



MEMBERSHIP

Super Saturday District Training Assembly
April 2, 2022

Rotary 
District 7150

 **IMAGINE**
ROTARY



TODAY'S AGENDA

- Membership Overview
- Our Challenges
- Discussion



GLOBALLY

1.4 MILLION MEMBERS

Working together, more than **1.4 million Rotarians and Rotaractors** in more than **46,000 clubs** are bringing positive change to communities worldwide.

A faint, grayscale world map serves as the background for the entire page, centered behind the table and statistics.

WORLDWIDE	AS OF 1 JANUARY 2022	SINCE 1 JULY 2021	COMPARED TO 1 JANUARY 2021
Rotarians	1,186,303	+ 23,540	+ 10,941
Rotaractors	234,408	+ 13,981	+ 9,626
Rotary Clubs	37,043	+429	+ 632
Rotaract Clubs	10,815	+ 505	- 410

25% of Rotarians are women
52% of Rotaractors are women

KINDS OF CLUBS

SATELLITE:

Members run 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



Rotary Membership Anytown

DISTRICT 7150:

1,010 MEMBERS
-156 from 2017

TREND, AS OF 3/29/22	DISTRICT	WORLDWIDE
Men, women	63%, 37%	75%, 25%
Members under age 50	10%	16%
Members over age 50	50%	46%
Age not reported	40%	37%



WHY DO MEMBERS LEAVE?

31% Too expensive/Too much time

21% Club environment

15% Unmet expectations



OUR CHALLENGES

Attracting New Members

Embracing Club Flexibility

Filling Leadership Positions



ATTRACTING NEW MEMBERS

- Is your club attractive?
- How can you find new members?

Resources:

My Rotary & the Learning Center
Membership Brochure
Club Business Card



CLUB FLEXIBILITY

- Being adaptable is essential to sustaining your club
- Changes should be made with membership growth in mind

Resources:

District Web Site

Learning Center Topics:

Leading Change

Evaluating Your Club Culture



CULTIVATING LEADERS

- Divide responsibilities and work as a team
- Mentorship
- Change up roles
- Training Opportunities
 - District Conference
 - Rotary Leadership Institute (RLI)
 - District Training Assembly



WHAT MEMBERS WANT



Local community service



Connecting with others



Professional & leadership
development opportunities

FACTORS THAT INFLUENCE MEMBER SATISFACTION:

1. Comfort with other club members
2. Club's positive impact in the community
3. Confidence in club leadership
4. Enjoying club meetings

FACTORS THAT INFLUENCE MEMBER RETENTION:

1. Comfort with other club members
2. Enjoying club meetings



VISIT [ROTARY.ORG/DEI](https://rotary.org/dei)

DIVERSITY

Welcoming people of **all backgrounds**, cultures, experiences, and **identities**

EQUITY

Ensuring that each person has **access** to the resources, opportunities, networks, and support they need **to thrive**

INCLUSION

Creating a culture where each person knows they **are valued and belong**

We are committed to being honest and transparent about our DEI journey and to continuing to learn and improve.

PRIORITIZE THE MEMBER EXPERIENCE

Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)





ENHANCE PARTICIPANT ENGAGEMENT

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)

EXPAND OUR REACH

There are all kinds of leaders in our communities, and we want them to be connected to Rotary.

Let's expand our ideas about who can be a leader. Let's recognize potential people of action. And then talk to them about how we can all benefit from their participation.

[ROTARY.ORG/STRATEGICPLAN](https://rotary.org/strategicplan)





TAKE ACTION



LEARN



ASK



COMMIT



[ROTARY.ORG/
MEMBERSHIP](https://rotary.org/membership)

MORE RESOURCES

- Is Your Club Healthy?
- Building a Diverse Club
- Online Membership Leads
- Practicing Flexibility and Innovation
- Strategies for Attracting New Members
- Kick-start Your New Member Orientation
- Best Practices for Engaging Members
- Your Membership Plan

START AT MYROTARY.ORG

TOGETHER, WE

CONNECT

Rotary



PEOPLE OF ACTION

Rotary

