Corporate Membership Opportunity

During our visits to many clubs in our District, many membership committee members have discovered that there is a great interest in finding out about the opportunity of Corporate Membership. Hence, in this segment details about the Corporate Membership is given answering some of the commonly asked questions about this concept.

1. What Is Corporate Membership?

Corporate membership is a kind of membership that is offered to the President or CEO of a Corporation, a Non-Profit Organization or an owner of a business in the community. However, he or she can also give names of 2-3 other employees or staff of the Corporation who can also attend weekly meetings whenever the main person is unable to come.

1. What is the advantage of Corporate Membership over an Individual Membership?

The advantage is mainly in attendance. Individual member is alone to attend the weekly Club- meeting but the Corporate member can send an associate member to replace him/her. It gives them a relief from attending the weekly meeting which is not so easy for a Corporate Executive in today’s extremely busy business atmosphere. Individual members need to fulfill 50% attendance but Corporate Membership is required 85% attendance between the Main member and associate members.

1. Is the Corporate Membership Fees higher than Individual Membership fees?

Generally a Club can charge $50-$100 extra fees for the Corporate Membership to cover the expenses for extra name badges and subscriptions for extra Rotarian magazines for associate members. Each Club can charge the extra amount based on their judgement; there is no set policy for extra fees.

1. Does each person in corporate membership submit a separate application for approval?

No, only one application is submitted by the main person of the corporation and either in the same application or in a separate sheet, details of associate members are provided to the Club. Main person’s applications is reviewed and processed for approval by the appropriate committee and Board of the Club just like an individual member’s application.

1. Can all members under Corporate Membership attend weekly meeting together and can all of them vote?

Yes, they can all attend weekly meetings, as long as they pay for their food as charged by the Club. Only the main member has the voting right on any Club issue, associate members cannot vote.

1. Can an associate member become an individual member if he/she wants to be so?

Yes, but in that case he/she must apply filling out the individual membership application and go through the approval process to be approved as an individual member of the Club.

1. What happens if the main member or an associate member is no longer with the Corporation or the business?

The corporation can replace them both. In case the main member a new application will be submitted and his/her application will be processed for approval. However, in case of a new associate member no processing will be required but only the details of the new associate member will be taken.

1. In case of two partners in a business can they apply for Corporate Membership?

No, they each will need to apply for individual membership. In case of Corporate Membership the chief of the entity becomes main member and another employee or staff qualifies for the associate membership of the Corporation. In case of two partners they do not have that kind of relationship, they are both owners of the same business.

1. Is Corporate Membership approved by the Rotary International (RI)?

No, the RI has no policy written for the Corporate Membership. But, if it works for any club, RI has no objection for the Club to adopt their own policy and pursue this concept for Membership development.

1. What are the best reasons that one can give to attract Corporate Membership?
2. Networking Opportunity with many other Club Members
3. Opportunity for the Corporate Members to give back to the community through Rotary Projects and helping the needy
4. Main member does not have to attend all weekly meetings but can send his/her associate member as a substitute.
5. It is an honor and prestige to be known as a “Rotarian” a member of the largest service organization in the world.
6. Find an opportunity to become a better leader and /or extend your leadership ability.
7. Is there any information available on how to get started and what is required to establish the corporate membership in any club?

District Membership Committee member and AG John Sbrogna of Montachusett Club has successfully created a Corporate Membership Kits that gives information and application forms for making corporate and associate members. If anyone wants the Corporate Membership Kits, you may call or email me. I will make the Kits specifically for your club and mail them to you.

Membership Development is the number one agenda of our District. Corporate Membership creates a tremendous opportunity to attract many Corporate Presidents and CEOs to join your club. I encourage every club to pursue this concept and approach a few Corporate Presidents and CEOs, I am certain it will be helpful in adding new members to your club. If you have any question or doubt please do not hesitate to contact me or AG John Sbrogna. We will be very happy to help.

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