### THE STATE OF ROTARY MEMBERSHIP

As of 1 July 2020



#### ROTARY

### ROTARACT

1,174,890

**MEMBERS** 

202,738

-14,576 since 1 July 2019

**+13,369** since 1 July 2019

36,159

**CLUBS** 

10,592

**+269** since 1 July 2019

+419 since 1 July 2019

24%

WOMEN

50%



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%

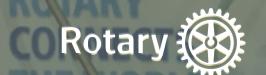


## MEMBERSHIP GAINS & LOSSES 2019-2020



18,000 left before their first full year

142,000 MEMBERS
METRO NAGA



## WHAT MEMBERS WANT

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



## MEMBERSHIP LEADS

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

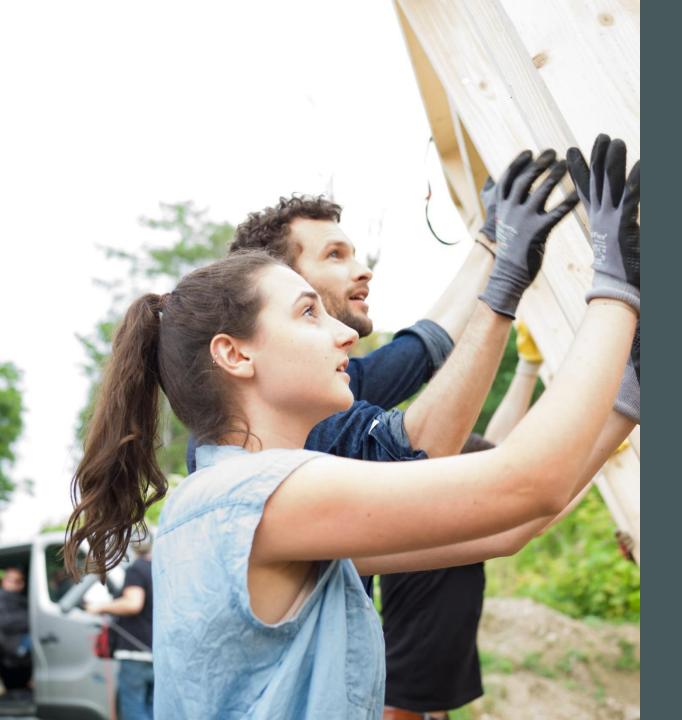
+20,000 inquires last year

35% women

59% under 40 years old

50% have a personal connection to Rotary

71% are never contacted by clubs



# TAKE YOUR CLUB IN A NEW DIRECTION

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** 



# 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** 



# ROTARY CLUB HEALTH CHECK

# IS YOUR CLUB HEALTHY?

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** 



**ROTARY.ORG/MEMBERSHIP** 

