

Membership Trends, Research Pilots & 2016 Council Decisions





OVERVIEW: MEMBERSHIP TRENDS

DO YOU WANT ROTARY TO GROW?

“Insanity is doing the same thing over and over again, and expecting different results.”
Albert Einstein



DO YOU WANT ROTARY TO GROW?

**THIS IS A CHANGING
WORLD; WE MUST
BE PREPARED TO
CHANGE WITH IT.
THE STORY OF
ROTARY WILL HAVE
TO BE WRITTEN
AGAIN AND AGAIN.**

PAUL HARRIS 1935



MEMBERSHIP

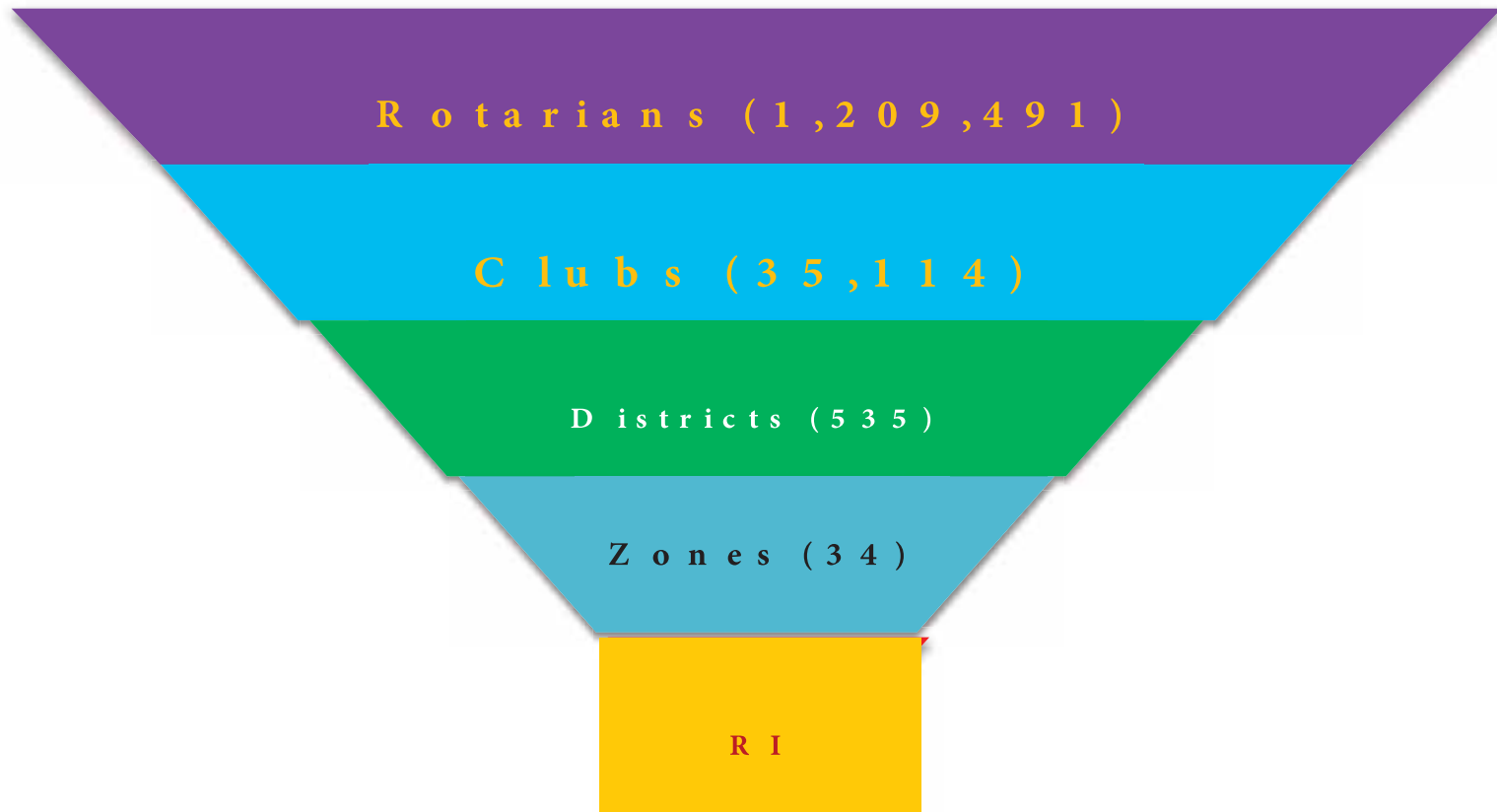
Membership is our single greatest asset.

