

Prepared by:



# The Satellite Handbook - Guide To Forming, Managing and Operating A Satellite

# The Satellite Handbook

## *Best practices, recommendations and ideas for Districts*

### INTRODUCTION

The Satellite membership initiative grew out of a need to accommodate quality individuals in the communities in District 5450 who had an interest in Rotary. However, they could not join a “traditional” Rotary Club due to financial, scheduling or other constraints. District 5450 has experienced an overwhelming response and increasing amount of interest in forming Satellites as a way to grow membership and provide access to potential Rotarians in our District. This focus on making Rotary more flexible and therefore more accessible has the potential of significantly growing membership in Rotary with quality individuals.

This **Satellite handbook is a guide**, not a policy book, for Rotary clubs in any Rotary District who are considering the Satellite option as well as for those clubs with existing Satellites. However, there are some qualifications set forth by the District and RI (see Addendum D). As we learn more about what contributes to the success of a Satellite and best practices for the Satellite and Host Club, new versions of this Handbook will be released.

Historically, the two major impediments to joining Rotary have been financial resources and time availability. While there is no shortage of potential Rotarians, there is a shortage of people who are willing or able to conform to the financial and attendance requirements that have traditionally been part of belonging to Rotary. Satellites address both impediments:

1. Fees can be reduced because the Satellite can opt to have no (required) meals – by far the largest required financial component for most Rotarians.
2. The meeting time, location and meeting frequency components for the Satellite will be determined by Club leadership and the members of the Satellite.

It is important to understand that this initiative is not a duplicate of or patterned after the more formal Satellite Club Program of Rotary International as part of the RI pilot that started in 2011. The current Satellite initiative represents a **change of approach and attitude**. Implementing and launching a Satellite is not a guarantee to dramatically increase membership in every Rotary club. It is a very simple and straightforward concept that seems to be working for several Rotary clubs in multiple Districts in North America and beyond.

The Satellite membership initiative can provide a Rotary club with:

- A new strategy to grow;
- Access to potential Rotarians who are not able to fit into the current or traditional model of Rotary clubs;
- The opportunity for a group of Rotarians connected by geography, demographics, culture, vocation/workplace, or intellectual interest to develop their own initiatives; and
- A new approach with flexibility on meeting time, meeting place, dues and more.

The Satellite option is available for clubs that are looking to increase or improve:

- Club membership, recruitment and engagement with retention as a by-product;
- Membership engagement and participation in club activities;
- Leadership opportunities for club members;
- Gender balance in club’s membership;
- Club outreach throughout the community they serve;
- Support to The Rotary Foundation (by participation in programs and donations); and
- Successful service projects (local and international).

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It is important to stress that the Satellite option is not the right answer for every club. Satellite formation, management, and operation requires a significant amount of time and ongoing effort by the Host Club and should not be considered the “quick fix” to growing membership. Regardless of whether a Rotarian’s membership is in a traditional Rotary Club or a Satellite, the focus will always be on “Service Above Self,” Rotary International’s guiding principles, Avenues of Service, and Areas of Focus, complemented by personal and professional networking.

It is important to remember that a **Satellite is part of the Host Club**; it is not its own Rotary club. Members of Satellites are full-fledged members of the Host Club and have all the privileges, duties, and rights of a member of the Host Club.

### **SATELLITES – WHAT THEY ARE AND WHAT THEY ARE NOT**

#### **A Satellite is:**

- A way to attract a different demographic to Rotary or sub-group of individuals.
- A way to be innovative and re-imagine what we have traditionally thought of as Rotary.
- A way to re-energize Rotary!

#### **A Satellite is not:**

- A “quick fix” or silver bullet for growing membership.
- A Rotaract club. There are no age requirements, separate by-laws, etc. for Satellites.
- A sub-standard form of membership in Rotary. Satellite members have the same responsibilities as other members and share the same interest in “Service Above Self.”
- A separate club. All Satellite members are, by RI standards, full-fledged members of the Host Club.

#### **Why is there a need for Satellites?**

- Decrease in membership at the Club, District, and Zone levels.
- Struggle in net growth of membership regardless of the size of a Rotary club.
- Certain essential individuals and groups are unable to join Rotary because of meeting logistics and required financial investment.

