

4 Pilot Club and Membership Programs

Rotary International 2011-14 Satellite Club Pilot Program

Purpose

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership. This pilot is structured to research alternatives and options to club operations and the overall impact on membership trends, the club's overall effectiveness, and success within the four elements of an effective club.

The Satellite Club Pilot Program will assess the impact of allowing a Rotary club to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can be organized

- To assist in chartering a new club
- To accommodate rural and remote areas or communities with small populations
- To accommodate large metropolitan areas in allowing one club to provide several meeting times and locations
- To provide an opportunity for small, weak, and struggling clubs to become connected to larger, active, and vibrant clubs for ongoing mentoring, support, and assistance
- To accommodate different demographic groups such as young people in cities or large country towns where the established Rotary club doesn't suit them or isn't attractive to them for various reasons

Premise

Allowing Rotary clubs to conduct multiple club meetings during the week, each taking place at a different location, on a different day, and/or at a different time, will have a positive impact on a club's ability to

- Appeal to different professional segments within a community and its surrounding area
- Attract and retain a qualified and diverse professional base
- Improve the overall effectiveness and success of its operations
- Provide additional leadership opportunities for club members

Timeline – 1 July 2011-30 June 2014

Program Requirements

Sponsor/host Rotary clubs must have been chartered before 30 June 2009 to be selected to participate. Satellite clubs must be established 1 July 2012, 12 months after the launch of the pilot program, which will allow ample time to evaluate club effectiveness and viability. Pilot clubs may only deviate from the Standard Rotary Club Constitution as follows:

- Rotary clubs may conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time, with all meetings realizing the requirement of the regular weekly meeting.
- The sponsor/host and satellite club(s) will meet in person once per quarter.
- Each Rotary club may have no more than three satellite clubs at any one time.
- Club members must determine which meeting will be considered the regular meeting (weekly business meeting of a club) and which meetings will be considered the additional meetings.
- Membership requirements will remain the same with the satellite as with the sponsor/host club.
- Small, weak, and struggling clubs will suspend their charter until such time as they are viable and able to sustain and maintain operations as an independent club.

Demonstrated Results and Measures

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

Increase in

- Club membership recruitment and retention
- Club outreach throughout the area
- Support to The Rotary Foundation (by participation in programs and donations)
- Successful service projects (community and international)
- Member participation in club activities

Improvement in

- Leadership opportunities for club members
- Gender balance in the club's membership
- Overall diversity within the club's membership

Decrease in the average age of the club membership

Rotary International

2011-14 Associate Member Pilot Program

Purpose

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership. This pilot is structured to research alternatives and options for Rotary membership and the resulting impact on membership trends and the club's overall effectiveness.

The Associate Membership Pilot Program will allow an individual to become associated and acquainted with a Rotary club, its members, its programs and projects, and the expectations of club membership with the intent of becoming an active member within a designated period of time.

Premise

An associate membership category will increase the club's ability to attract and retain a qualified and diverse professional base within its community. It will also allow an individual to become familiar with the club, its members, its programs and projects, and the expectations of membership, thereby positively influencing recruitment and retention trends and improving the club's overall effectiveness in the community.

Timeline – 1 July 2011 - 30 June 2014

Demonstrated Results and Measures

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

Increase in:

- Club membership recruitment and retention
- Support to The Rotary Foundation (program participation and fundraising)
- Successful service projects (community and international)
- Participation in club activities

Improvement in:

- Leadership and engagement opportunities for members
- Gender balance in the club membership
- Overall diversity within the club membership

Decrease in the average age of the club membership

To evaluate the effectiveness of this pilot program, clubs will be expected to provide the following data:

- Number of associate members that have expressed interest and have been accepted into the club
- Number of conversions from associate to active membership
- Length of time individuals have remained associate members before converting or terminating their association with the club
- Number of conversions that have terminated their membership and why they have terminated their membership

Program Considerations

Clubs may consider implementing the following measures when setting up this membership category:

1. **Approval.** Prospective members interested in an associate member category will be approved by the Rotary club through a process-identified by the-club.
2. **Term.** An individual can hold the position of associate member for a period identified by the club.
3. **Attendance.** The attendance requirement for an associate member will be established by the club, as well as participation in club-sponsored service projects and club social events. Make- ups will be determined by the club.
4. **Classification.** The associate member is assigned a specific classification. Because an associate member is

not an official member of the Rotary club, this classification is not included in the classification limits set forth in the RI Constitution, Article 5 Section 2(b).

