



# Membership District 7090



November 2016

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

## Thinking about alternative membership types?

By IPDG & District Membership Director, Kevin Crosby



The 2016 RI Council on Legislation (COL) approved Resolution 16-36 allowing clubs to offer associate, corporate, family or other membership types. This became effective July 1, 2016.

It is up to the club to decide if it will offer these special types of memberships. Clubs are NOT required to offer any of these additional memberships.

**Clubs decide the rules.** If a Rotary club chooses to offer a special membership type, such as a corporate membership, the **club** determines the eligibility criteria, attendance requirements and fees for the people who join the club under this special membership category. RI does not provide any specific guidelines for these alternative membership types.

### IMPORTANT!

Even though a club may determine which types of membership it wants to offer, Rotary International recognizes only two types of members – **active** and **honorary memberships**. **To be considered an active membership of Rotary, RI and District dues must be paid for that individual.** Remember that

only active members can hold an office in the club and only active and honorary members are added to the official membership rolls at Rotary International and our District.

Let's go back to the example of a club deciding to offer a corporate membership. Let's say that a club decides that four people from a company can share a corporate membership in the club. If each of the four members is to be considered an active Rotarian, and included in the membership recognized by RI and our District, then the **RI dues and District dues must be paid for each member of the corporate membership group.**

If a club chooses NOT to pay RI and District dues for a participant in a special membership category, like a corporate membership, the club may still consider that person a member of the club although the person will **NOT** be considered an active Rotarian by the District or RI.

Also, insurance coverage that normally applies to active and honorary members of Rotary *may* not apply to club members for whom RI and District dues have not been paid. The rules differ between New York and Ontario insurance plans. Clubs should check with their respective insurance carriers for clarification of how to handle club members who are not considered active or honorary members of Rotary.

RI has provided a series of questions that clubs may want to use as they consider creating alternative membership types:

1. What new type of membership does our club want to offer?
2. Why do we want to offer this new membership type? How would our club benefit? What membership issues do we expect it to address?
3. What are the potential drawbacks to this type of membership?
4. What would be the eligibility requirements for this type of membership?
5. What club dues will members of this type be expected to pay?
6. Can someone with this type of membership serve as a club officer? Will this type of member have club voting rights?
7. What are the attendance expectations for these members, and how will our club secretary include them in reports to the governor?
8. Will there be a limit how long someone may hold this type of membership?
9. Are members who hold this type of membership active or honorary Rotarians? (You'll select one of these two categories when reporting members to Rotary.)
10. Will our district recognize this type of membership? This answer to this question is that the District will recognize all club members for whom RI and district dues are paid.

If a club establishes alternative membership types, it's important that the club bylaws be updated to reflect this change. Here's an example of how you could modify your club bylaws to include alternative membership requirements:

#### Article 12 Membership

Our club offers the following membership types:

- a. \_\_\_\_\_:  
These members enjoy all the benefits, opportunities, and responsibilities of Rotary. Requirements include \_\_\_\_\_.
- b. \_\_\_\_\_:  
[Explain requirements for membership type "b" here]
- c. \_\_\_\_\_:  
[Explain requirements for membership type "c" here]

## Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. In each of these newsletters, we'll feature a few of these.

Here is a series of 5 recorded webinars called "Membership Matters" that you can view online at your convenience. Each webinar is about an hour long.

#### **Membership: It's Now or Never.**

<https://vimeo.com/103365589>

#### **Perception vs Reality: Club Evaluation and Visioning.**

<https://vimeo.com/108381769>

#### **Simple Steps to Innovate Your Club.**

<https://vimeo.com/118740192>

#### **Membership Engagement: The Key to Retention.**

<https://vimeo.com/123234534>

#### **How to Recruit New Members and Strengthen Your Club.**

<https://vimeo.com/127084618>

**Questions?** Contact IPDG Kevin

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