

D5450 Satellite Summit
11/10/14

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).

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, 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 2nd and 4th 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.

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 home 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 3rd 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 and its New Generation 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 home 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 1st and 3rd 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
- 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)
- 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

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 1st Wednesday of the month and at a restaurant for happy hour for the 3rd Wednesday. They like the 3rd 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 home 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
- Mother clubs and satellites have different cultures that long term will attract different members
- Launching a satellite: do you move members from mother/home 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 hub 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.