### **WHO IN YOUR COMMUNITY WOULD BENEFIT FROM A SATELLITE?**

#### **Possible target areas or populations for satellites (this is not an exhaustive list):**

- Young Professionals (e.g. 25-40 years old)
- Workplace - this may include any company or organization
- Small Struggling Rotary Club (e.g. a longtime struggling Rotary Club closed and became part of a larger, vibrant Rotary Club and became that Club’s Satellite)
- Geography
- Different time of day (e.g. evening meetings which are less common in North America)
- Individuals who find the financial requirements of a traditional club challenging
- Alternative to eClub format that enables in-person fellowship
- Individuals living in a senior or retirement community

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## **OPTIONS FOR A SATELLITE**

A Satellite will always have the option of remaining a Satellite and part of the Host Club. A Satellite may also decide to apply for and charter its own new Rotary club. A Satellite may begin with the intention of later chartering as its own Rotary club; however, this is not a requirement. Some Satellites may choose to remain Satellites forever.

A Satellite can serve as an excellent incubator for formation of a new Rotary club. The chartering process for Satellites to become a new club is the same as one starting completely from scratch via the District Extension Committee and meeting RI's extension requirements. A positive aspect to forming a Satellite that will later charter as its own club is that much of the infrastructure will already exist.

## **RI'S VIEW OF SATELLITE CLUBS AND SATELLITES**

Satellites may be called “clubs” if they were a part of the 2011-17 Rotary International Pilot Program.

The other reason for referring to a Satellite as a “club” is if the intent is for the Satellite to become a separate, freestanding club in the “near” future.

If formed after 2013, based on the RI Council on Legislation, this group will be referred to as a Satellite.

The standard Rotary International Club Constitutions and By-Laws will allow for the formation of a Satellite without having to make any provisions or changes.

## **FORMING A SATELLITE**

It is extremely important that our Host Clubs and their respective Satellites start off properly in order to create a viable and sustainable Satellite.

To ensure success, the following are **administrative guidelines** from the District and District Membership Team (DMT):

- The DMT or District Membership Team should designate one of its members to serve as the Satellite Liaison. The Liaison will provide advice to Rotary Clubs about forming and running a Satellite.
- The Host Club needs to reach out to the DMT's Satellite Liaison. The Satellite Liaison needs to be aware of the potential formation early in the Host Club's exploration process and subsequent launch of a Satellite in order to provide support and intellectual resources. The District asks that the Satellite effort meet with the Satellite Liaison for a “Satellite Strategy Session” to ensure that the right administrative and financial considerations have been made, prior to any proposal made to a club Board of Directors and subsequently the Rotary Club.

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- In the early stages of exploration of forming a Satellite, the Host Club should submit the information worksheet to the DMT's Satellite Liaison and the District Membership Team at the District website (see Addendum A for the link).
- The Host Club makes the rules. Neither the District nor DMT will dictate any rule or regulation. (However, if you need some guidance or ideas, the DMT has those available for club use.) This is a Club initiative and not a District, Zone or RI initiative. Each Club makes its own rules about how much dues will be for members of the Satellite, as long as the fees are high enough to support District and RI dues. The Club also makes the rules when and where the Satellite meets. Clubs are encouraged to recognize the need for a **substantial connection between the Host Club and its Satellite**. Combined projects, service work and gatherings are strongly encouraged. The Host Club and its Satellite must have shared experiences to ensure a bond remains among the members.
- All Satellite members are required to pay Rotary International (RI) and District dues, as administered by the Host Club. Beyond those obligations, it is up to the Satellite and its Host Club to determine the dues structure for each member.
- All Satellite members are to be recorded in their respective District's database and Rotary International's database as a member of the Host Club. There is no special designation for Satellite (as of this version 1.2a); however, there may be a designated area in the District database for Satellite member notation. This will enable the membership reports to be accurate for the Host Club and for dues purposes. Until there is a designated area in the database, it would be useful for the Host Club to maintain a list of Satellite members for reference purposes.
- It is recommended that the Host Club prepare a Memorandum of Understanding to establish the policies and procedures for its Satellite.

