

Attracting Younger Rotarians

Things to Think About:

Meeting Changes- *are you a morning/lunch or evening club?? Young Professionals prefer a morning or lunch - evenings can be too busy for their families- baseball/soccer games etc.* Younger Rotarians may also like an early evening time, with a social time, short business meeting and meals optional after.

Club Changes - There could be a Satellite club that meets on a different day/time that accommodates younger Rotarians. Is your club family friendly?

Attendance Changes- offer a membership incentive – *a member in Greece gets a three free lunches with a new member.* Rotary has made significant changes in options from makeups: E-Club, projects, committee meetings, etc.

Optional Meal Changes- *YP especially women prefer salads or lighter meals.*

Social Media including Website: Most Younger Rotarians are very dependent on electronic information from Websites and other Social Media applications

Family Friendly How many family events do you have where family members can attend an event or meeting. Can a youth attend your meeting and sit in the corner quietly for those that can't get child care?

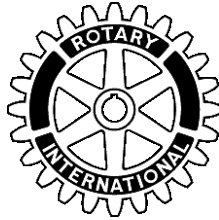
Younger Member Rotary Clubs or Satellite clubs may be more suited to their needs.

How does your club look from a guest's prospective at meetings and projects? Would your meetings and programs be interesting to younger Rotarians; your projects?

Do you keep track of Rotary Program Alumni (YE, RYLA, Interact, Rotaract, scholarships, etc.?)

Now once you have them (covered in Member Retention):

1. Engagement
2. New Member Orientation



Attracting Younger Rotarians

10 ideas to attract younger members (From Creating your Membership Development Plan En-417) <https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan>

1. Waive or reduce fees for a period.
2. Create a satellite club with an alternate meeting time or format that is more convenient for prospective members with young families. Consider a Saturday morning meeting or a satellite e-club.
3. Reduce meal expenses or make meals optional. Consider bringing pastries to a meeting, organizing a potluck, or having everyone take turns bringing the food or beverages.
4. Create social and networking activities that are interesting and convenient for younger professionals.
5. Invite groups of younger people to join at the same time to make them feel more comfortable.
6. Create a club environment that is accepting of absences. Perfect attendance is typically not attainable for today's professionals. This may require some changes in your club's traditions or policies.
7. Highlight opportunities to get involved in local community service.
8. Assign a veteran Rotarian to serve as a mentor to make a new young member feel welcome. For information on mentoring, see *New Member Orientation: A How-to Guide for Clubs*.
9. Get them involved. Young professionals are creative and eager to generate new ideas for solving persistent problems.
10. Offer variety. Talk about the various ways new members can participate in Rotary. Find out about their abilities and interests, and find ways to put them to use in your club's work.

Rotary Membership Reference Guides will be at the 7120 District Membership Development Page at www.rotary7120.org under the Membership Development Tab and in the left column under links.