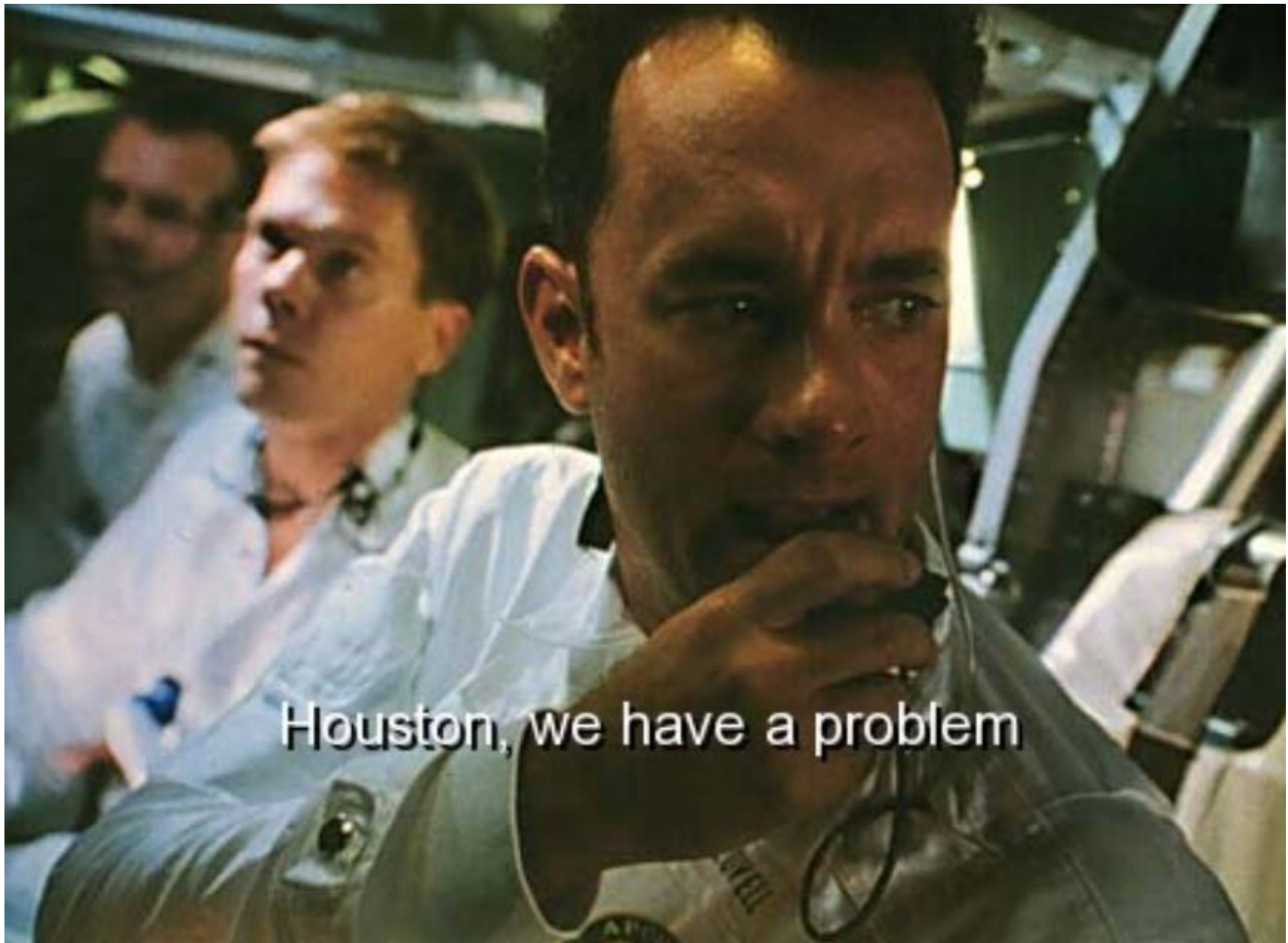


**‘Attract, engage and retain with flexibility and
satellite clubs’**

PDG Tim Moore, Rotary Coordinator 2017-20
Zone 8 (Part of)







3. Is your club fit for new members?





ROTARY CLUB HEALTH CHECK



STRENGTHENING YOUR MEMBERSHIP

Creating Your Membership
Development Plan

www.rotary.org/membership

You have a plan, now what?



Remember: Every organisation is perfectly designed to get the results they are getting.



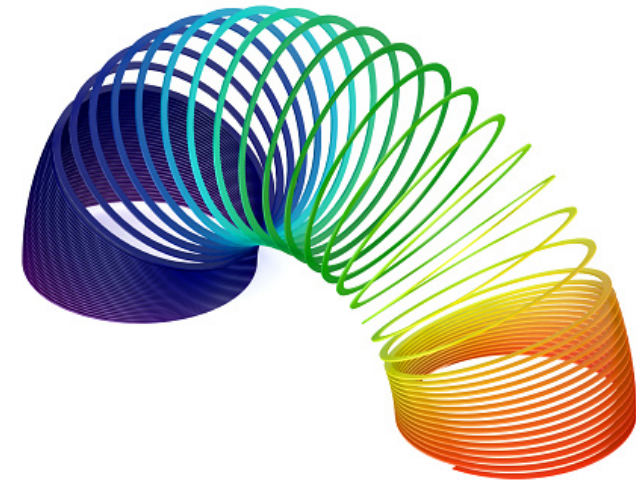
Will this attract the next generation?



Seth Godin's TED Talk Explains Why Creating Tribes Matters

NEW FLEXIBILITY

- Flexibility in meeting frequency, format, and attendance
- Flexibility in Membership Types
 - Examples:
 - Corporate
 - Family
 - Associate
 - ?
- Dual Membership for Rotaractors



NEW FLEXIBILITY

“I welcome change, as long as
nothing is altered or different.”
- unknown



CORPORATE MEMBERSHIP



WHAT IS A SATELLITE CLUB?



Satellite Clubs

“ If Rotary is to realize
its proper destiny, it
must be evolutionary
at all times, revolutionary
on occasion. ”

Paul P. Harris, Founder

ROTARY ON THE MOVE

Rotary 
Zones 8 & 7B

Rotary Coordinators' Newsletter

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www.rotary.org/membership

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