As Membership increases,

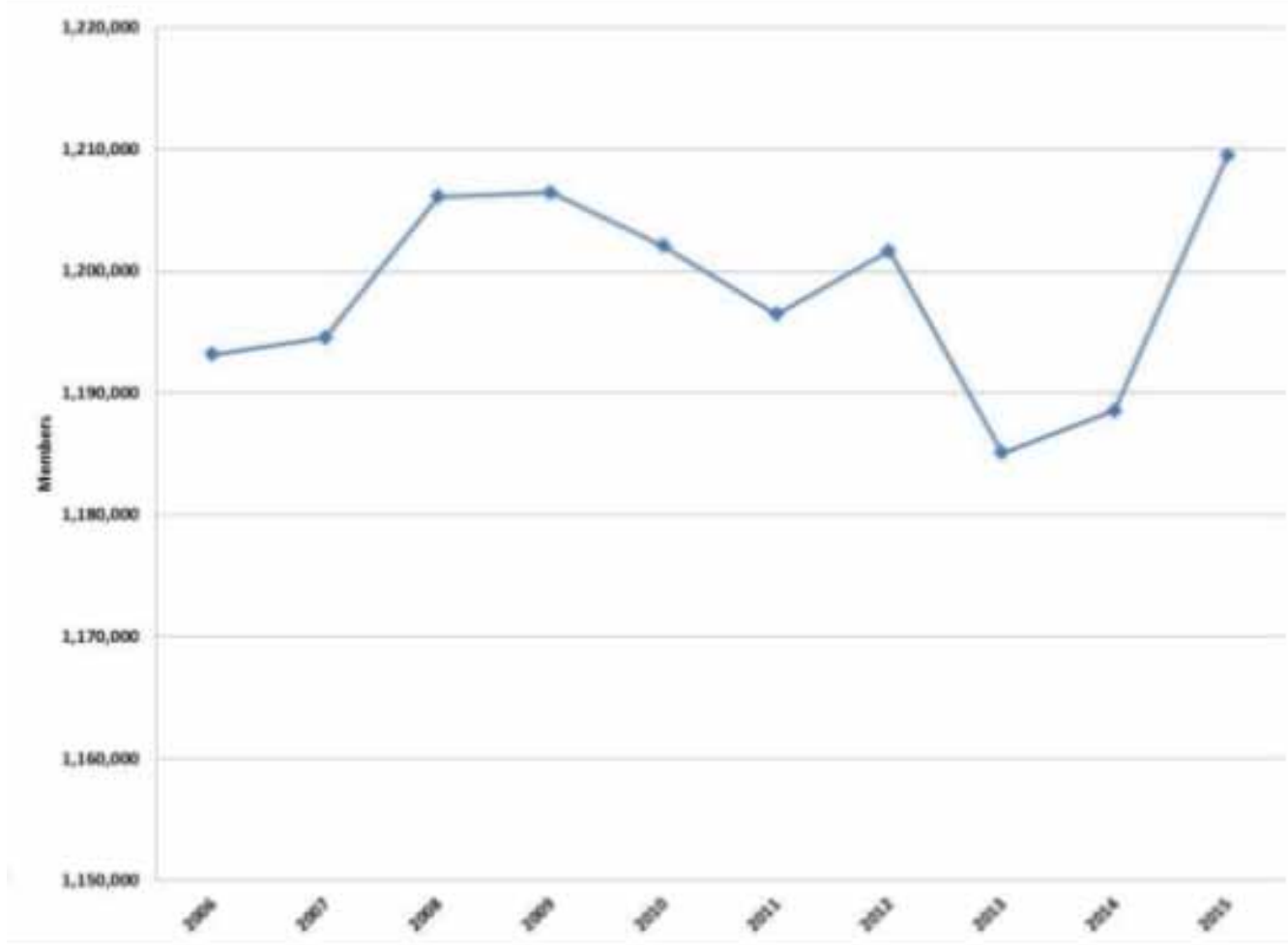
- Clubs are more vibrant,
- Rotary has more to show to the world, and more Resources to help communities.
- Greater visibility and influence, and
- RI flourishes.



