



“This Rotarian Age”



# Challenge of Membership

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D2240: Czech Republic & Slovak Republic



## D2240 Czech Republic & Slovakia: History

- **District 66 – Czechoslovakia: 1927-1938: 3<sup>rd</sup> in Europe!**  
**47 clubs: 41 CR and 5 SR (1 in Uzhorod): 1, 300 Rotarians:**
  - **TODAY: 70 clubs: 46 in CR and 24 in SR: 1,360 Rotarians**  
all 5 in SR renewed-still 20 more in CR to be renewed! **OPPORTUNITY**
    - Rotary ceased activity 1939 –1946 due to WWII
- **Rotary restarted 2<sup>nd</sup> time: 1946-1949: 29 clubs**
  - Rotary ceased activity 1949-1990 for 41 years
- **Rotary restarted 3<sup>rd</sup> time: 1990: under D1920**  
**District 2240 – Czech Republic & Slovak Republic: 1999**  
**in 25 years: membership: 0 - 1,360 Rotarians**



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## 25 years after restart of Rotary in CEE

### POPULATION:

CEE: 115million

EE: 199 million

### ROTARIANS:

CEE: over 16,000

EE: over 2,500

Austria: 911 per 1mill

Italy: 648 per 1mill

Slovenia: 500 per 1mill



Czech Republic



Slovak Republic

16m pop: 1,360 rotarians  
85 per 1mill



# Challenges

## SILENCE OF ROTARY

**40 years: no philanthropy, no volunteerism, no service, responsibility of the State**

**LACK OF PUBLIC AWARENESS**

**RESTART 25 YEARS AGO**

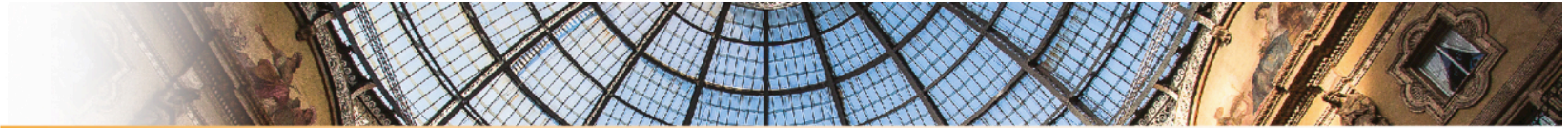
**Encourage service, not-for-profit organisations, donations, volunteerism:**

**INCREASE PUBLIC AWARENESS**

**PLUS SAME CHALLENGES AS THE ROTARY WORLD: Club members growing old, clubs enjoy their fellowship and members, membership falling, little diversity (age and gender):**

**Membership pool: professionals..... Ethics and integrity?.....limited pool?**

**Encouraging clubs to have membership plan; a vision, objectives and goals...let alone a strategic plan**



## Opportunities

### Age Diversity

### Gender Diversity

- **Rotary Alumni:** Rotary International/Rotary Foundation programme participants:  
YE, RYLA, Rotaract, GSE, VTT, Peace Fellows, Ambassadorial & other Scholars
- **Ladies**
- **Rotary Partners in projects; Speakers**
- **Friends, Family, Professional contacts, YE host families**

**Strength in numbers: 1.2 million Rotarians / Rotary Conventions, End Polio Now**  
**Small is beautiful but numbers give critical mass, the more we can then achieve!**





## Opportunities

### Attract, Engage & Retain

- **Club activity: programme, projects, YE, diversity of members**  
**ENGAGEMENT** of members and new members take on leadership roles
- **Pilot scheme: Flexible & Innovate Clubs**
- **PR**

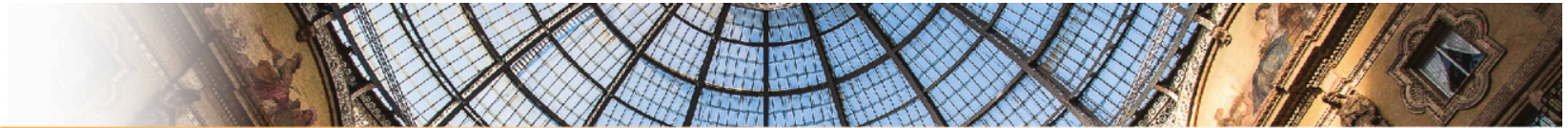
Social Media: Facebook, Twitter.....

Websites: RI, District, Club

Rotary Good News distribution

Print media, TV, Radio

**EACH AND EVERY ROTARIAN!**



# Lady Rotarians!

**20% worldwide!**

Austria: 9%  
France: 17%  
Germany: 10%  
Israel: 29%  
Italy: 15%  
Netherlands: 22%  
Portugal: 20%  
Spain: 19%  
Switzerland: 10%

Estonia: 15%  
CzechR&Slov R: 12%  
Bulgaria: 18%  
Croatia: 13%  
Hungary: 12%  
Latvia: 33%  
Lithuania: 14%  
Rumania: 20%  
Moldova: 30%  
Serbia & Mac: 17%  
Slovenia: 17%  
Bosnia&Herceg: 28%

Ukraine: 25%  
Russia: 37%



**‘Big dreams of Rotary are gradually coming true and encouraged by past performances we dare to dream again and even bigger things’.....**

Paul Harris on the 10th Anniversary of Rotary

**‘Don’t be satisfied by your present plan of membership - there will come a day of Greater Rotary’.....**

**So let’s make it happen!**

**Its in each of OUR hands!**