



# THE STATE OF MEMBERSHIP

As of 1 July 2023  
ROTARY INTERNATIONAL



# THREE PILLARS OF SUSTAINABLE GROWTH



WELCOMING NEW  
AND DIVERSE  
MEMBERS



EMBRACING A  
CULTURE OF CARE



STARTING AND  
NURTURING  
NEW CLUBS

# ROTARY

1,153,717

- 12,614 since 1 July 2022

36,860

+11 since 1 July 2022

26%

MEMBERS

CLUBS

WOMEN

# ROTARACT

164,416

- 43,545 since 1 July 2022

11,191

-179 since 1 July 2022

47%

REGION	PORTION OF ROTARY CLUB MEMBERS	CHANGE SINCE 2014
Asia	36%	+26%
U.S., Canada, and the Caribbean	26%	-19%
Europe, Africa, and the Middle East	25%	-3%
Latin America	8%	-14%
Great Britain and Ireland (Rotary GBI)	3%	-33%
Australia, New Zealand, and the Pacific Islands	3%	-26%

# STARTING AND NURTURING NEW CLUBS

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## **SATELLITE:**

Members manage the club in collaboration with a sponsor club but choose their club's structure themselves

## **PASSPORT:**

Members attend meetings of any club, in their community or around the world

## **CORPORATE:**

Members (or most of them) work for the same employer

## **CAUSE-BASED:**

Members unite to address a particular cause

**AND MORE!**

**ROTARY.ORG/START-CLUB**





**GLOBALLY**

# 1.4 MILLION CLUB MEMBERS

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Working together, nearly  
**1.4 million Rotarians  
and Rotaractors**  
in more than **48,000 clubs**  
are bringing positive change to  
communities worldwide.





**ROTARY**



**ROTARACT**



# WHY PEOPLE JOIN

## ROTARY

Local community service

Meaningful friendships

Professional and leadership development opportunities

1

2

3

# WHY PEOPLE JOIN

## ROTARACT

Professional and leadership development opportunities

Local community service

Meaningful friendships



# THE CLUB EXPERIENCE MATTERS MOST

Members have  
**confidence** in club  
leaders and their focus

Members **enjoy**  
meetings

Service opportunities  
**make a difference**  
in the world and  
local community

Members feel  
**comfortable** with  
each other

Members make  
**meaningful friendships**  
and personal connections

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

# LEAD TO SERVE

1

Create a club environment that adds value to your members' lives.

Devote time to understand their needs and how they'd like to be involved in your club.

[ROTARY.ORG/MEMBERSHIP](https://ROTARY.ORG/MEMBERSHIP)



## 2

# IMPROVE OUR MEETINGS

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Now more than ever, we can connect with each other differently.

We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

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





# SERVE IN MEANINGFUL WAYS

Start by asking yourself what is the **positive, lasting change** that will be the ultimate impact of your work.

Then determine what activities will lead to that result.

[ROTARY.ORG/  
PROJECTRESOURCES](https://rotary.org/projectresources)

3





## 4

# CREATE AN INCLUSIVE CLUB CULTURE

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Our members want and expect Rotary to be a diverse, equitable, and inclusive organization.

Although the Rotary experience may differ from country to country, issues of diversity, equity, and inclusion are globally relevant.

[ROTARY.ORG/DEI](https://rotary.org/dei)





# PRIORITIZE TIME FOR MEMBERS TO CONNECT

5

“The foundation upon which Rotary has been built is friendship; on no less firm foundation could it ever have stood.”

- PAUL HARRIS

[ROTARY.ORG/JOIN](https://rotary.org/join)







## TAKE ACTION

- Lead to serve
- Improve our meetings
- Serve in meaningful ways
- Create an inclusive club culture
- Prioritize time for members to connect