

Rotary



**Rotary Opens
Opportunities**

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

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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!



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 is standing on a sandy beach, looking out at the ocean. The sky is a clear, bright blue, and the water is a calm, light blue. The person is wearing a light-colored shirt and dark pants. The overall mood is peaceful and contemplative.

believe in yourself

A person is standing on a paved walkway next to a large, light-colored wall. The words "believe in yourself" are written in a large, cursive script on the wall. The person is wearing a light-colored shirt and dark pants. The overall mood is inspirational and motivational.

A person is silhouetted against a bright, glowing blue and white light source at the bottom of the frame. Above them, a large, multi-colored ring of light, resembling a nebula or a galaxy ring, glows in the dark space. The ring has a gradient of colors from purple and pink on the left to blue and green on the right. The background is a dark, starry sky.

Every person
brings a new
perspective &
new
experiences.

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 PRINCIPLE

- **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!

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.**

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

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“Innovative” Rotary Club Types

Club Model	Description
Traditional Rotary Club	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth
Satellite Club	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board
E-Club	A Rotary club that meets primarily online
Passport Club	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
Corporate Club	A club whose members (or most of them) work for the same employer
Cause-Based Club	A club whose members are passionate about a particular cause and focus their service efforts in that area
Alumni-based Club	A club whose members (or most of them) are former Rotary or Rotary Foundation program participants
Rotaract Club	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 lightbulb is the central focus, with its base visible at the bottom. The background is 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 man and a child are shown from the chest up, reaching their hands towards a large, glowing paper lantern that is floating in the air. The scene is set at night, and the sky is filled with many smaller, distant lanterns, creating a magical atmosphere. The man is on the right, looking up at the lantern, and the child is on the left, also reaching up. The lantern they are reaching for is large and has a warm, yellow glow. The background is dark, with the light from the lanterns illuminating the scene.

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.

A scenic view of a mountain peak, likely El Capitan, with a quote overlay. The image shows a steep, rocky cliff face on the left, with a forested mountain slope and a valley in the background. The sky is a soft, hazy orange, suggesting a sunrise or sunset. The quote is displayed in white text on a dark, semi-transparent background.

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

Bill Gates

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*



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 pink watercolor splash serves as the background for the text. The splash is irregular and textured, with several thin, elongated drips extending downwards and to the right. Small, dark red dots are scattered around the main splash, particularly towards the top and bottom edges.

thank
you