



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

ROTARACT

1,153,717

- 12,614 since 1 July 2022

MEMBERS

164,416

- 43,545 since 1 July 2022

36,860

+11 since 1 July 2022

CLUBS

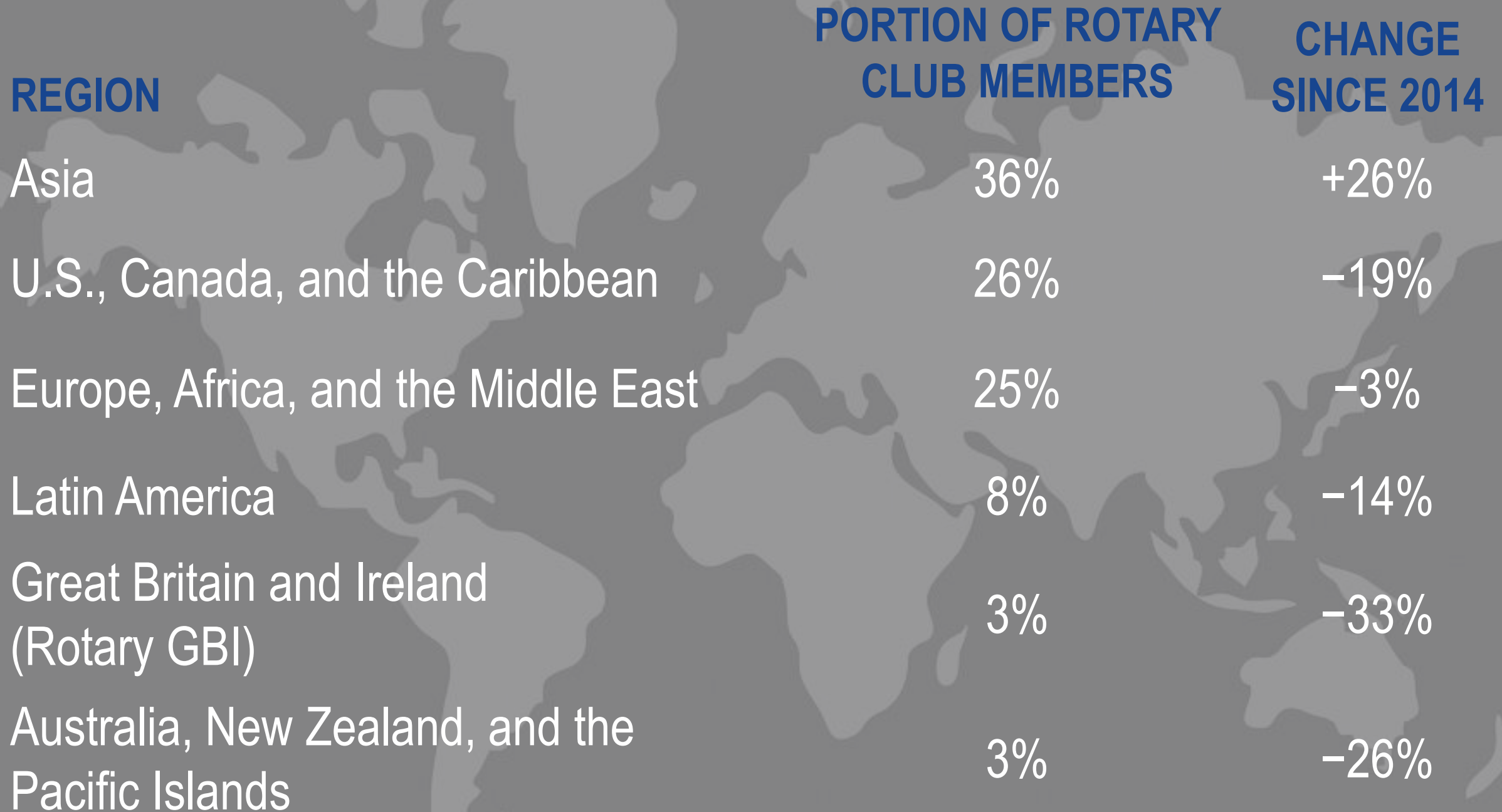
11,191

-179 since 1 July 2022

26%

WOMEN

47%

A faint, grayscale world map is visible in the background of the slide, centered behind the text.

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

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](https://rotary.org/start-club)

DISTRICT 5650:

1,760 MEMBERS
- 131 from 2019

42 CLUBS
-2 from 2019

TREND, AS OF OCT. 1, 2023

DISTRICT

WORLDWIDE

Men, women

65%, 35%

74%, 26%

New member retention

90.75%

88%

Existing member retention

85.59%

87%

Members under age 50

25%

22%

Members over age 50

61%

53%

Age not reported

14%

24%



GLOBALLY

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.



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

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

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