**D5050 WEBINAR - PASSPORT CLUB TALKING POINTS**

SLIDE 1 The first Rotary Passport Club chartered in Sacramento, California (D5180) on May 1, 2015 by District Governor Glenn Fong and Charter President Mike Reneiro. It had 60 members, but grew to 90 within one year.

2-6 The concept behind the Passport club was to:

Remove barriers to both joining or staying in a Rotary club

To provide greater meeting flexibility

With lower costs

A Passport Club aims to create a new engagement model which fits with a member’s time, talent and finances.

To fit Rotary within a member’s family, work and life commitments

7 So what about the details - how does a Passport Rotary Club differ from a traditional or an e-club?

8-12 Unlike an e-club, a Passport club has a defined geographical area so that members can meet in person on a regular basis.

Passport clubs are grassroot based & member driven. Each club decides how it will operate.

The Pacific Northwest Passport Rotary Club members decided that we will meet in person once a month. The original Passport Club meets every three months. Members decide on the schedule that suits them.

The PNW Passport Rotary Club set dues at $150 USD/yr with a special discount rate of $60 for any member who is also a Rotaract member.

We also decided that our Board will consist of the executive members (the President, President-Elect, Past President, Secretary and Treasurer) plus two Committee Chairs. We hope that by having only two Committees, it will make members more likely to join one or both. The Engagement Committee is the membership or internal group. The Service Committee is the external focused group and includes the Rotary Foundation.

13 So why are we called a Passport Club?

14-18 Glenn says that he came up with “passport” because he liked the name.

When he and Mike first came up with the concept, it was called “Members At Large”.

Glen’s idea was that membership is a passport in two ways, and the PNW Passport club members added a third:

First - membership is a passport into Rotary - for people who have busy lives and other commitments.

Membership is also a passport to other Rotary clubs- encouraging members to visit local clubs and to take part in their service projects, fundraisers and other activities.

Thirdly we see membership as a passport to the community- our members who already volunteer in other community groups are our Rotary ambassadors to those groups, and bring ideas for service projects back to our club.

19 Who is our target membership?

20-25 First we look to former Rotary members - every Rotary club has more former members than current members

We also look to current or past members of our Rotary family - Rotaract and other youth programs, scholarship recipients, members of exchange teams (such as the GSE and VTT) and more.

Young people

Retirees

Anyone who wants to do good in the world

26 Who is our actual membership?

27-32 The PNW Passport club was Chartered on January 2, 2018 with 30 members

By the time we held our Charter night party on March 3, we had grown to 40. The background of those members is as follows:

40% are former Rotary members

30% are brand new to Rotary

30% were current Rotarians that were about to leave their clubs for some reason (usually due to a relocation of work or home; difficulty making club meetings or conflict within a club)

At this time we have only 1 Rotaract member, but we see this as a strong area for membership growth

33 How can you start a Passport Rotary Club

34-39 First, ask local Clubs to contact their former members - this is your biggest potential source of members.

Get the support of District leadership and especially the Assistant Governors who are the key contacts with the clubs.

Hold several information meetings open to anyone interested in the idea.

Our most successful meetings were multi-club socials, hosted by Area clubs.

We also shared information on social media - particularly but not exclusively Facebook.

Word of mouth

40 Next lets discuss some of the Issues & Questions that we have been asked.

41-46 Passport Clubs meet less than the twice per month that Rotary requires. However, the second meeting can be an alternative meeting type - including a meeting online or by having members visit other clubs, participate in their service projects or socials.

Commitment - Our members join because they have limitations on time or finances. So rather than tell members what we expect them to do, we speak of opportunities where members are encouraged to take part in activities as they are able.

Club finances - With our dues kept low, to primarily cover RI and District dues, that doesn’t leave a lot in the kitty for other expense such as sending the President Elect to PETS. This is an issue we will be addressing during our first year.

Perception of “poaching” - we have discouraged existing members from leaving their current club unless we are satisfied that there is a good reason and they would be leaving anyway. We also speak with the other club’s leadership before making a decision to accept the transferring member.

Attraction & Retention - Most new clubs will have a decline in membership during their first two years. A Passport Club is at greater risk for this given the membership focus on those with time or financial restrictions. We will have to find the balance where members are feeling connected to the club and are engaged in the level service that fits for them. We don't want to discourage members, but we also don't want people who are "Rotarians in name only".

46 There isn’t time to review all of those issues and potential solutions in detail for this webinar, but for more details about starting and maintaining a Passport Rotary club, visit [www.pnwpassportrotary.org](http://www.pnwpassportrotary.org) and click on “Start A Passport Club” on the menu list