quit.

Chris Gardner

**Do strategic plan**



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graph TD; A[Do strategic plan] --> B[Believe in the goals]; B --> C[Write the word "Possible" next to each goal!]; C --> D[Everything we write down is possible to be done]; D --> E[There is NO "I CAN'T DO IT", THERE IS "I Couldn't do it yet"];
```

**Believe in the goals**

**Write the word "Possible" next to each goal!**

Everything we write down is possible to be done

**There is NO "I CAN'T DO IT", THERE IS "I Couldn't do it yet"**

How would I feel if I accomplish  
my goals for the Rotary Year 20-21



What Steps can I take right  
now to  
**FEEL, ACT & BEHAVE**  
like the person I want to be at  
the end of this Rotary Year?

# REMEMBER THIS

Dreams will  
always stay  
dreams  
if we don't take  
action!



A vibrant watercolor splash in shades of pink and red, with several drips extending downwards. The splash is centered on a white background and serves as a backdrop for the text.

thank  
you