5. **RI registration.** The associate member will not be listed as an official member of the Rotary club. The associate member will be listed as an associate member of the Rotary club.
6. **Badges.** Badge references will be determined by the club.
7. **Votes and quorum.** For the purpose of general meetings, the club will decide on an associate member's ability to vote on club matters. Because they are not official members of the Rotary club, associate members would not apply toward RI election voting.
8. **Holding office.** Associate members are not entitled to hold any club officer position but are encouraged to work with club committees.
9. **Financial obligations.** Associate members may have the following financial obligations:
 - a) Initiation fee: If used, an amount determined by the club.
 - b) RI dues: Because associate members are not official members of the club, RI dues do not apply.
 - c) Annual dues: An amount determined by the club.
 - d) Meal/beverage costs: An amount determined by the club.
 - e) Change of membership status from associate to active: An amount determined by the club.
 - f) Optional contribution to The Rotary Foundation: If used, an amount determined by the club.
10. **Changing status.** The length of time an individual can retain the position of associate member will be decided by the club. The costs and process for converting from an associate member to an active member of the club will be established by the club (as noted above). Note: A current member of the Rotary club may not convert his/her membership status to associate member.
11. **Bulletin and communication.** The club will decide whether an associate member receives the club's weekly bulletin/newsletter and regular club communications; clubs are strongly encouraged to communicate with associate members regularly.
12. **Receipt of *The Rotarian* or Rotary regional magazine.** If a club decides to have an associate member receive the relevant RI magazine, the club will determine whether the cost will be assumed by the club or associate member.
13. **Public liability cover.** The associate member will be included under the respective club liability insurance while participating in any approved club activities or projects, if applicable.
14. **Participation in youth activities.** The associate member is expected to abide by all restrictions, policies, and procedures with respect to club activities involving youth.
15. **Termination.** The process for terminating the membership of an associate member will be determined by the club.

Rotary International

2011-14 Corporate Member Pilot Program

Purpose

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership. This pilot is structured to research alternatives and options for Rotary membership and the resulting impact on membership trends and the club's overall effectiveness.

The Corporate Membership Pilot Program will allow or company in the club's area to become a member of the Rotary club, through an established membership approval process, and to appoint up to four designees as the individuals attending club meetings, serving on projects, voting on club matters, serving as club officers and on club committees, and so on.

Premise

A corporate membership category will increase the club's ability to attract and retain a qualified and diverse professional base within the community. It allows for flexibility and recognizes the tremendous mobility that is the norm within the current corporate environment.

Timeline – 1 July 2011- 30 June 2014

Demonstrated Results and Measures

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

Increase in:

- Club membership recruitment and retention
- Support to The Rotary Foundation (program participation and fundraising)
- Successful service projects (community and international)

Improvement in:

- Leadership and engagement opportunities for members
- Participation in club activities
- Gender balance in the clubs' membership
- Overall diversity within the club's membership

Decrease in average age of club membership

To evaluate the effectiveness of this pilot program, clubs will be expected to provide the following data:

- Number of corporate members that have expressed interest and have been accepted into the club
- Amount of designee turnover
- Number of conversions from corporate designee to active membership
- Length of time corporations have remained corporate members before terminating their membership with the club and why they have terminated their membership with the club
- Number of conversions that have terminated their membership and why they have terminated their membership

Program Considerations

Clubs may consider implementing the following measures when setting up this membership category:

1. **Approval.** A corporate entity or organization can become an eligible corporate member of the Rotary club through an approval process established by the club.
2. **Designees.** Once an entity becomes an eligible corporate member through the established approval process, it may appoint up to four persons to be its designees, one of whom must be a member of that entity's senior executive group; the others can be managerial individuals employed full time by the eligible corporation.
3. **Changing designees.** The club will determine the ability of the eligible corporation to change any of its

designees so long as at all times one of them is a member of the eligible corporation's senior executive group.

