

NEW MODELS OF ROTARY

Rotary (**)

AGENDA WHAT YOU CAN EXPECT TO GAIN FROM THIS SESSION

- Traditional Clubs
- Why are new models needed?
- Rotary eClubs
- Rotary Passport Clubs
- Personalised Membership Model
- Traditional Clubs with a Twist*
- Rotary Satellite Clubs*





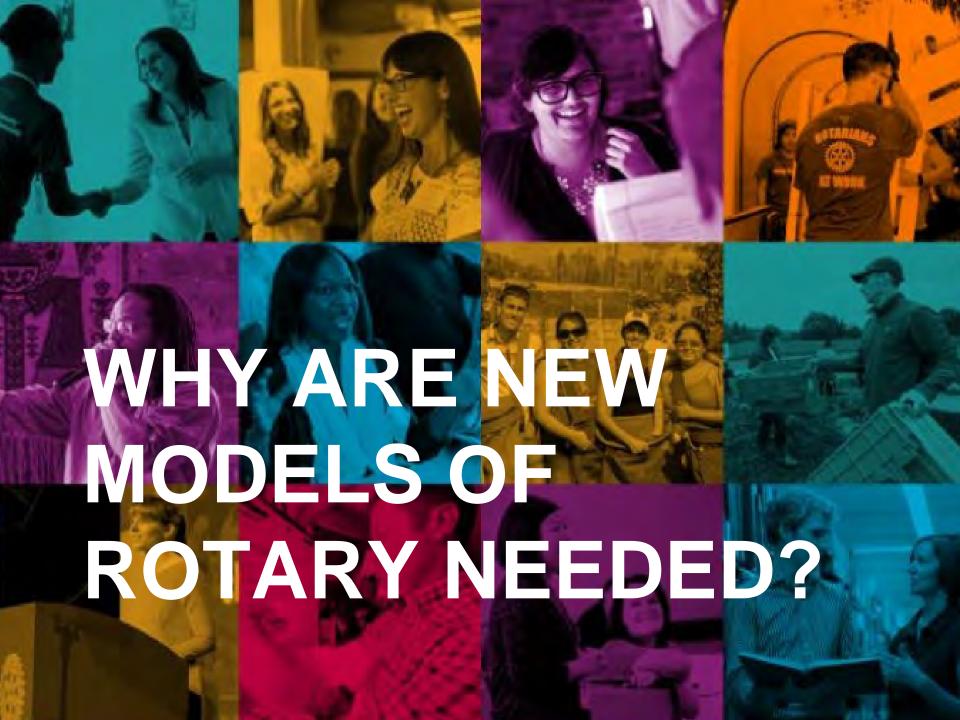
TRADITIONAL CLUBS WHAT IS A 'TRADITIONAL CLUB'?

- Weekly face to face meeting
- Meet at same time and place ie. Geographically Bound
- Meal
- Speaker
- May or may not include traditions including Grace, Anthem, Toasts etc.
- May or may not include Sergeant Session



ADVANTAGES AND CHALLENGES

Feature	Advantages	Disadvantages
Weekly Meeting	Consistency, Camaraderie	Inflexible
Meet at same time and place	Consistency	Inflexible
Meal	Camaraderie	Financial Costs
Speaker	Insights into a new topic, Entertainment	May not be of interest to everyone
Traditions eg. Grace, Anthem, Toasts	Camaraderie and sense of Respect	Can be seen as outdated and exclusive
Sergeant Session	Camaraderie, Entertainment	Exclusive, Financial Costs