### **MANAGING A SATELLITE**

- The Host Club provides general oversight, support and mentoring of a Satellite as is deemed appropriate by the Board of Directors.
- For the day-to-day governance of a Satellite, it has its own annually elected leadership drawn from its members. The highest officer of the Satellite shall be the Chair and other officers may include the Immediate Past Chair, the Chair-Elect, the Secretary and the Treasurer.
- The Satellite leadership is responsible for the day-to-day organization and management of the Satellite and its activities in accordance with Rotary rules, requirements, policies, aims and objectives under the guidance of the Host Club. It shall have no authority within, or over, this club.
- A Satellite operates under the Constitution, By-Laws, and rules of the Host Club unless both groups agree to special by-laws and rules, which may be enacted for the Satellite.

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- The Satellite does not have any direct official business or contact with Rotary International. All official Rotary business is facilitated through the Host Club.
- A Satellite and its officers do not have special access to Rotary databases; only the Host Club executive can add, change or delete information. Individual members will be able to access “My Rotary” normally.
- The two groups (i.e. Host Club and Satellite) should enjoy a close working relationship with regular joint meetings as well as projects. This will be essential for the long-term future and well-being of the Host Club and Satellite.
- The Host Club and its Satellite must meet together at least once per quarter.
- The Board of the Host Club has the final authority where there are disagreements.
- The Host Club should remain responsible for all Rotary administrative functions of the Satellite including dues collection and the handling of all fundraising proceeds and grant funds.
- The Host Club mentor(s) should continue to attend the new Satellite’s meeting for at least twelve (12) months. The President and Board members of the Host Club should assist and mentor their counterparts in the Satellite.
- This is a balancing act. The Host Club, after deciding to establish a Satellite, must allow the Satellite to find its own place and set its own rhythm, traditions, and procedures.
- The relationship between the two groups is permanent and the workload for the Host Club will be increased. The District Governor must be satisfied that the Host Club can fulfill these extra duties permanently or until the Satellite charters as a separate club if it decides to do so.

### **RECOMMENDED BEST PRACTICES FOR SATELLITE OPERATION**

- The Host Club should have at least one member, and preferably two, who serve as mentors to the Satellite and help champion the Satellite in its formation and operation.
- Members of the Satellite should serve on relevant committees of the Host Club.
- The Satellite should meet at least **twice per month** at which time Rotary business can be discussed.
- Satellites should also provide additional regular opportunities for service, fellowship and Rotary engagement.

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- A Satellite should be encouraged by the Host Club mentors to establish a simple management structure to help the Satellite in organizing its activities. This may be as simple as electing a chair.
- Members of the Satellite should be eligible for management positions of the Host Club. The Host Club may elect to revisit its by-laws with possible amendment to them to make it possible for a Satellite member to serve in a management position. (Note: All Club Constitution and By-laws changes must be approved by the Host Club Board of Directors and two-thirds of the club membership.)
- Satellite members should **remain visible to the Host Club**. Satellites should encourage their members to attend at least one (1) Host Club meeting or function per quarter.
- Host Club members should attend a Satellite meeting and/or participate in a service project or fellowship event. Interaction and collaboration between Host Club and Satellite members is important for the success of the entire Rotary club as it increases cohesion amongst members and momentum for the host club and satellite.
- Host club mentors and satellite chairs should **maintain open lines of communication** and reach out to the DMT with any challenges or questions.
- Satellite members should be encouraged to attend Rotary Leadership Institute (RLI). While it is important for all Rotarians to attend RLI, it may be even more impactful for satellite members since potentially they will have less exposure to experienced Rotarians.
- The Satellite is strongly encouraged to set its own goals at all levels of service.
- Dues charged by the Satellite must be set in conjunction with the Host Club.
- The Satellite shall submit an annual report to the Host Club and the DMT reporting on its membership, activities and programs.
- It is highly recommended that the Chair of the Satellite be a member of the Host Club's Board.
- The Satellite should meet on a different day, at a different time, or at a different location from the Host Club.
- Each prospective member is required to submit a member proposal.
- There are no minimum or maximum numbers required; however, the Satellite should be capable of operating independently.
- The privileges and obligations of Rotary membership apply equally regardless of which meeting (Host Club or Satellite) they attend. The Host Club and the Satellite are permanently linked as the members of both groups ultimately comprise the Host Club. That tie can only be broken if the Satellite charters as an independent Rotary Club.