4. **Inductions.** A corporate member designee will be formally inducted into the club as established by the club.
5. **Attendance.** The attendance requirement for an eligible corporation will be established by the club.
6. **Classification.** The classification of the eligible corporation and its designees will be established by the club. Because a corporate member is an official member of the Rotary club, this classification will be counted toward the classification limits set forth in the RI Constitution, Article 5, Section 2(b).
7. **RI registration.** Each designee will be listed as **an official** member of the Rotary club and will be noted in the roster that they are designees of the named eligible corporation.
8. **Badges.** Badge references will be determined by the club.
9. **Votes and quorum.** For the purpose of general meetings and club matters, designee voting will be established by the club. As official members of the Rotary club, members would apply toward RI election voting.
10. **Holding office.** Each designee, as an individual, can hold any office in the Rotary club to which the designee is elected in the normal way. The number of designees to hold an office at any one time will be established by the club.
11. **Financial obligations.** The financial obligations of an eligible corporation may be as follows:
 - a) Initiation fee: If used, an Amount determined by the club.
 - b) RI dues: Payable for each member as stipulated in RI Bylaws 17.030.
 - c) Annual club dues: An amount determined by the club.
 - d) Meal/beverage costs: An amount determined by the club.
 - e) Change of membership status from corporate designee to active: An amount determined by the club.
 - f) Conversion from designee of eligible corporation to individual membership while no longer employed by eligible corporation: If used, an amount determined by the club.
 - g) Optional contribution to The Rotary Foundation: If used, an amount determined by the club.
12. **Conversion.** A designee of the eligible corporation, while still an employee of the eligible corporation, may convert to an individual membership of the club in a process determined by the club. The club will establish how initiation fees, dues, and costs will be handled. The club will also determine whether and how a designee who has been a member, upon leaving the employ of the corporation, can convert his/her membership to an individual membership.
13. **Bulletin and communication.** The club will decide whether each designee will receive the club's weekly bulletin/newsletter and regular club communications; clubs are strongly encouraged to communicate with each designee regularly.
14. **Receipt of *The Rotarian* or Rotary regional magazine.** The club will decide how a designee will receive the relevant RI magazine and whether the cost will be assumed by the club, the designee, or the eligible corporation.
15. **Public liability cover.** The corporate member designees will be included under the respective club liability insurance while participating in any approved club activities or projects, if applicable.
16. **Participation in youth activities.** The corporate member designees are expected to abide by all restrictions, policies, and procedures with respect to club activities involving youth.
17. **Termination.** The process for terminating the membership of a designee or the eligible corporation will be determined by the club.

Rotary International

2011-14 Innovative and Flexible Rotary Club Pilot Program

Purpose

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective qualified members and younger-aged Rotarians need flexibility to become or remain involved with a Rotary club.

The Innovative and Flexible Rotary Club Pilot Program will focus on letting clubs self-determine their operations to fit better with the needs of their members and community. It will also encourage clubs to conduct numerous tests to:

- Try out different meeting logistics (time, date, location, online, use of social media, club event or social activity, and so on)
- Improve club leadership and oversight
- Create relevant and creative membership qualifications and requirements
- Update Rotary terminology to current language
- Shift the focus from meeting attendance to member engagement

Clubs would be authorized to make changes to the Standard Rotary Club Constitution and to their Rotary Club Bylaws in any area other than RI membership dues requirements.

Premise

Innovative and flexible Rotary clubs are fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich. They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness.

Timeline – 1 July 2011 - 30 June 2014

Demonstrated Results and Measures

Clubs participating in this pilot would demonstrate results in the following areas:

Increase in:

- Club visioning, brainstorming, gap analysis, and identifying solutions and next action steps
- Club members wishing to serve in leadership roles
- New initiatives (Rotary programs, social activities, fundraising, etc.)
- Creation of signature club projects that can be sustained
- Member satisfaction
- Total membership number
- Membership recruitment
- Membership retention for new members and existing members
- Membership diversity (gender, age, ethnicity, and classification)
- Spouse or family participation in club activities
- Use of social media to engage and involve members
- Club visibility and public recognition throughout the local community
- Support to The Rotary Foundation (program participation and fundraising)

Balance in service projects and social activity profile

Decrease in:

- Average age of club members
- Negative perceptions related to meeting fines, singing, and missing meetings for family, personal, or professional reasons

Improvement in club website and club brochure

Promotion of Rotary's core values