

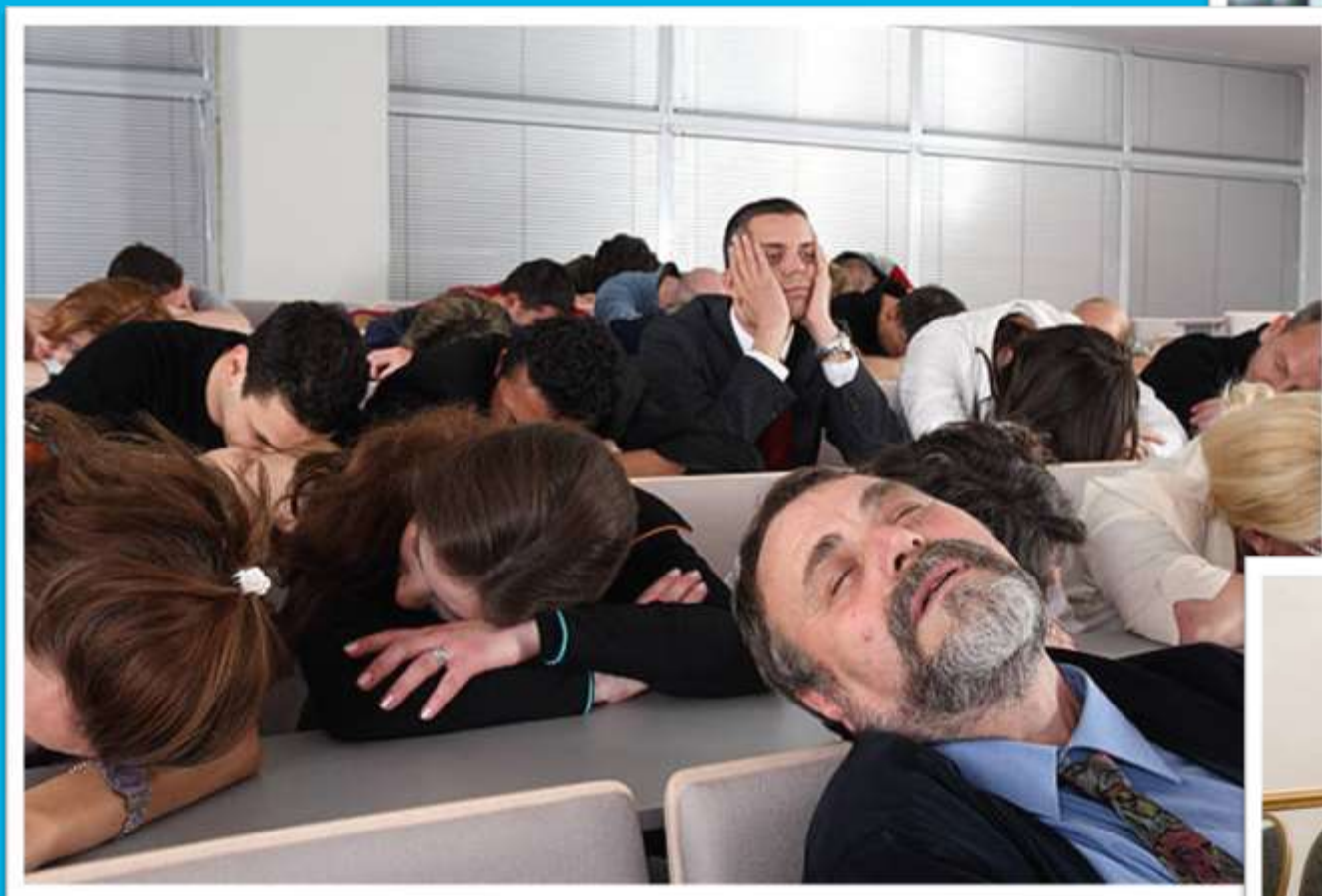


Service Companion Clubs & Affinity Groups

Stephanie Meyer, ARC, ICA, IPDG (5710)

Why Rotary?





National Trends

- Overall membership in service organizations is down nearly **48%** since 1975.
 - Rotary, but also Jaycees, Kiwanis, Masons, etc.
 - The recent pandemic only accelerated this trend.
 - **Retention is a huge issue**
- Only about 10% of Rotary members are under 40.

How Do We Attract/Retain Rotarians?

Rotary Club Models

- Traditional Clubs
- Cause-Based Clubs
- Satellite Clubs
- **Service Companion Clubs**

Service Companion Clubs

What is it?

A Service Companion Club is simply an extension or satellite club of an existing Rotary Club!

This club has no plans to separate from its host club, and is organized around community service, without the parameters of a traditional Rotary setting

Service Companion Clubs

What is the purpose of a Service Companion Club?

The Service Companion Club is committed to engaging in community service.

- This club offers an alternative membership option for people who are unable to attend regular meetings.
- Provides an inclusive approach that allows more individuals to have a positive impact on their communities!

Service Companion Clubs

When do the members of the Service Companion Club meet?

The Service Companion Club members meet to plan and complete service projects.

- Meetings are held either in person or via technology, including Zoom, Microsoft Teams, What's App, etc.
- The Service Companion Club members can optionally attend their Host Club meetings

Service Companion Clubs

Do members of the Service Companion Club pay Rotary dues?

Yes, the Service Companion Club offers a cost-effective option for members with a suggested annual fee of \$200, which includes Rotary International and District dues, as well as basic club expenses.

- No additional fees for facilities or restaurants

Service Companion Clubs

Who makes the decisions for the Service Companion Club?

The Service Companion Club is the Rotary International Satellite Club of the Host Club.

- The club can have its own bylaws and Board of Directors.
- The Board of Directors are responsible for making decisions within the club.
- The club has the option to have its own bylaws, or it can operate under the Host Club's bylaws with modifications to suit its needs.

Service Companion Clubs

Are Service Companion Club members Rotarians?

Yes, The Service Companion Club members are member of the Host Club and boosts it membership numbers.

- MyRotary.org provides Service Companion Clubs with an “Active” status as Satellite Club members of the Host Club.
- Service Companion Club members have equal access to the same online functions as a Host Club.

Service Companion Clubs

How many members do I need to start a Service Companion Club?

Unlike a traditional club, and because it is connected to a host club, only **eight** members are needed to start a new club!

(Again, typically the goal is not to break off from the host club)

Non-traditional club models like the satellite/Service Companion Club are proving to be an effective way to not only recruit new members but retain members who no longer find traditional models workable/attractive.

Affinity (Fellowship) Groups

Rotary Fellowship Groups

What are they?

International, independently organized groups of Rotarians, Rotarian spouses, and Rotaractors who share a common vocation or recreational interest. Rotary Fellowships give their members the opportunity to have fun, make new friends around the world, and enhance their experience in Rotary.

ENHANCE YOUR ROTARY EXPERIENCE THROUGH
EXCITING ACTIVITIES AND LIFE-CHANGING OPPORTUNITIES

Rotary Fellowship Groups

Examples include:

- Coffee lovers
- Motorcycling
- Beer
- Antiquing
- Chess
- Real Estate
- Fishing
- Scouting
- Scuba Diving
- Flying
- Genealogists
- Rum
- Skiing
- Start Up Investing
- Graphic Designers
- Healthcare Professionals
- Triathlon
- Urban Gardening
- Vegans
- Wine
- Kites
- Yoga
- Francophonie
- Stamps
- Doll Lovers
- Curling
- Old and Rare Books

Questions?