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## **LAUNCH YOUR NEW SATELLITE**

The initial induction of Satellite members may be done at the Satellite meeting or a Host Club meeting. Generally, this is a big celebration for the Host Club and its new Satellite. District leadership should be invited to join in the celebration and be there to recognize this moment in the Host Club's history.

Satellites should provide a regular **“red badge” or orientation program** for all new members to ensure appropriate education about the history and function of Rotary, its foundations (RI and club) and the programs of the Host Club. It is up to the Host Club and Satellite leaders as to the format and timeline of Rotary orientation. It is also important to “know your audience” (i.e. new Satellite members) to orient and educate them in the way that fits them best.

### **Rotary 101 – Orientation, Education and Guidance**

Orientation suggestions can come from the Host Club as well as the DMT and its resources (including the District Trainer). See Addendum C for a brief outline of the topics that the DMT recommends educating a new Satellite Rotarian, or any new Rotarian!

### **Rotary Development & Leadership Training**

Satellite leadership is not required to participate in any **leadership training**; however, the District recommends that newly formed Satellites send their chairs to at least one (1) leadership training opportunity in order to become familiar with the ideals of Rotary, the expectations of Rotary clubs in your respective District, and the lessons learned from other clubs.

Some examples of leadership and role training include (in no particular order):

- Rotary Leadership Institute (RLI)
- Club Training Workshop (aka District Assembly)
- District Conference
- Satellite Summit



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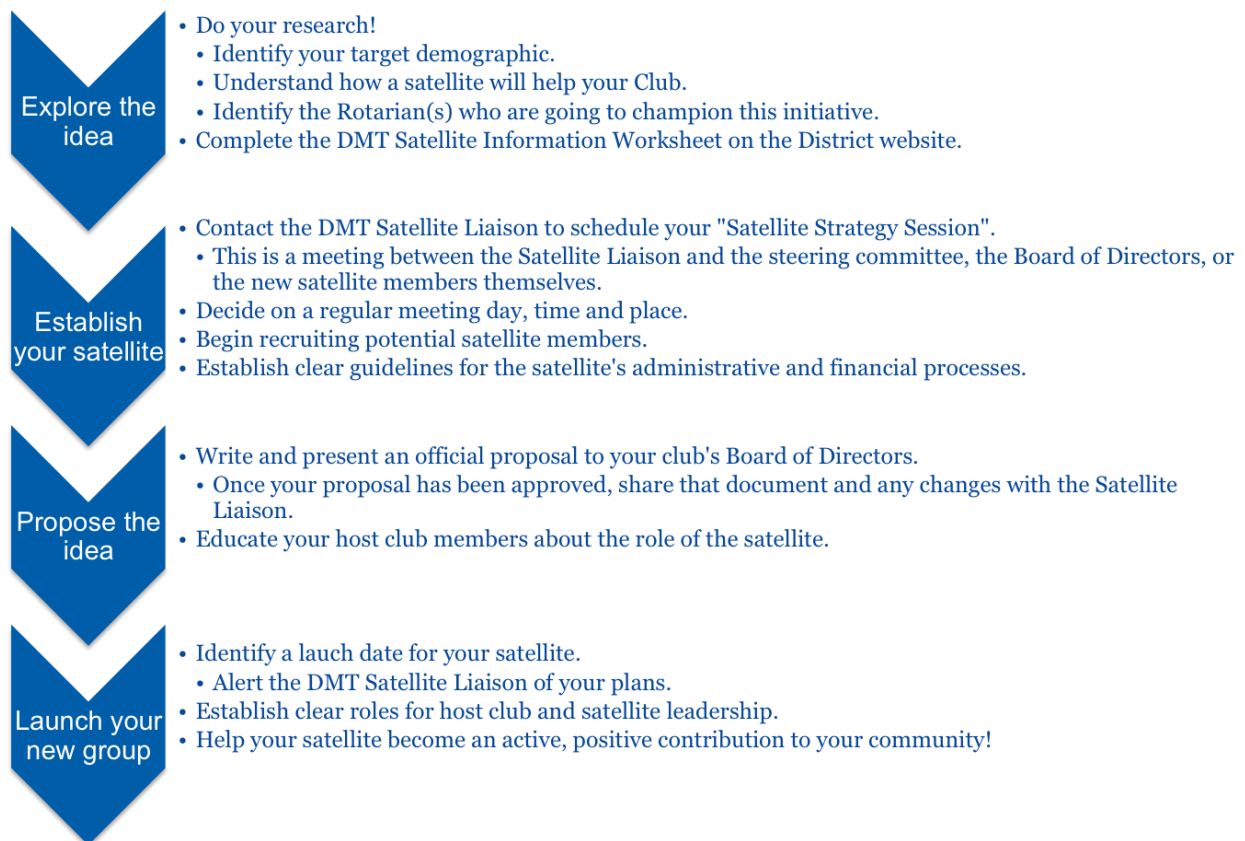
**ADDENDUM A – SATELLITE PROCESS**

