

# SATELLITES

# WHAT IS A SATELLITE?

- It is not a Club
- It is not a Committee
- It's a group or alternate meeting time
- All members participate in the Club's fundraisers and service projects
- There is only one Club

# Why Start One?

- Increase in Membership
- If cocktail – appealing to young professionals
- Can bring back people who have left your Club
- Covers all the possible meeting times so no objections possible

## HOW TO START:

- Hold an information event
- Use prospect lists who couldn't make your meeting time
- Contact former rotarians
- Target young professionals
- Orillia had 35 people come out and signed up 10 to start the Satellite. R.I. says you need 8 to start.

# KEYS TO SUCCESS

- There must be a dedicated Mentor who attends every satellite meeting
- You need to run Rotary 101 sessions once/month to teach them about Rotary
- It helps if the President of the Club can attend as many satellites as possible the first year

# HOW THE 2 GROUPS INTEGRATE

- The bulletin is shared from both groups
- New member pictures & bios are shared by email & facebook private members group
- Various lunch members attend the satellite meeting as a makeup
- Satellite members can rarely go to a lunch meeting

# INNOVATIONS

- Meeting are “typical rotary” but with some differences
- Young people are not too “monarchy” so they don’t toast the queen – instead Rotary & Canada
- No grace because there is no meal
- No O Canada because they meet in a public bar
- All else the same-Sarj/50 50/speaker

# INNOVATIONS continued

- We have 3 couples on family memberships
- One corporate member
- If the Club President is in the lunch group, the Satellite has a Chair who conducts the meetings and vice versa
- There is no satellite Secretary or Treasurer – these are just Club positions



## WHAT TO LOOK OUT FOR:

- Keep educating. They have a lot to learn
- Integrate, Integrate wherever and whenever possible – have more socials
- Existing club members do not migrate (we had 2 in 3 ½ years) but you could set a limit





