STARTING AND NURTURING NEW CLUBS

How should we support the development of new clubs?

New clubs expand Rotary's reach so members can do more good around the world. They give others an opportunity to experience the personal and professional growth that comes with being part of Rotary and Rotaract. If you have a group of prospective members who prefer a different meeting time or club format, a group of members who want a new club experience, or people interested in a particular cause or focus, that's an opportunity to start a new club.



ON YOUR OWN:

Learn more about how to start or sponsor a club by reviewing the Starting a Rotary Club guide and Sponsor Clubs flyer. Share these with others in your club who might be interested in growing Rotary in this way.

WITH CLUB OFFICERS:

Have an honest conversation about your ability to support new club development. This could mean identifying opportunities to form new clubs, sponsoring new clubs, starting a satellite club to offer a different experience, or partnering with your district membership committee to support new clubs.

WITH YOUR CLUB:

Discuss the benefit of having more clubs for prospective members to choose from that offer different experiences and appeal to a broader range of people. Encourage members to collaborate on projects with new clubs or engage them in social activities.

PAUSE AND REFLECT

How would serving as a new club sponsor strengthen your own membership? How could this offer new leadership opportunities to engage your members?

STARTING AND NURTURING NEW CLUBS

Would our community benefit from a new Rotaract or Interact club?

Forming new Interact clubs (for people ages 12-18) and Rotaract clubs (either community- or university-based) are great options for building relationships and partnering with younger leaders in your community. Younger leaders can add their perspectives about how to address the challenges in your community. Engaging them in meaningful ways is the key to making sure their experience in Rotary is positive.



ON YOUR OWN:

Gather information about current Interact or Rotaract clubs in the community. Talk to the leaders of those clubs about the projects they're doing and how you might work together.

WITH CLUB OFFICERS:

Discuss the benefits and challenges of starting these types of clubs and whether your club is capable of and interested in being involved this way.

WITH YOUR CLUB:

Discuss the benefits of Interact and Rotaract. If a member of a Rotary club was previously part of an Interact or Rotaract club, ask them to speak at a meeting about their experience and how they think your club can support young leaders. And do the same in Rotaract clubs if you have former Interact members. Ask for volunteers to serve as sponsors and advisers.

NOTES

STARTING AND NURTURING NEW CLUBS

What if people leave my club for the new club — or any club?

People can leave or change clubs for any reason. While it may be difficult, try not to take it personally. You'll find that being in a more flexible and accommodating club will make members more loyal to, and enthusiastic about, Rotary and the club. Consider varying your meeting times and locations, easing attendance rules, reducing fees for new or younger members, varying your service projects, and offering diverse kinds of membership. Making these kinds of changes can help you retain more members.



ON YOUR OWN:

Visit the new club to see what you might learn from how its leaders conduct the meetings. Meet with those leaders to learn about their signature projects and how your clubs might collaborate.

WITH CLUB OFFICERS:

Review the Why Members Leave and Tips to Retain Them section of the Engaging and Keeping Members assessment to better understand why people leave Rotary at various times. Develop strategies to engage members in ways that are meaningful to them.

WITH YOUR CLUB:

Ask members for ideas about making people feel valued, staying connected, and responding to feedback. Discuss the importance of evaluating your club regularly and making changes to stay relevant. Identify what makes your club distinctive and market these characteristics.

PAUSE AND REFLECT

Review this chart of club types, formats, and models. What can you learn from new clubs that form in your area? If you were starting your club now, what would you include?

Record your ideas from this section in the Your Membership Plan worksheet.