



## How to QUICKLY Create a Rotary Satellite Club

Rotary Membership Development  
Webinar Series: Zones 24 & 32

1

## How to QUICKLY Create a Rotary Satellite Club

### Today's Presenter



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2

### Today's Agenda

- ✓ Fulfilling our Mission, Purpose and Motto
- ✓ What a Satellite Club IS, and is NOT
- ✓ Circumstances and Opportunities
- ✓ Who Benefits
- ✓ Getting Started
- ✓ Challenges
- ✓ Administrative Requirements
- ✓ Best Practices



3

### Fulfilling Our Mission, Purpose and Motto

- ✓ Opportunity to Serve Community in New Ways
- ✓ Prospective & Returning Members Can Have More Flexibility
- ✓ Without Constraints – TOGETHER !
- ✓ Giving Back
- ✓ Existing Support, Expertise, Experience & Resources



4

### Help Existing Clubs

- ✓ Extends Rotary Reach, Frequency and Impact
- ✓ New Manpower and Renewed Energy
- ✓ New Fellowship and Service



5

### What IS and is NOT a Satellite Club

#### What IS a Satellite Club...

- ✓ New Way To Attract a Different Demographic
  - Age
  - Ethnicity
  - Language
  - Interests
- ✓ Rural or Remote Area
- ✓ Large Metropolitan Areas



6

### What IS and is NOT a Satellite Club

#### What IS a Satellite Club...

- ✓ New Club with Greater Freedom for Service
- ✓ Transition Smaller/Struggling Clubs
- ✓ Re-energize Existing Rotary Clubs
- ✓ Incubator for New Stand-Alone Clubs with less than 20 members
- ✓ FLEXIBLE !!!



7

### What IS and is NOT a Satellite Club

#### What is NOT a Satellite Club...

- ✓ **NOT** a "Quick Fix" for Lack of Growth
  - Needs Commitment, Participation & Enthusiasm
- ✓ **NOT** a Rotaract Club
  - No age requirements
- ✓ **NOT** a sub-standard Membership
  - Same privileges and responsibilities
- ✓ **NOT** a Separate Club
  - Full Members of a Sponsor Club



8



## Community Interest Meeting ...

- ✓ Advertise and Promote
  - Newspapers, announcements, groups, social media, word of mouth, etc.
- ✓ Nametags, markers, brochures, contact info cards, etc.
- ✓ Light food and beverages
- ✓ Keep meeting FUN AND EXCITING !
- ✓ Purposeful – Mission: New Club in 90 days
- ✓ Attendees: Development Committee, Leadership, Demographics



17

## Community Interest Meeting ...

- ✓ Brief Presentation – Discuss Opportunity
- ✓ Save administrative details until later.
- ✓ Collect contact/interest cards
- ✓ THANKS for coming!
- ✓ Set Next Meeting Date (within 2 weeks)
- ✓ Bring a Friend



18

## “What’s Possible” Meeting

- ✓ Contact All first meeting guests
- ✓ Same logistics (nametags, etc.)
- ✓ Focus on new guests
- ✓ Start with a “catchup” discussion
- ✓ Ask for opinions about “What’s possible?”



*Anything & Everything*

- ✓ Look for Leaders
- ✓ Keep meeting FUN AND EXCITING !
- ✓ Stay Purposeful !

19

## “What’s Possible” Meeting

- ✓ Collect new Contact/Interest Cards
- ✓ Thanks for coming!
- ✓ Set Next Meeting Date within 2 weeks
- ✓ ACTION Discussion
- ✓ Bring a Friend !



*Anything & Everything*

20

## ACTION Meeting !!!

- ✓ Personally contact all initial guests. Bring a Friend !
- ✓ Focus on New Guests
- ✓ Keep meeting FUN, EXCITING and PURPOSEFUL !