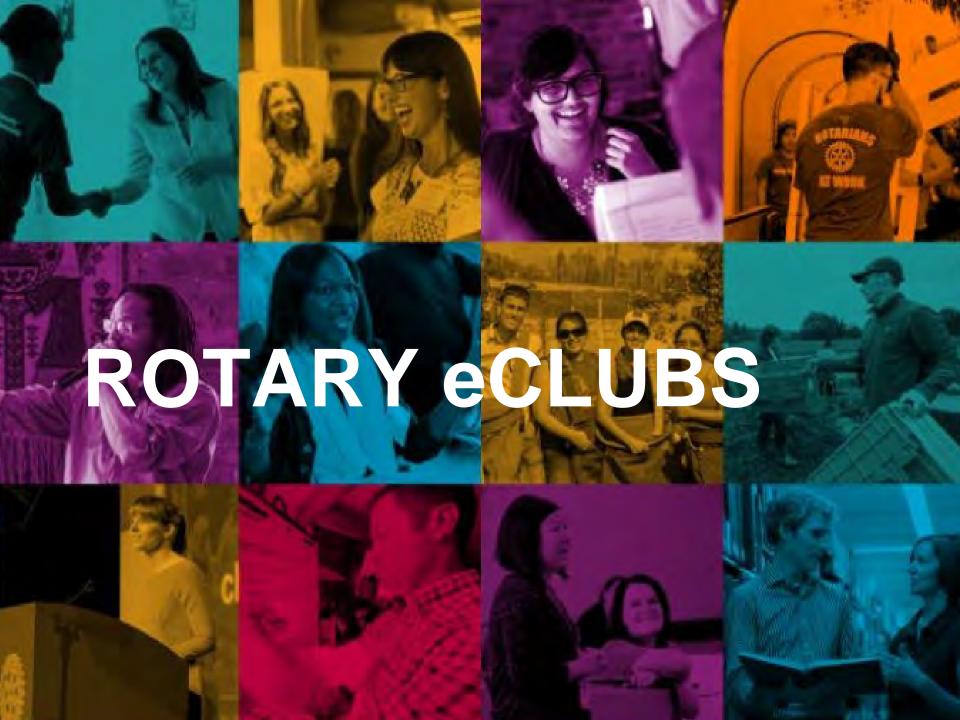


THE DISRUPTION OF THE INTERNET



MORE PEOPLE ARE DESIRING FLEXIBILITY





FEATURES OF AN ecub

- Using technology to connect on all things Rotary
- Meetings are generally online
- Members are likely to catch up in person
- Attractive to people who move a lot or travel for work
- Attractive to people who want a flexible and low cost model

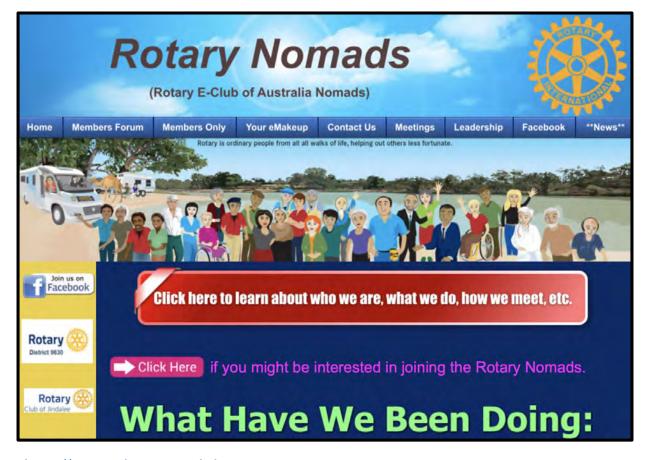


WHAT IS A ROTAR Y eCLUB?

Feature	Traditional Club	eClubs
Weekly Face to Face Meeting	Yes	Weekly, not in person
Meet at same time and place	Yes	Meet online Not always same time
Meal	Yes	No
Speaker	Yes	Often Yes
Traditions eg. Grace, Anthem, Toasts	Yes	No
Sergeant Session	Yes	Usually not, but may do happy coins



EXAMPLE: ROTARY eCLUB OF AUSTRALIAN NOMADS



http://nomads.rotaryclub.asn.au



FEATURES OF A PASSPORT CLUB

- Less or no focus on meetings
- Focus on Service
- Often have to complete a certain number of hours of service
- Once hours completed their 'Rotary Passport' is stamped



ROTARY PASSPORT CLUBS FOCUS ON SERVICE

Feature	Traditional Club	Passport Clubs
Weekly Face to Face Meeting	Yes	Optional
Meet at same time and place	Yes	No
Meal	Yes	No
Speaker	Yes	No
Traditions eg. Grace, Anthem, Toasts	Yes	No
Sergeant Session	Yes	No

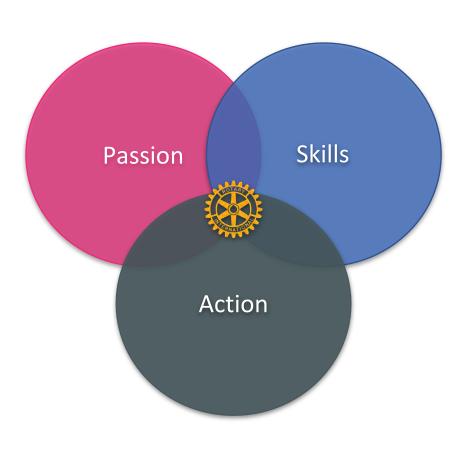




FEATURES WHAT IS A 'PERSONALISED MEMBERSHIP MODEL''?

- Focus on ENGAGEMENT and IMPACT
- Particularly attractive to Rotary Youth Program Alumni
- Members can dip in and out as they have interest and capacity
- Understanding member needs and providing value accordingly
- Local and Global membership ie. face to face and remote service, professional development and social opportunities
- Supports existing Rotary initiatives and Club Projects
- Leverages Rotary Fellowships for social connection and Rotary Action Groups for service

