

# ***MEMBERSHIP TRENDS, YOUTH SERVICES & PLANNING***

**District 6000 PETS 2025**

# Membership

In order for things to remain the same things must change.



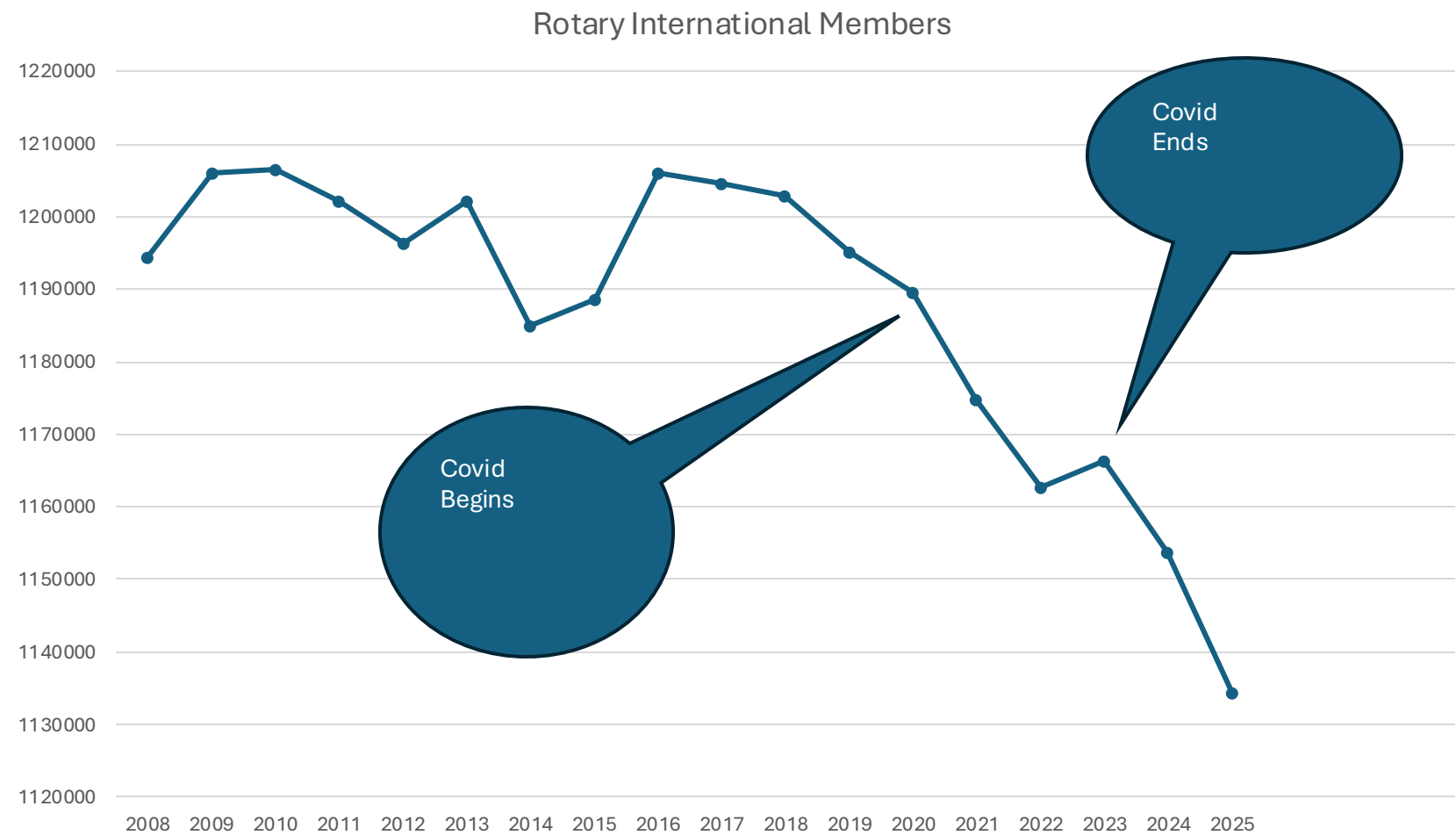
Increase  
our impact

Expand  
our reach

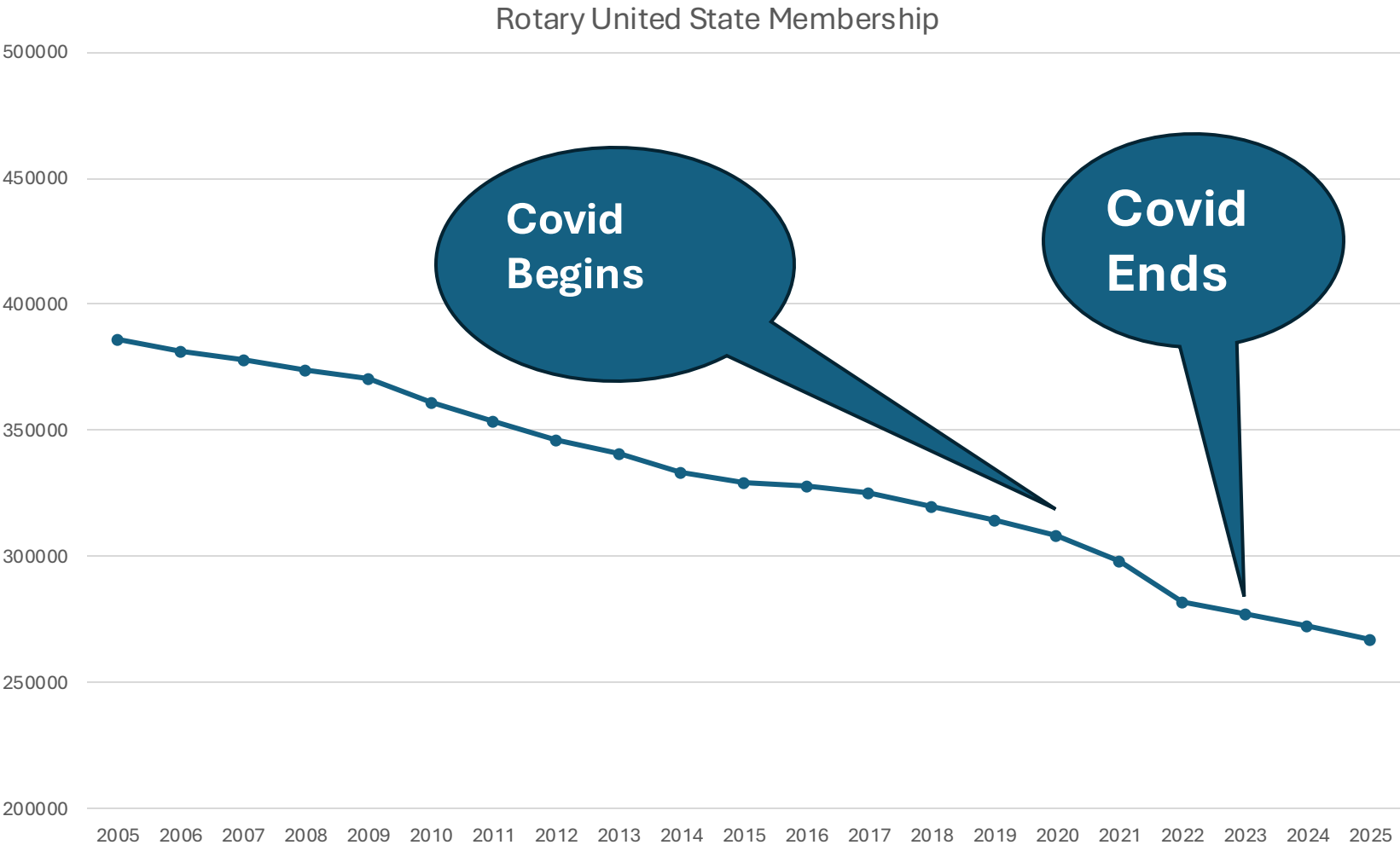
Enhance  