21

## ACTION Meeting !!!

- ✓ Discuss Specific Ideas about Service Opportunities
- ✓ Discuss Satellite Club Structure
- ✓ Discuss Meeting Location Date/Time and Frequency
- ✓ Everyone Leaves With Something To Do by Next Meeting



22

## Momentum

- ✓ Identify New Leaders
- ✓ Keep good communications
  - “What’s happened and what’s next !”
- ✓ Hand off control to new member. Coach them...
- ✓ Make a Charter night a BIG deal !
- ✓ Sponsor Club mentor Satellite Club Officers
- ✓ Keep Development Committee involved for 12 months



23

## Challenges

- ✓ Getting Prospective Members
- ✓ Find a Meeting Venue
- ✓ Keep Momentum and Enthusiasm
- ✓ Keep Cohesiveness with Sponsor Club
- ✓ Support Financial Arrangements
- ✓ Just BE THERE for support !



24

## Administrative Requirements



- ✓ Can Remain A Satellite Club...or Become A Regular Club
- ✓ Make the District Governor Aware
- ✓ Satellite Club Leadership
  - “Chair”, Chair-Elect, Secretary, Treasurer
- ✓ “Chair” Serves on The Sponsor Club’s Board As A Voting Member
- ✓ Joint Meetings Between Sponsor and Satellite Clubs: ~1/Quarter.

25

## Administrative Requirements



- ✓ Complete New Member Applications
- ✓ 8 Members Required to Start; Suggest 10-12 Members Initially
- ✓ Sponsor Club Collects Dues – Get Dues Up Front
- ✓ Membership Registration with RI Is Sponsor Clubs Responsibility
- ✓ Satellite Club Officers Do NOT Have RI Club Central Officer Access.

26

## Administrative Requirements



- ✓ Individual Members Can Access “My Rotary”
- ✓ Attendance Statistics Reported by Sponsor Clubs
- ✓ Satellite RI Foundation Donations Count for Sponsor Club
- ✓ All Satellite Club business with RI goes through Sponsor Club
- ✓ Satellite Club Operates Under RI, District & Sponsor Club Bylaws

27

## Administrative Requirements



- ✓ Sponsor Club Mentors Satellite Club For At Least 1 Year
- ✓ Satellite and Sponsor Clubs Relationship is “Permanent” until Dissolves or Charter
- ✓ Sponsor Club has a Higher Administrative Workload

28

## Best Practices...

- ✓ Sponsor Club fulfills their commitment and responsibility:
  - Support for 12 months
  - Address questions and issues
  - Helps develop a NEW Culture, not duplicate the same Culture
  - Help develop “Service Above Self”
- ✓ Keep it Simple – SERVICE in the focus !
- ✓ Joint Meetings 1/quarter
- ✓ Chairs attend Sponsor Club meetings
- ✓ Satellite Members attend other Rotary functions
- ✓ Work Together on Service
- ✓ Satellite Members may want to join Sponsor Club. That’s okay !



29

## What We Learned Today

- ✓ What a Satellite Club IS, and is NOT
- ✓ Circumstances and Opportunities
- ✓ Who Benefits
- ✓ Getting Started
- ✓ Challenges
- ✓ Administrative Requirements
- ✓ Best Practices



30

## Resources...

- ✓ Club Membership Chair and Club President
- ✓ District Governor
- ✓ District Membership Chair



31

## Coordinators...

### Rotary Zone Coordinators - Membership



Jackie Hobal  
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Carolyn Johnson  
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32

## Resources...

- ✓ Club Membership Chair and Club President
- ✓ District Governor
- ✓ District Membership Chair
- ✓ Area Membership Coordinators



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33

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34

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35

## Next District 24 & 32 Membership Webinar...

Rotary Membership: "Making a Difference"  
A Paradigm Shift for Success !

May 8, 2018



**Lindagene Coyle**  
District Governor



**Rob Prosch**  
Membership Chair



**Sean Hogan**  
President, PNW Passport

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36