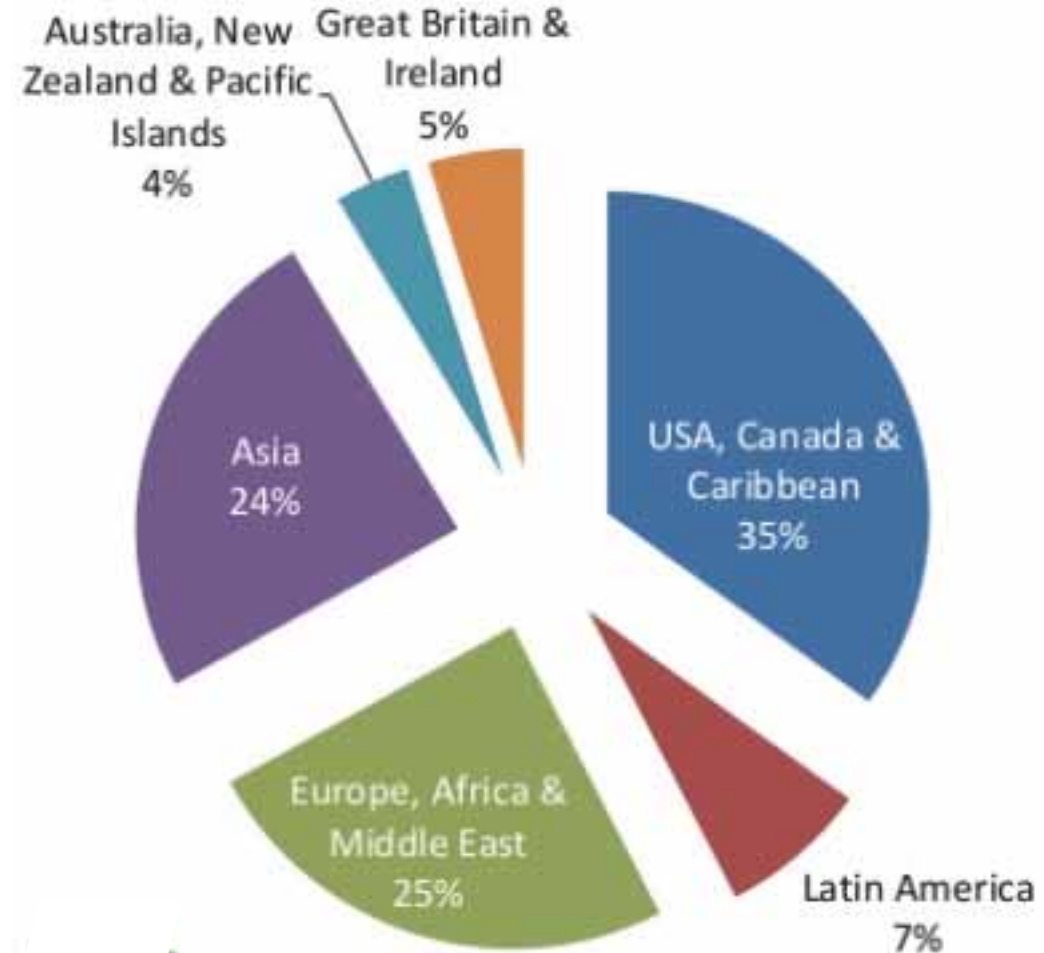
ROTARY BY NUMBERS



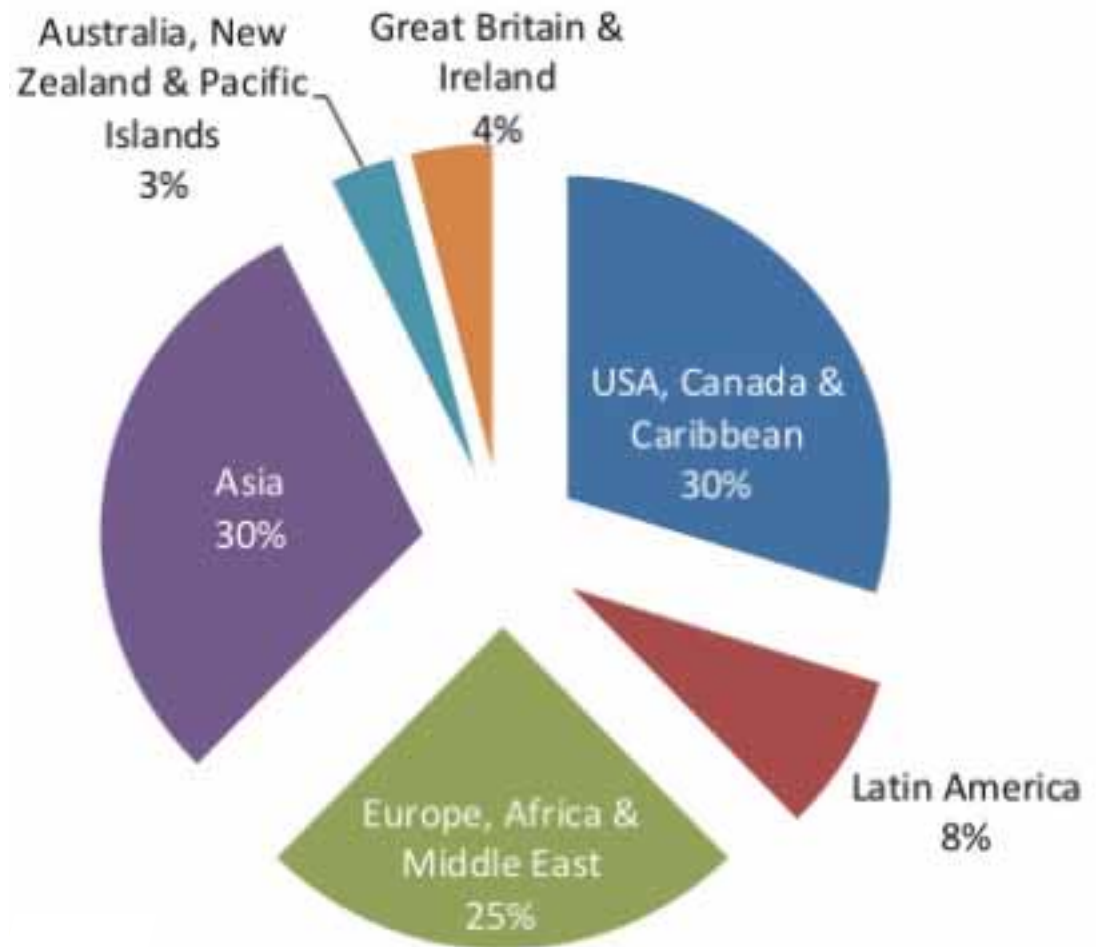
10 YEARS TREND



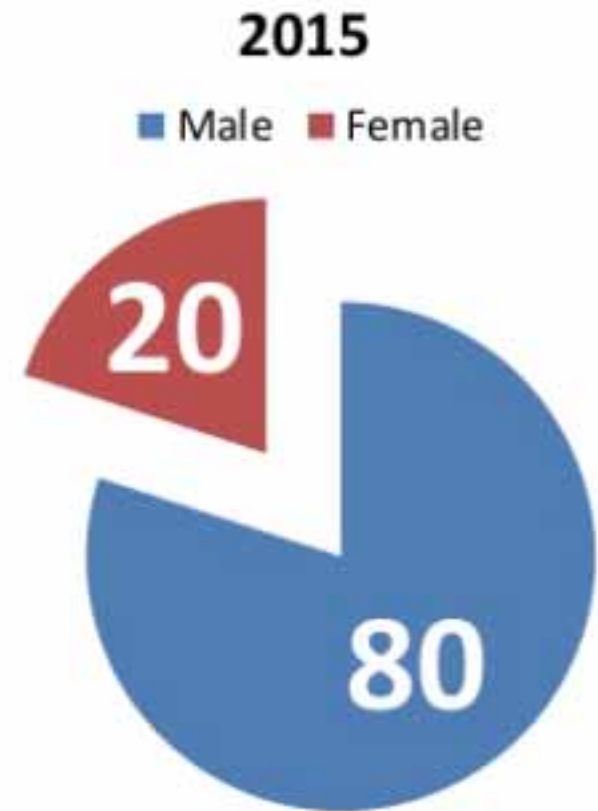
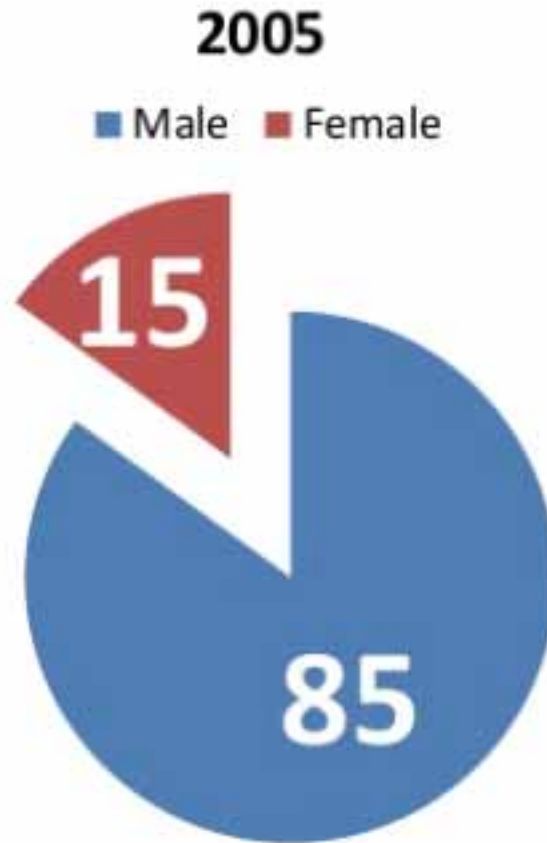
MEMBERSHIP COMPOSITION 2005



MEMBERSHIP COMPOSITION 2015



GENDER BALANCE



AGE DISTRIBUTION

	2005	2015	Change
29 years & younger	1	2	UP
30 – 39	10	8	DOWN
40 – 49	23	16	DOWN
50 – 59	30	25	DOWN
60 – 69	22	27	UP
70 years & older	14	22	UP

MEMBERSHIP RESEARCH PILOTS



RESEARCH AND PILOT CONCLUSIONS

Members need:

- Flexibility in meeting frequency, format, and attendance.

Clubs need:

- New membership types.
- Discretion in member classification and club composition.

PILOTS

New Models for Innovative & Flexible Rotary clubs:

- E-Clubs.
- Associate, Family and Corporate Members.
- Satellite Clubs.

2016 COUNCIL ON LEGISLATION ENACTMENTS



2016 COUNCIL ON LEGISLATION DECISIONS

- Greater flexibility in meeting frequency & attendance.
- Removed limitations on how clubs conduct their meetings.
- More broadly defined classification and club composition.

RI DUES

- To Increase in per capita dues of \$4 a year for three years.

The increase will be used to enhance Rotary's website, improve online tools, and add programs and services **to help clubs increase membership.**

CLUB ADMINISTRATION

- To provide that the club treasurer shall be a member of the board.
- To remove admission fees for club members.

FLEXIBILITY IN CLUB MEETINGS & ATTENDANCE

- To allow Clubs decide to vary their meeting times, whether to meet online or in person, and when to cancel a meeting, as long as they meet at least twice a month.