participant  
engagement

Increase  
our ability  
to adapt

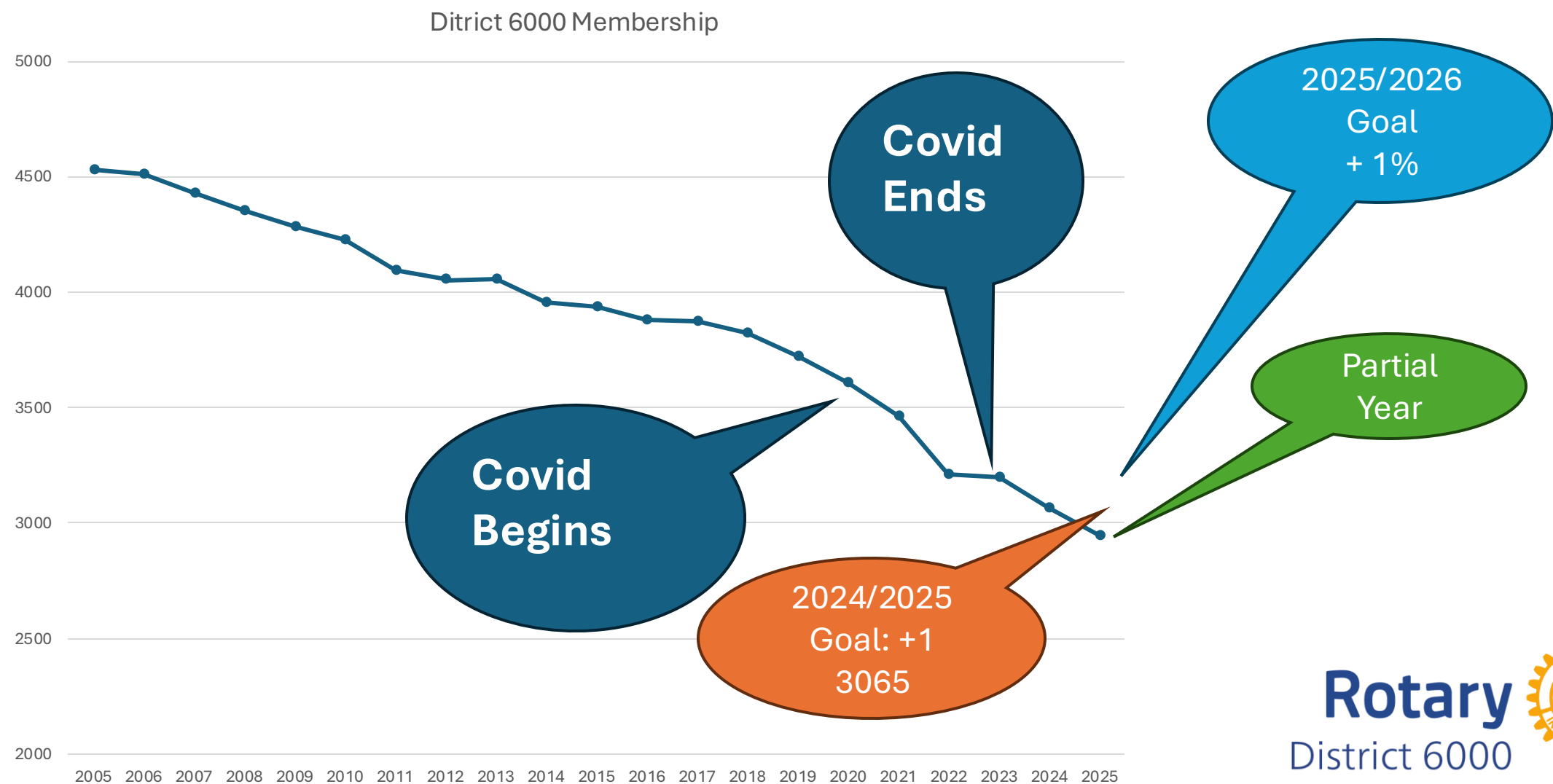
Rotary International: A review of the trend.