Your District Membership Team (DMT) should create a worksheet such as seen in this link that must be completed online by a Rotary Club exploring forming a Satellite.

Go to <http://portal.clubrunner.ca/50085/SitePage/satellites> to see District 5450's Satellite Exploration Worksheet.

The District will use this information to add Satellites to the District Directory as well as to provide training opportunities, support, and more to Satellite leadership. The DMT may ask Satellites to submit the form for updates to ensure the most up-to-date information is on file at the District level.

The Satellite planning effort of the Host Club should hold a "Satellite Strategy Session" with the DMT's Satellite Liaison prior to submitting a proposal to their Host Club Board of Directors. This is to help the Satellite effort provide the most complete overview of their administrative, financial and service goals to the Board of Directors. It will be easier to have plans in place that can change later rather than to make it up as the Satellite tries to grow and flourish.



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**ADDENDUM B – GLOSSARY OF SATELLITE TERMS**

**Host Club** – The existing Rotary club that creates, mentors and collaborates with its Satellite.

**District Membership Team (DMT)** – A team of Rotarians in your District who oversee membership growth, engagement and retention with the express purpose of being a resource for Club membership chairs, Clubs, Assistant Governors and the District Governor's leadership string.

**Satellite** – A strategy for increasing and strengthening a Club's membership by organizing a group of Rotarians (new and existing) who meet at a different time and place, and oftentimes have lower dues than the Host Club. A member of a Satellite is a full-fledged, dues paying Rotarian of the Host Club, with all the rights, privileges and obligations of the other Rotarians belonging to the Host Club.

**Satellite Club as part of Rotary International's Membership Pilot program** – Initiated in 2011 by RI as a membership pilot project and that has been extended through 2017.

**Satellite Liaison** – A member of the District Membership Team (DMT) who is designated to focus strictly on advising and supporting potential and existing satellites.

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**ADDENDUM C – ROTARY 101 OUTLINE**

- I. Structure Of Rotary
  - a. Approximately 1.2 million Rotarians in over 200 countries
    - i. Over 34,000 Clubs
    - ii. 532 Districts
      - 1. 50-100 Clubs per District
      - 2. 10-15 Areas per District
    - iii. 34 Zones
    - iv. Rotary International
  - b. Rotaract & Interact
  - c. Nonaffiliation with religion, politics, etc.
  - d. History
  - e. Websites
  - f. ABCs
- II. Guiding Principles
  - a. Object of Rotary
  - b. Four-Way Test
  - c. Avenues of Service
  - d. Mission
- III. Rotary Organization
  - a. Club
    - i. Organization
    - ii. Constitution and Bylaws
    - iii. Weekly meeting agenda
    - iv. Projects and beneficiaries
    - v. Dues
    - vi. Other Giving
      - 1. TRF
        - a. PolioPlus
        - b. Paul Harris
      - 2. Club Foundation
  - b. District
    - i. Goals
    - ii. Organization
    - iii. Committees
    - iv. Grants
      - 1. District Grants
      - 2. Global Grants
      - 3. Areas of Focus
    - v. Rotary Youth Leadership Awards (RYLA)
    - vi. Rotary Leadership Institute (RLI)
    - vii. Vocational Training Teams
  - c. Rotary International
    - i. Organization
    - ii. Interest groups (Fellowships)
    - iii. Action groups
    - iv. Strategic partners
- IV. Power And Depth Of Rotary

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- a. Visit another club
  - i. Pin
  - ii. Club Locator
  - iii. Pennants
- b. District Conference
- c. District Assembly
- d. International Convention

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**ADDENDUM D – QUALIFICATIONS**

Your Satellite must meet the qualifications set forth by your respective District and RI's constitutional documents.