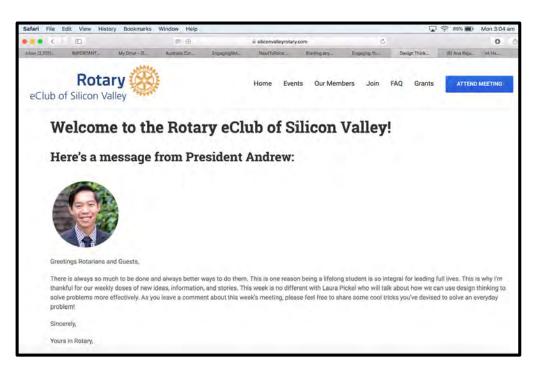
EXAMPLE: ROTARY SOCIAL IMPACT NETWORK







MEETINGS AND SERVICE











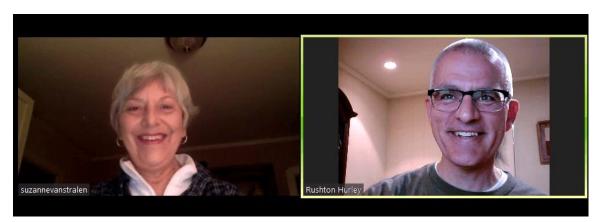


https://www.siliconvalleyrotary.com

SOCIAL AND PROFESSIONAL VALUE



Club Camaraderie
Online Happy Hour
Sessions



Facilitate 1:1 Connection (Coffee with a Rotarian Program)



TRADITIONAL CLUBS WITH A TWIST

Feature	Traditional Club	Traditional Club with a Twist
Weekly Face to Face Meeting	Yes	Yes or Fortnightly
Meet at same time and place	Yes	Not Necessarily
Meal	Yes	Usually Not
Speaker	Yes	Usually Not
Traditions eg. Grace, Anthem, Toasts	Yes	Usually Not
Sergeant Session	Yes	Usually Not





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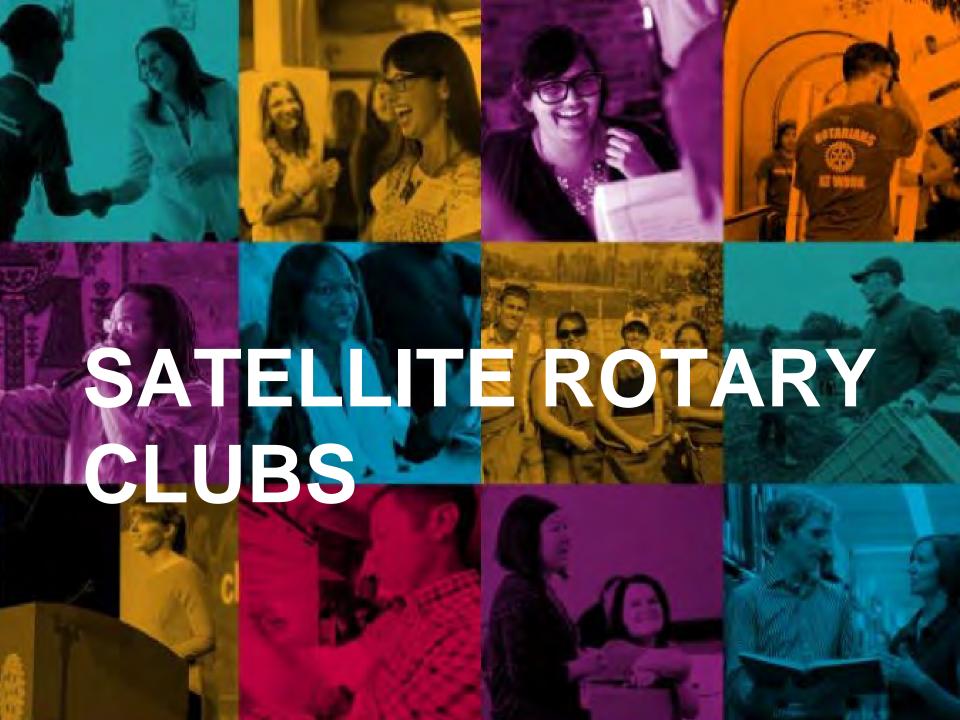


First Rotary Coffee Club in Australia

EXAMPLE:ROTARY CLUB OF SEAFORD







ROTARY SATELLITE CLUBS

- Leverages the experience and resources of an existing Rotary
 Club
- Can be used to start new clubs or support clubs struggling to attract new members:
 - Support small number of new clubs until they are ready to Charter themselves.
 - Reduce administration for clubs losing members, allowing them autonomy and ability to continue executing projects.



KEY TAKE AWAYS WHAT YOU MIGHT HAVE LEARNED

- The internet has impacted the value offering of traditional Rotary Clubs (people are seeking greater flexibility with how they spend their time and money)
- New Rotary models compliment and leverage the traditional model of Rotary – There's a place for everyone!
- Greater flexibility models can still provide the same impact to the community
- There is wide diversity across new clubs ie. not all Rotary
 eClubs or Rotary Passport Clubs are the same as each other





Rebecca Fry

Corporate Social Responsibility

Rotary eClub Silicon Valley Member Founder Rotary Social Impact Network Past Chair Rotaract Australia Co-Founder RYLA Australia Alumni Assoc.

> Rotaract & Millennial Engagement PR & Rotary Core Values Engaging Rotarians Remotely

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