FLEXIBILITY IN MEMBERSHIP & CLASSIFICATION

- To Remove six membership criteria from the RI Constitution and replacing them with a simple requirement that **a member to be a person of good character who has a good reputation in his business or community and is willing to serve the community.**

FLEXIBILITY IN COMPOSITION

- To allow Rotaractors to be active members.



FLEXIBILITY IN COMPOSITION

If I'm a Rotaract member and a Rotary member, do I have to pay dues to both clubs?

Yes. You would pay the required club or district dues for both clubs and annual Rotary member dues to Rotary International. However, your club has the flexibility to create different membership types for Rotaract members and young professionals. This could include reduced club or district dues for members who belong to both Rotaract and Rotary, as long as the club subsidizes the RI dues for the member.



FLEXIBILITY IN COMPOSITION

In addition to the **Active and Honorary membership** categories provided for in the Rotary Club constitution, our club makes provision for the following membership types:



FLEXIBILITY IN COMPOSITION

- Family Membership for those families that want to alternate between which member of the family will attend the meetings on a given day.
- Corporate Membership for local businesses that want to support the club and would like to vary the representatives to club meetings.
- Associate Membership for those people that are interested in getting to know the club better.
- Friends of Rotary.



FLEXIBILITY IN COMPOSITION

- **Family Membership**

Intended to help younger couples with families who may not be able to attend regularly and therefore open to couples where one or other or both can attend meetings. One sub is payable. At a business meeting there would be one vote per family membership.

FLEXIBILITY IN COMPOSITION

- **Corporate Membership**

Intended to encourage participation from schools, Government organizations and commercial organizations. One membership only is required and the organization would be encouraged to regularly send one of their team to meetings. There is no voting right associated with this category of membership. An individual person, who originally represents an organization, may subsequently become an active member of the club in his or her own right through the normal process of electing new members to the club.



FLEXIBILITY IN COMPOSITION

- **Associate Membership**

Intended to encourage participation by young adults on the basis that the individuals get to experience Rotary, including club meetings and fundraising, while not being a full member of the club.

Associate membership is generally limited to 6 months, with the expectation that individuals either join the club or move on within that time frame.

No subs are payable by associate members who have no voting rights.



FLEXIBILITY IN COMPOSITION

- **Friends of Rotary**

Open to members accepted by the board who support the goals of Rotary but are unable to be active in a regular club membership role. No subs are payable and Friends of Rotary have no voting rights.

SATELLITE CLUBS



WHAT IS A SATELLITE CLUB?

The purpose of a Satellite Club is to create a way for clubs to grow in a creative way.

It gives clubs the opportunity to start up a small group of young leaders and it functions as a short-term, transitional step on the way to becoming a full independent Rotary club.

It is an extension of the Host Rotary Club.



WHAT IS A SATELLITE CLUB?

Satellite Clubs offer more flexibility to attract members that may not, and would not, join a traditional Rotary Club.

They may look and feel like a separate club because they will have their own leadership and committees but these leadership roles and committees are expected to be in close partnership with the parent club.



BENEFIT FROM CREATING A SATELLITE CLUB

- Decrease the average club membership age.
- Offer the opportunity for members to have a bit more flexibility in their meeting schedule.
- Get more leaders involved in an organization that has a serious growth and retention issue.
- Build a better bridge for prospective members (like Rotaractors) to transition into the Rotary Club organization.



IMPORTANT

These changes are allowed, NOT required.

- Do not automatically alter the standard and traditional club constitution.
- Clubs wishing to continue to adhere to the current constitutional requirements may continue to do so.

CONCLUSION

Today's world isn't full of big companies eating small companies - it's full of fast/**innovative** companies eating slow companies.

This is an opportunity to try something innovative and new to help us grow a great organization!



THANK YOU

Beirut, 7 August 2017



Water, Sanitation, Hygiene & Peace
PRESIDENTIAL PEACEBUILDING CONFERENCE
Beirut, Lebanon 16-18.02.2018