1. The Satellite effort must obtain approval from the Host Club's Board of Directors. It is also recommended, although not required, that the Satellite effort obtain a two-thirds favorable vote from the Host Club's existing members.
2. Champions and Mentors of the Satellite effort must meet with the DMT's Satellite Liaison prior to the launch of the Satellite.
3. All members of the Satellite must participate in an appropriate orientation and education program under the guidance of the Host Rotary Club.
4. Officers or Chairs of the Satellite will communicate with the Host Club on a regular basis as established by the Host Club and attend a Host Club function no less than once per quarter.
5. The members of the Satellite will be included on the Host Club's semi-annual report (SAR) and will pay their RI per capita dues through the Host Club as requested.
6. The Satellite will abide by the dues structure set by the Host Club's Board of Directors for its members including an appropriate induction fee and an optional annual fee that allows the Host Club to cover its financial obligations.

If approved, this Satellite will:

1. Abide by the Constitution and Bylaws of RI.
2. Abide by the Rotary Club Constitution and By-laws of the Host Club.
3. Maintain a good relationship with the Host Club and abide by its decisions and requests.
4. Maintain a good relationship with the District and abide by its decisions and requests.
5. Provide the Host Club with all reports required by the Rotary (Host) Club Constitution.
6. Promptly apprise the Host Club of all membership changes (additions and losses) and submit RI per capita dues for all members to the Host Club in a timely manner.

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**ADDENDUM E -  
NOTES FROM DISTRICT 5450's  
FIRST SATELLITE SUMMIT**

**Satellite Summit  
November 10, 2014  
Agenda**

6:30-6:55pm: Check in

**7:00-7:10pm:** Debi's welcome:

- Introductions:
- Task Force (Mary Kay, Bill, Jenn, Ryan, Debi)
- DMT members present (Bill, Diana, )
- thanking district leaders for coming:
- Purpose of Summit
- Definition of Satellite as we in D5450 see it
- Message that Satellite is one of many ways to strengthen membership and Retention is very important
- Introduction of clubs with Satellites

**7:11- 7:41pm:** Each club will have 5' to talk about their experience in planning, executing and maintaining. We want the clubs to have the sponsors/mentors work with Satellite members to put together talking points for the 5' talk.

**Clubs with Satellites represented:**

Boulder (pilot of RI initiative)  
Denver Southeast  
Aurora Fitzsimons  
Summit County  
Highlands Ranch  
Mountain Foothills

**7:42- 8:40pm:** Free flowing dialogue for all attendees with Debi and Task Force as moderator and facilitators. Debi will have questions ready to pose in case there is a lull (which we doubt). We want to make sure that people don't get in the weeds about details, projects,...

**8:41-8:45pm:** Close out meeting

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**Recap of Satellite Summit**

Debi Bush, District Membership Chair, facilitated the Summit. Introductions of the Task Force, District Membership Team and district officers were followed by review of purpose of the Summit, description of a satellite. Purpose is sharing, questions from those interested. Big word in membership is flexibility - Satellites give that. In District 5450, emphasize different meeting time, sometimes different place, sometimes different cost amount and/or structure (meals or no meals or pay individually).

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Six clubs have Satellite groups and five were represented at the Summit: Boulder and its New Generations Rotary Club (a pilot Satellite club, one of 200 worldwide selected by RI); Denver Southeast; Aurora Fitzsimons; Highlands Ranch; and Mountain Foothills. The Summit County club was unable to attend due to the weather.

Each club was asked to have a member speak about getting the Satellite launched (e.g. Purpose, the Why, time frame, recruiting members for the Satellite) and a member of the Satellite group. Each club was allotted 5 minutes per club to share with the Summit attendees.

