

Attracting Young Professionals to Rotary

Summation of Webinar – 3-19-14

Age Group of Young Professionals – under 40. The challenge is 90% of Rotarians worldwide are over age 40.

Young Professional's Opinion of Rotary (based on extensive interviews)

- They have similar attitudes that Rotarians have but have different needs i.e. must work around young families.
- Rotary's image is outdated and uninviting (Ex: signs of the Rotary wheel in communities doesn't tell anything about Rotary)
- Rotary is old, white, male, secret club that is pretty much closed to outsiders. Rotarians are a giving group but not very welcoming.
- Rotary's identity is unclear to young professionals therefore they are not sure how or why they would fit in.
- The value and benefits of Rotary is unclear to them.
- Overall, young professionals have a fairly low interest in Rotary even after seeing ads and learning about Rotary.

Young Professionals want:

- Challenging tasks (more interested in applying their educational and skills expertise rather than spend time picking up litter in ditches or growing a community garden).
- Flexible scheduling
- Family friendly events
- To be "untethered" and allowed flexibility and individuality either in club meeting format or projects
- To see a modern Rotary

Suggestions to Attract Young Professionals:

- Invite young professionals to a Rotary information meeting **before** inviting them to a club meeting.
- Work with young professionals on a community project and then allow time for fellowship at a restaurant, pub, etc. for fellowship and time to promote each other's clubs.
- Open up our Rotary service projects to non-Rotarians
- Meet with young professionals on their turf, now ours. Don't expect them to come to us, we must go to them.

Miscellaneous:

- Get feedback from new Rotary members (especially the younger ones) on club processes, service projects, and speakers.
- Ask ourselves:
 - Are our current Rotary club traditions a turn off to younger people?
 - Do we feel comfortable inviting others to Rotary? If not, why?
- The only **required** cost of belonging to Rotary is RI dues of \$53 a year. Is our cost structure (meals, birthday assessments, initiation fees, required PHS sustaining member) making membership cost prohibitive?

Given the above information, exchange ideas how your club can attract young professionals.