

# THE STATE OF ROTARY MEMBERSHIP

As of 1 July 2020



# ROTARY

1,174,890

MEMBERS

-14,576 since 1 July 2019

36,159

CLUBS

+269 since 1 July 2019

24%

WOMEN

# ROTARACT

202,738

+13,369 since 1 July 2019

10,592

+419 since 1 July 2019

50%

## ROTARY CLUB MEMBERSHIP BY REGION:

	2020	2015
Asia	33%	30%
Canada, the Caribbean, and the United States	28%	30%
Africa, Europe and the Middle East	25%	25%
Latin America	8%	8%
Great Britain and Ireland	4%	4%
Australia, New Zealand, and the Pacific Islands	3%	3%

Percentages may not sum to 100% due to rounding



# MEMBERSHIP GAINS & LOSSES 2019-2020



145,000 MEMBERS



142,000 MEMBERS

**18,000 left  
before their first  
full year**

# METRO NAGA



# WHAT MEMBERS WANT

1. Local community service
2. Friendship & fellowship
3. Professional development opportunities

# MEMBERSHIP LEADS

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The prospective, referred, relocating or returning members who go to **Rotary.org/join** to connect with clubs like yours

**+20,000** inquires last year

**35%** women

**59%** under 40 years old

**50%** have a personal connection to Rotary

**71% are  
never  
contacted  
by clubs**



# WHY MEMBERS LEAVE



**30%**

Cost and/or time



**23%**

Club environment



**19%**

Unmet expectations



# TAKE YOUR CLUB IN A **NEW** DIRECTION

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Is your club flexible and ready for the future?

New resources on satellite clubs, passport clubs, and Corporate Membership can help you create an experience that works for **every member.**

**[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)**



# ONLINE & HYBRID MEETINGS

- Choose technology that meets your needs
- Build a confident team
- Offer training and support
- Adjust your agenda
- Set clear expectations
- Include options for everyone to participate

[ROTARY.ORG/ONLINEMEETINGS](https://rotary.org/online meetings)





# ROTARY CLUB HEALTH CHECK

## IS YOUR CLUB HEALTHY?

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Members who have a positive Rotary experience are more likely to stay.

In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



# TAKE ACTION



**LEARN**



**ASK**



**VISIT**

**[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)**

TOGETHER, WE

CONNECT

Rotary



PEOPLE OF ACTION