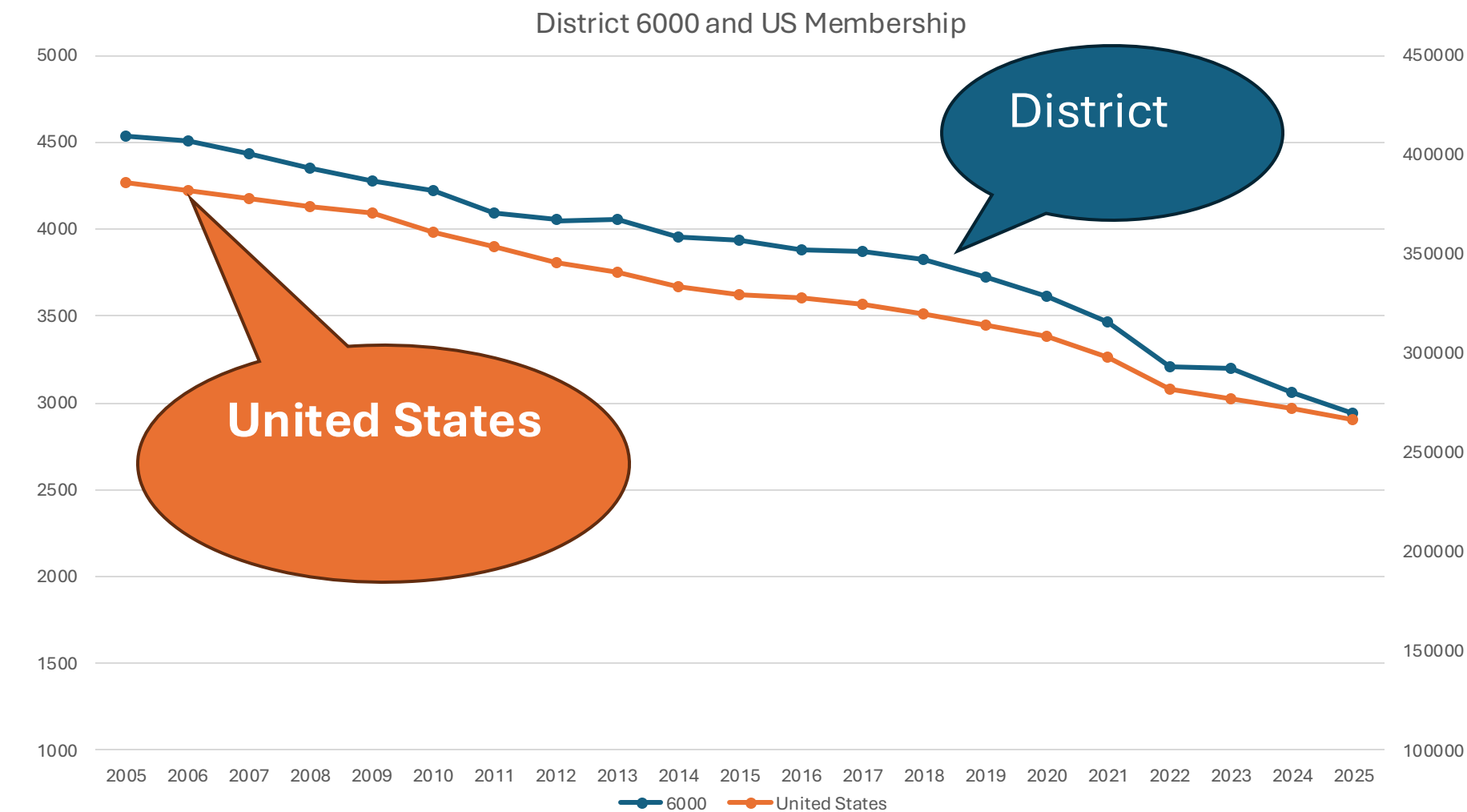
Rotary Membership: The trend in the United States



Membership: District 6000



# Membership: District 6000 & US Trendline



## Membership: Unite for Good

Steps today and throughout the year

- Review your club membership trends: Club and Board
- Gain insight and perspective today: Identify your membership goal in RI.
- Consider a formal planning effort; District 6000 can help.
- Include your Assistant Governor in your planning



# Youth Services

Club Alternatives & Action

# *Considerations for Club Youth Services Participation*

## ❖ Youth Services today

### ❖ Rotary Youth Exchange

- ❖ Inbound

- ❖ Outbound

### ❖ Rotaract Clubs

- ❖ Simpson College

- ❖ University of Iowa

- ❖ Iowa State University

### ❖ Interact Clubs

- ❖ Your local high school!

