

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%

ROTARACT

MEMBERS

164,416

- 43,545 since 1 July 2022

CLUBS

11,191

-179 since 1 July 2022

WOMEN

47%

STARTING AND NURTURING NEW CLUBS

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



1.4 MILLION CLUB MEMBERS

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



WHY PEOPLE JOIN

WHY PEOPLE JOIN

ROTARY

ROTARACT

Local community service

1

Professional and leadership development opportunities

Meaningful friendships

2

Local community service

Professional and leadership development opportunities

3

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

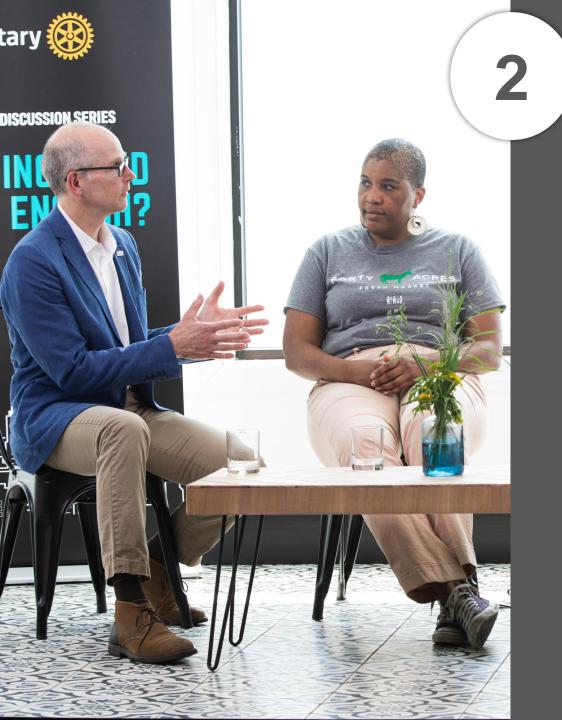
LEAD TO SERVE

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





IMPROVE OUR MEETINGS

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

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





CREATE AN INCLUSIVE CLUB CULTURE

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

PRIORITIZE TIME FOR MEMBERS TO CONNECT

"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





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