

# INNOVATIVE CLUBS

A new way to grow Rotary!



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# TODAY'S AGENDA

- What are innovative clubs and why they matter
- Learn more about the process of starting a new club
- Resources & more information

# HOW ARE INNOVATIVE CLUBS RELEVANT TO ME?

- As a leader in your club, you can be the eyes and ears to help identify opportunities for your district to launch something new
- If you are so inspired after learning about these new clubs, you could also help with creating one!
- It takes all of us to grow membership and all should be aware of the ways in which Rotary can be flexible

# WHAT IS AN INNOVATIVE CLUB?

- Innovative clubs are alternative club formats Rotary has made available in order to appeal to more members
- They help us be more flexible in order to grow membership
- What makes a club innovative can be its type, its meeting format and its model
- There are many combinations that can be used to create a unique club that will appeal to prospective members

# WHAT ARE OUR OPTIONS?

## CLUB TYPES

- Rotary Club
- Rotaract Club
- Satellite Club

## MEETING FORMATS

- In person
- Virtual
- Hybrid

## CLUB MODELS

- Traditional
- Cause-based
- Alumni-based
- Passport
- Corporate
- Interest-based
- International

[Click here for definitions of each](#)



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# CLUB TYPE: ROTARY CLUB

- Traditional type we think of with most of our own clubs
- Professionals and community leaders who want to come together to help others in many ways
- Requires 20 members to be chartered

*Take the [Starting A Club](#) online course to learn more about chartering a Rotary Club*



# CLUB TYPE: ROTARACT CLUB

- Typically younger professionals and college students that come together to put Service Above Self
- It is recommended that there be 12 members to form a new club
- Often based around a university, but doesn't have to be!

Learn more with the [Rotaract Handbook](#)



# CLUB TYPE: SATELLITE CLUB

- Require just 8 members to get started
- Sponsored by an existing club
- Members of the satellite are entered as members of the sponsor club
- Once they reach 20 members, they can charter into their own club

Download the [Guide to Satellite Clubs](#)



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# CLUB MODELS

- **Traditional** clubs are the typical lunch club that has a program and whose members enjoy the opportunity to learn about other causes while socializing
- **Cause-based** clubs consist of members looking to focus on one cause (i.e. environment or veteran needs)
- **Alumni-based** clubs are formed primarily by people who were once part of a Rotary program like RYLA, Youth Exchange, GSE, Rotaract or Interact

[Click here](#) for success stories for each model



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# CLUB MODELS

- **Passport** clubs encourage members to visit and volunteer with other clubs as a portion of their participation in Rotary
- **Corporate** club members all work for the same employer (for the most part)
- **Interest-based** clubs focus on a particular hobby or activity that all members enjoy
- **International** clubs can be a group of expatriates, a group that speaks a language that is not the main language where they reside or a group of members from different countries

[Click here](#) for success stories for each model



# SAMPLE COMBINATIONS

**SATELLITE CLUB + IN PERSON + CORPORATE**

**ROTARY CLUB + VIRTUAL + ALUMNI-BASED**

**ROTARACT + HYBRID + CAUSE-BASED**

*We can customize the type, format and model of a club so it will appeal to it's founding members*



# STARTING AN INNOVATIVE CLUB

- Can be born from an existing club
- Can be in a community without Rotary, district-wide or with no geographic boundaries at all
- Can be a spin off of an existing organization that isn't currently affiliated with Rotary

# SATELLITE CLUBS

- To start a satellite club, you need three things:
  - A champion
  - A strong sponsor club
  - A mentor
- Will create some more work for your club treasurer
- Otherwise satellite clubs can be very independent



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# STEPS TO FORM A CLUB

- Recruit people interested in becoming members
- Hold information sessions and identify potential club leaders
- Gather member info forms and dues to send in with charter forms
- Charter your new club!
- Provide mentoring and guidance for the first two years

# CAN I INNOVATE MY CLUB?

- There are many ways existing clubs can embrace change within the framework of Rotary's bylaws
- Shake Up Your Meeting
  - Social events or service projects
  - Change frequency, format
- Different types of memberships: Corporate, Family, Young Professionals
- Sponsor an Interact or Rotaract Club

[Click here](#) for more on club flexibility in My Rotary.



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# INNOVATIVE CLUBS IN 2021/22

- The best way to grow Rotary is to form new clubs that will engage new members
- Rotary has expanded the definition of a club to give us the flexibility to be creative in how we serve
- Connect with the many online resources or your district Membership Chair for support in exploring a potential new club you could champion!





# QUESTIONS?



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