## ❖ Club Considerations

- ❖ Board Discussion and Decision: **Designate a “Youth Services Club Coordinator”**

- ❖ Reach Out: Local High School Counselor and/or Administrator

- ❖ Implement: Scholarships

- ❖ Sponsor: RYLA held annually in Grinnell July 27—August 1

# Club Planning

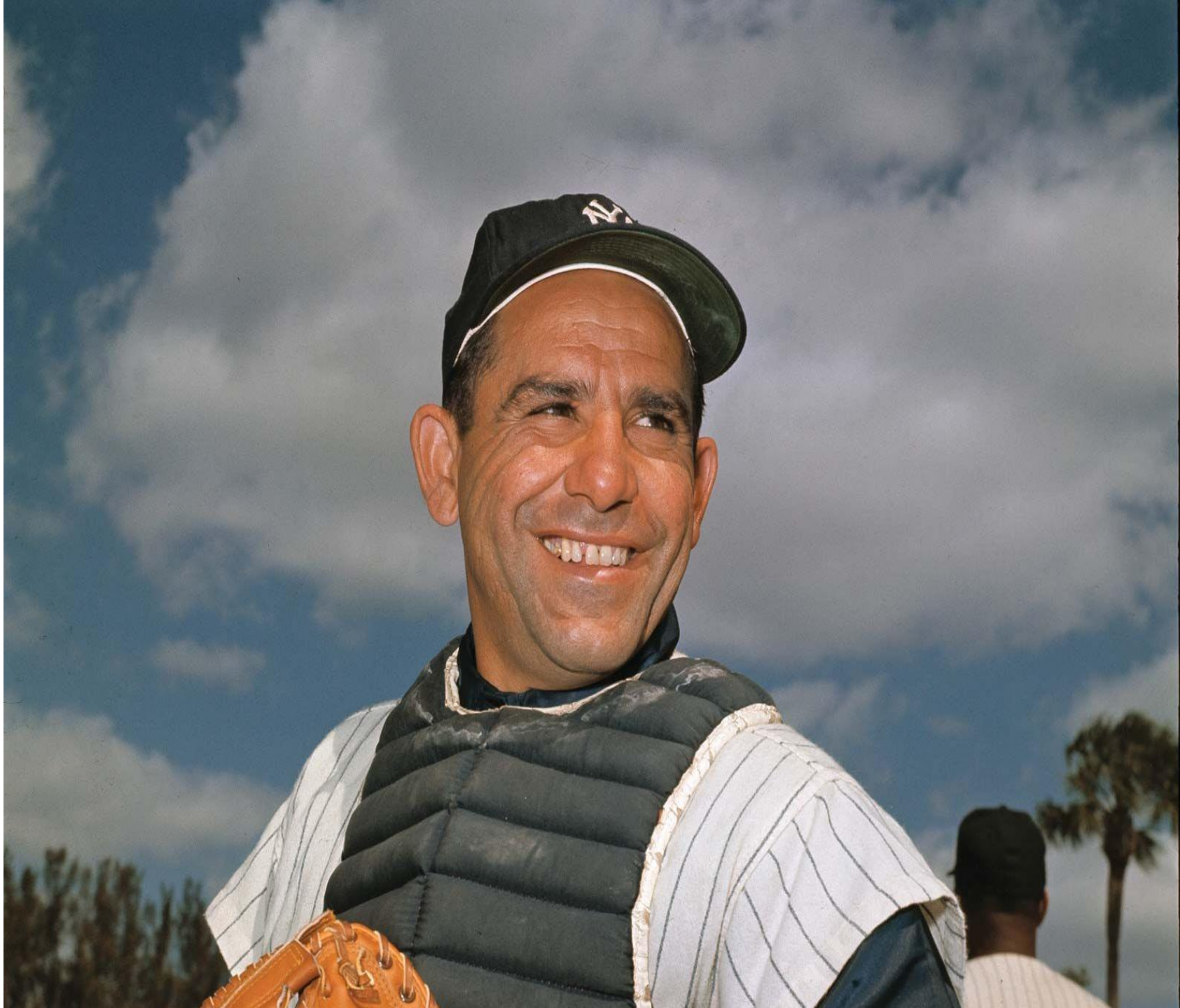
*In order for “things” to remain the same; “things” must change...*