#### **Denver Southeast (DSE):**

- There were initially 7-8 people and then up to 15 on the planning team.
- Prospects included children of members, colleagues, and friends. Young professionals were the age demographic. There were 50-60 who attended the exploratory meeting.
- They created a website and PR to attract prospects
- In the beginning of the DSE Evenings group, they had 4 meetings that included discussion and explanation of
  - What is Rotary?
  - Why be a member?
  - Regular meetings (2 meetings)
- Initial induction was October 2013 with 25 new members
- Currently, the DSEE meets twice a month on the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday evenings.
- Successes:
  - Meetings are twice a month and not weekly like the DSE morning (“mother/home”) group
  - Cadence of meetings with service and fellowship
  - Quarterly dues are ¼ of the morning group.
- Challenges:
  - Finding a consistent place to host the meeting that didn’t require money.
  - Time commitment

#### **Aurora Fitzsimons:**

- Three members of the club helped guide and mentor the Satellite get going
- Rotary club has had a presence on the University of Colorado medical campus since 2004 but has struggled in recruiting students or professionals at the various schools on campus.
- The club had a booth at “Welcome Wednesday” on campus to promote the satellite
- There were 10 members of the home club before launching the Satellite group. Five were inducted in February 2014 and now there are 29 in the Satellite.
- Satellite has 2 meetings a month where one is a regular meeting and one is social or service
- Satellite members got involved in several service projects.
- Originally they fundraised to cover dues (as they are students and finances are tight) and then changed to having the money go to projects (\$36/quarter)
- There are several key officers
- Fundraiser money will go to a student-run clinic on Colfax
- Not all members of the Satellite are students as the members have attracted professionals and friends.

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**Highlands Ranch:**

- The Littleton Sunrise club was down to 8-10 members and the HR club had been considering sponsoring a new club on the west side of Highlands Ranch. The Littleton Sunrise club voted to become the core of a satellite group and all of its members remained in Rotary.
  - The Satellite is multi-generational with ages ranging from 30-80 years
  - The Satellite already had their own money and projects
  - Membership is now at 14.
  - Great advertising to grow each group with different meeting times
  - Due to the Satellite, the Host Club members have become more involved
  - There are 2 meetings a month where one is service and one is social
  - \$100/quarter dues and \$25 to Foundation
    - Dues cover \$25 to RI, breakfast and service projects
  - Morning meeting and have been successful with their meeting location
  - Success:
    - Worked on a strategic plan to address their challenge
  - Challenge:
    - Went from being an established club to something new and different

**Mountain Foothills:**

- They decided to start a Satellite group because the average age is 69.
  - Focus is to attract 40-50 year olds and younger business professionals
  - Six members of the club started the process planning and it was a long process
  - Rich Mancuso was the driving force and pulled in his acquaintances
  - The Satellite members have been identifying projects close to their wishes including VA Hospital baskets as their first project.
  - Meetings are twice a month in the evenings and a social meeting 1x/month
  - Connect with the hub club every 3<sup>rd</sup> Wednesday and joined their meeting
  - There are 8 members currently in the satellite
  - There is a mentorship liaison with member of hub club
  - Dues are \$30/quarter which cover required dues
  - Hub club has made allowances in their by-laws to relax membership requirements (e.g attendance and dues)
  - Members pay for their own meals which are optional
  - Challenge: finding a meeting location

**Boulder New Generations Rotary Club:**

- The Satellite club is 4 years old and is 1 of 200 around the world for the RI Satellite pilot
- Dues were covered by the Host Club for the first 3 years and are now New Gen members are paying dues of \$30/quarter
- Focus on projects that members love
- Meetings are the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays plus 1 social a month that is with both the home club and New Gen
- Google Hangout is used by members who are now living in other parts of the U.S. due to job relocation and this keeps them involved



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- There have been 31 members over the 4 years; right now there are 16 and shortly growing to 18
- Consistent service projects like volunteering for the annual Boulder Bolder
- Working on a matching grant (global grant) for program in South America
- Developing a sustainable growth model
- Thanks to the University of Colorado being nearby, they can reach out to incredible speakers
- Have invested a lot in a logo and website ([www.bouldernewgen.org](http://www.bouldernewgen.org))
- Feeling out a long-term relationship with other local groups
- Formal mentoring
- There is a focus on professional development
- The New Gen club creates energy in the Boulder (home) club

In addition to the clubs with Satellites, there were 2 Rotaract clubs represented.

