

# Innovating New Club Models

Your district recently conducted a survey of your current members. Approximately 100 of them indicated that they would be leaving their clubs in the next three to six months. When asked why, they all said they believe in the mission of Rotary but want something different from their club experience.

As the club president, you'll have the ability to adapt your club and form new clubs to meet the needs of current and potential members in your community. There are five club experiences that the departing members desire listed later in this packet. In your groups, select one of the experiences. Then answer the questions below to build a new club that meets the needs of the members on their card.

Use the new club models chart and the information on Rotary club flexibility as resources to design your new club.

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Where does the club meet?

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When (time and day) and how often?

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Does the club follow an existing model or a different type of model? What kind?

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What is the club motto?

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Describe a typical club meeting.

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Describe a typical service opportunity.

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Describe a typical social event.

Make an ad for your club. Include an attention-grabbing header, an engaging image, and a 50-word description of what your club offers.

# Rotary

Club (of/at) \_\_\_\_\_

Header



Description (50 words)

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Once you've completed your ad, be ready to share your club idea with the entire group. You can also take a photo of your ad and paper so that it can be more easily shared with the group.

## Ideal Club Experiences



**Twenty members said their ideal club would focus on leadership and professional development.** They want a club dedicated to helping them become better business leaders. They want a club that would help them advance their career, learn new skills, and network with professionals from across industries.



**Twenty members said their ideal club would be focused on international connections and service.** They want to leverage Rotary's global presence to create relationships internationally. They seek frequent travel opportunities, language -learning and cultural experiences to help them to be better global citizens.



**Twenty members said their ideal club would be focused on community connections.** They believe that membership and involvement in a club makes an individual a better community citizen and more connected with community leaders and the needs of the community.



**Twenty members said their ideal club would be focused on opportunities for the family.** They want a club that not only welcomes family, but supports and promotes opportunities for children and other relatives. They are looking for lifelong relationships and friendships.



**Twenty members said their ideal club would be focused on water projects.** They want a club focused on one cause. They believe that their current clubs try to spread time and funds on too many projects and programs. They want to focus their efforts to achieve lasting change in one area.

## CLUB MODELS

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. The criteria for membership are simple. For Rotary clubs, a member needs to be an adult — or for Rotaract clubs, a person age 18-30 — who demonstrates good character, integrity, and leadership; has a good reputation within their business or profession and community; and willing to serve in the community or have an impact elsewhere in the world. All clubs share similar values and a passion for service, but no two clubs are the same because each community has its own unique needs.

| Club Model                                     | Description  | Appeals to   | Minimum number of charter members |
|--|--|--|-----------------------------------|
| <a href="#"><u>Traditional Rotary Club</u></a> | Professionals and aspiring leaders who meet regularly for service, connections, and personal growth  | People looking for connections, service opportunities, and traditions<br>Learn more at <a href="#"><u>Start a Club</u></a> .   | 20                                |
| <a href="#"><u>Satellite Club</u></a>          | A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board   | Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area<br>Learn more in the <a href="#"><u>Guide to Satellite Clubs</u></a> . | 8                                 |
| <a href="#"><u>E-Club</u></a>                  | A Rotary club that meets primarily online  | People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience<br>Learn more about <a href="#"><u>online club meetings</u></a> .          | 20                                |
| <a href="#"><u>Passport Club</u></a>           | 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 | People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people<br>Learn more in the <a href="#"><u>Guide to Passport Clubs</u></a> .       | 20                                |
| <a href="#"><u>Corporate Club</u></a>          | A club whose members (or most of them) work for the same employer  | Employees of an organization who want to come together to do good in their community   | 20                                |
| <a href="#"><u>Cause-Based Club</u></a>        | A club whose members are passionate about a particular cause and focus their service efforts in that area  | People who want to connect with others while addressing a particular set of problems.  | 20                                |
| <a href="#"><u>Alumni-based Club</u></a>       | A club whose members (or most of them) are former Rotary or Rotary Foundation program participants   | People who have participated in Rotary outside of a club   | 20                                |
| <a href="#"><u>Rotaract Club</u></a>           | A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects   | Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service.<br>Learn more in the <a href="#"><u>Rotaract Handbook</u></a> .    | n/a                               |

All club models meet at least twice each month. With exception of Rotaract clubs, all active members pay US\$68.00 in annual dues, are counted in Rotary International's database, and have voting privileges.

# Flexible options for clubs

<https://my.rotary.org/en/club-flexibility>

## Start a new type of club

Rotary clubs are autonomous and all have their own culture. You can create a club that offers a club experience that works for you and others with similar needs. For example, you could start a satellite club for your less traditional members and your traditional members can remain in the sponsor club.

### Benefits:

- 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

## Offer alternative membership types

Your club could offer family memberships, junior memberships to young professionals, or corporate memberships to business leaders and their employees. 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.

### Benefits:

- 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

## Change meeting format

Change your meeting format and engage your members in fun, productive ways! You can meet in person, online, or a combination, including letting some members attend in-person meetings through the Internet. Or you can change the format of your in-person meetings to include service projects, leadership development, committee reporting, social gatherings, member professional talks, and educational talks on diversity, club vision, and other topics your club determines.

### Benefits:

- Makes club meetings more interesting, which engages members and guests
- Creates culture where agility and creativity are valued and demonstrated
- Members can gain professional development skills

## Relax attendance expectations/reduce meeting frequency

Change your meeting schedule to make it easier for your members to attend.

Ease attendance requirements and encourage members to participate in other ways, such as taking a leadership role, updating the club website regularly, running a meeting a few times a year, or planning an event. Remember your members are volunteers. If your club is dynamic and offers a good experience for members, attendance won't be a problem.

**Benefits:**

- Accommodates members who have busy schedules
- Encourages participation outside of in-person meetings
- Better captures member engagement
- Makes club more appealing to prospective members (research tells us that rigid rules keep non-members from joining)
- Diversifies club if other nontraditional groups are motivated to join
- Compels clubs to make good use of meeting time (so members come because they want to not because they have to)