Mario Cesar Martins de Camargo  
Rotary International President Elect 2024-2025  
Rotary Club de Santo Andre', Brazil



If you don't know  
where you are  
going, you might  
wind up someplace  
else.

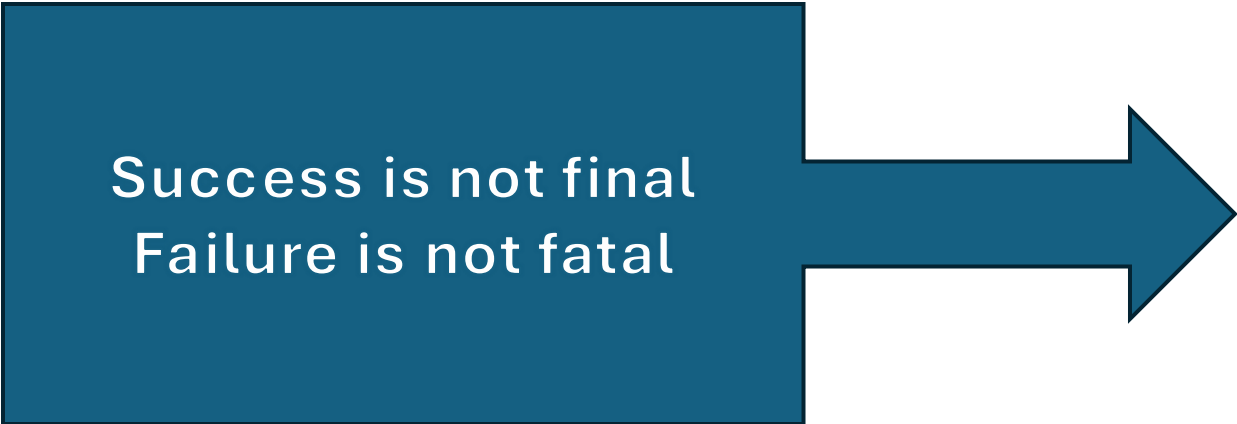
- Yogi Berra



# WHAT IS TO CHANGE AT ROTARY AS WE MOVE FORWARD?

Rotary is moving to a dynamic 3-year planning process

- Integration is Key
- We never plan to fail, we do fail to plan



Success is not final  
Failure is not fatal

# Highlights of a Club “**PLAN**”

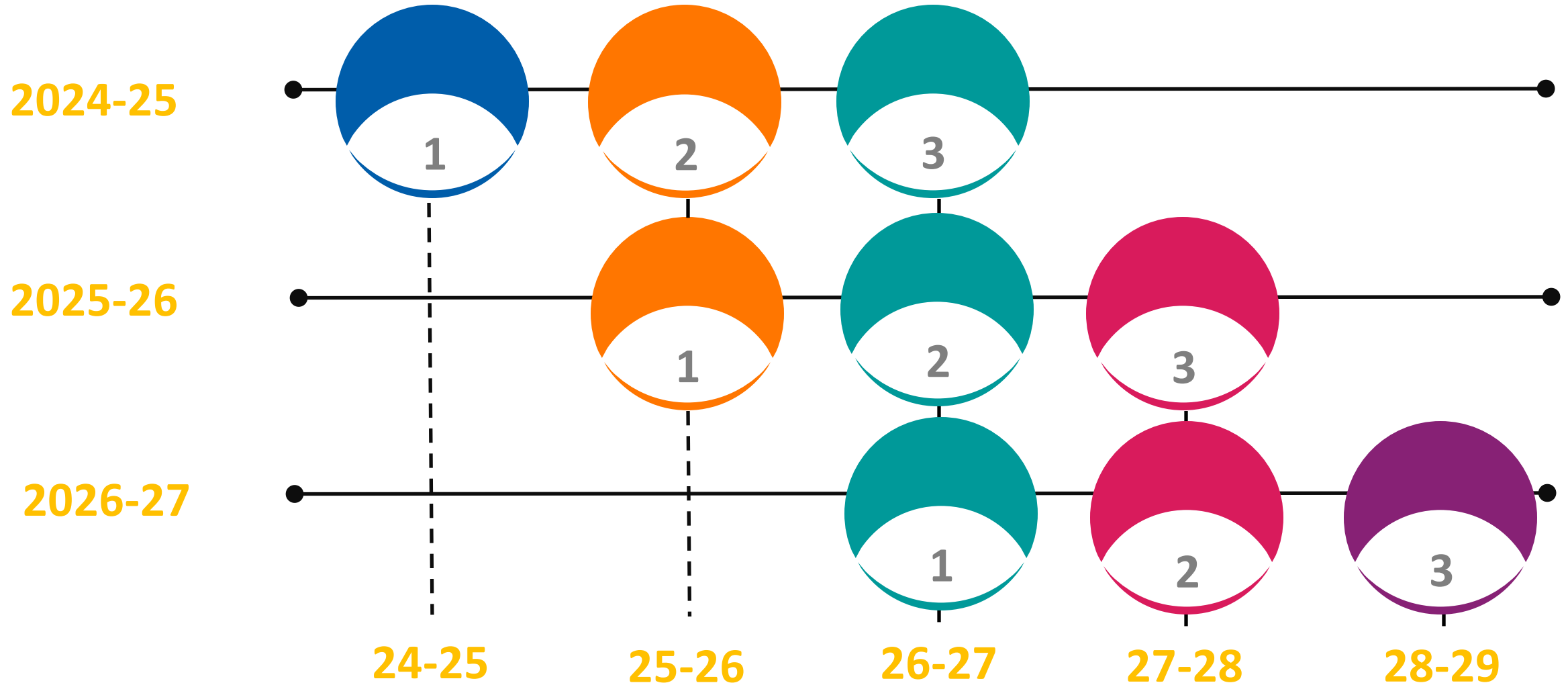
- “**P**” **Present**—making our “present picture” work for Today & Tomorrow
- “**L**” **Lasting**—A document that last for years, not just one and done.
- “**A**” **Accountable**—Club leadership accountable for club past, present & future
- “**N**” **Navigating**—recognize change happens in communities, clubs, the district to international initiatives—adjusting our sails to stay the course.

*If You Can Dream It  
You Can Do It!*





# 3 Year Rolling Period





## Key Considerations in your club “PLAN”

- Public Image
- Membership
- Foundation Giving & Receiving

### *Need Some Help?*

#### *District 6000 Planning Team*

- *Club survey*
- *Customized Program*
- *Club Stakeholder Participation Critical*
- *Typically takes 4—6 Hours*
- *Facilitated by D6000 Planning Team*

***Present    Lasting    Accountable    Navigating***



# Action Plan Toolkit

## Get Your Start Materials *includes resources such as:*

- [Rotary Health Club Check](#)
- [Member Engagement Survey](#)
- [Club Experience Flyer](#)
- [Action Plan Flyer](#)
- [Action Plan Presentation](#)
- [What Clubs Can Do](#)
- [Diversifying Your Club Assessment](#)
- [Club Planning Assistant](#)

## Build Your Skills Materials *includes resources such as:*

- [Increase Our Impact- White Paper](#)
- [Expand Our Reach- White Paper](#)
- [Enhance Participant Engagement- White Paper](#)
- [Increase Our Ability To Adapt-White Paper](#)
- [Strategic Planning Guide](#)
- + Learning Center courses

## Continue Your Journey Materials *includes resources such as:*

- [Action Plan Survey](#)
- [Developing Effective Projects](#)
- [Action Plan Communication Guide](#)

## Reach Out Anytime!

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