**Denver Metro Rotaract:**

- In existence for 15 years and sponsored by the Smoky Hill club
- Very similar to a satellite group setup
- Dues are \$30/quarter and puts right back into projects
- Able to be involved with multiple Rotary clubs versus a Satellite that is directly connected and part of a single club including having worked with Denver Mile High, Denver Sky High, 5 Points, Wheat Ridge clubs.
- There are 2 meetings a month that are only service and social focused
- There is a business meeting quarterly
- 15-20 members now and a great energy. Members tell friends and colleagues about it
- Meeting locations vary from offices downtown or a restaurant
- Success with website

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### **DTC Rotaract:**

- Founded in 2009 and sponsored by the Denver Southeast and Highlands Ranch clubs and they lean on the relationships
- Have had challenges with consistency and there was almost a complete membership turnover two years ago
- Meeting is at PGA headquarters the 1<sup>st</sup> Wednesday of the month and at a restaurant for happy hour for the 3<sup>rd</sup> Wednesday. They like the 3<sup>rd</sup> Wednesday location to rotate
- Had a conversation about satellite but like having relationships with both clubs
- There are 8-10 members
- Dues are \$26/quarter and they go back to members

### **Open Discussion:**

- Geography-focused Satellite is an option such as newly launching one in Nederland as part of Peak to Peak club
  - Sometimes the Satellite meets several miles away from Host Club (e.g. Mountain Foothills)
- Littleton club has a new Satellite that meets in the evenings. Its representative was unable to attend due to the weather.
- Is there a common denominator in members?
  - Aurora Fitzsimons does with students even though not exclusive to students
  - Boulder New Gen is mostly young professionals wanting to engage in the world
- Can clubs combine efforts to create a joint Satellite for the mentorship can be a lot for one club to manage?
  - According to current RI rules, you can only belong to one club so that would not work
  - This could be a great space for a Rotaract club
- PDG Dan Himelspach said that Satellites are an attitude and an approach, not a membership thing. If you want to do it, try it. The RI pilot for Satellite clubs was extended until June 2017 to give Rotary more time and the clubs to take action.
- The By-Laws say that Rotary clubs must meet weekly and if a member attends less than 50%, they “may” be dismissed
- BUT there are no Rotary police
- Rotary must change to accommodate prospective members, not have prospective members fit into the current mold
- Satellite groups can be formed to eventually become an independent club but it is not mandatory.
- Meeting times for satellites are mostly evening meetings
- Price – less of or no price difference between home club member dues and satellite IF you do not include mandatory meals
- Concern: what if people only join Satellites and not the home club?
  - Doesn't matter! So what? DG Peter Ewing said that if people join a Satellite of a club, “what will be, will be.” If the Satellite is more attractive, a Rotarian is a Rotarian. The Satellite initiative may help Rotary to draw in more service-minded people.
- Some Satellites are interested in becoming their own chartered Rotary club that looks different

The Satellite Handbook  
*Best practices, recommendations and ideas for Districts*

- Host Clubs and Satellites have different cultures that long term will attract different members
- Launching a Satellite: do you move members from Host Club or find them from outside the club?
  - DSE brought in young professionals from outside the club
  - Boulder – there is not a divide between Satellite club and Host Club; they are one club just meeting at different times
- Satellites are not necessarily for only young people: it can be age, work, geography-based or even something different that has not yet been introduced in our district
- It's exciting as a small young group is having the opportunity to fail and grow.
- “Young professional” is a choice for a satellite, not a default position for satellites. Every club should look at what they want a satellite to be. Not all are for young professionals, not all will be.
- If a different demographic is the focus, may find that that is a feature/benefit that attracts people because they have characteristics and outlooks and desires in common.
- Some Satellites are peopled by folks in their 30s and up who don't feel like 'young professional' is the appropriate terms to apply to them. Better term might be “mid-career”. Even if they seem young to some Rotarians.
- Support and connection and mentoring and learning are all involved in creating a successful satellite.

The Satellite Summit adjourned at 8:45pm.