

Membership Recruitment and Retention

Feedback from numerous Rotary International surveys and focus groups have repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership. Alternatives and options are being looked at for Rotary membership as it impacts on recruitment and retention. Clubs would be authorized to make changes to the Standard Rotary Club Constitution and to their Rotary Club Bylaws in any area other than RI membership dues requirements. Our Club's Membership Committee would appreciate your feedback on 4 different options.

1) Corporate Member Program

The Corporate Membership Program will allow a corporation or company in the club's area to become a member of the Rotary club, through an established membership approval process, and to appoint up to four designees as the individuals attending club meetings, serving on projects, voting on club matters, serving as club officers and on club committees, and so on.

Question: Will the Corporate Membership Program be a viable option to strengthen the membership base in the Rotary Club of North Bay?

If yes how?

If no, why not?

2) Satellite Club Program: The Satellite Club Pilot Program will assess the impact of allowing a Rotary club to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can be organized

- To assist in chartering a new club
- To accommodate rural and remote areas or communities with small populations
- To accommodate large metropolitan areas in allowing one club to provide several meeting times and locations
- To provide an opportunity for small, weak, and struggling clubs to become connected to larger, active, and vibrant clubs for ongoing mentoring, support, and assistance
- To accommodate different demographic groups such as young people in cities or towns where the established Rotary club doesn't suit them or isn't attractive to them for various reasons.

Question: Should the Satellite Club Program be applied to the Rotary Club of North Bay?

If yes, how?

If no, why not?

3) Associate Member Program

An Associate Membership category will increase the club's ability to attract and retain a qualified and diverse professional base within its community. It will also allow an individual to become familiar with the club, its members, its programs and projects, and the expectations of membership thereby positively influencing recruitment and retention trends and improving the club's overall effectiveness in the community.

Question: Would an Associate Member category be an option to attract new professionals/business leaders into the Rotary Club of North Bay?

If no, why not?

If yes, how?

4) Innovative and Flexible Rotary Club Program

The Innovative and Flexible Rotary Club Program will focus on letting clubs self-determine their operations to fit better with the needs of their members and community. Innovative and flexible Rotary clubs are fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich. They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness. It will also encourage clubs to conduct numerous tests to:

- Try out different meeting logistics (time, date, location, online, use of social media, club event or social activity, and so on)
- Improve club leadership and oversight
- Create relevant and creative membership qualifications and requirements
- Update Rotary terminology to current language
- Shift the focus from meeting attendance to member engagement

Question: What improvements/updates should we be considering to become innovative and flexible?