

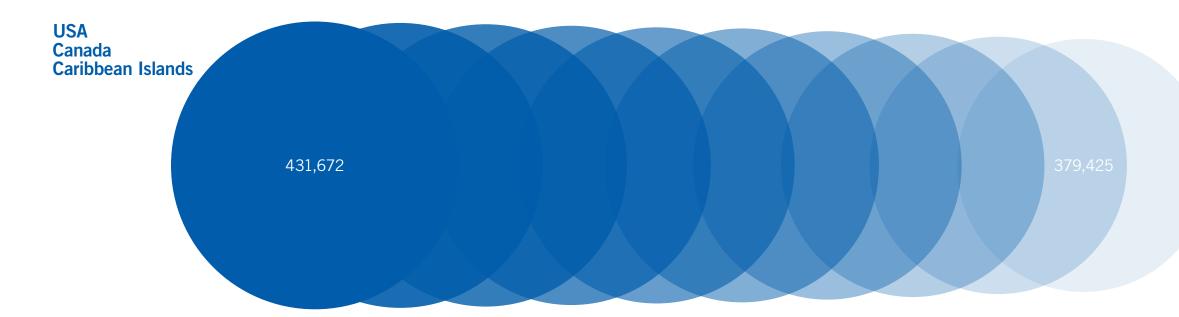
Introduction

This resource accompanies *Strategies for Attracting & Engaging Members* (417). The supplement contains regional data and membership trends that clubs and districts can use to support their planning.

Membership Trends

Please note that the largest percentages are highlighted in the chart below.

10-Year Trend 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012



Since 2003, there has been a steady decrease in members — a 12% net decline in the past 10 years.

Achieving growth is not only about attracting new members, it is also about keeping existing members. Member engagement is integral to member retention. Clubs need to ensure that meetings, programs, and service projects encourage enthusiasm in its members.

Comment from a Rotarian

"I love Rotary. I have been a member for more than 20 years, and I love giving back to the community as well as the fellowship and networking."

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 1: Evaluate You Club.

Club Size

Average Club Size by Region 2012-13 (as of July 2012)

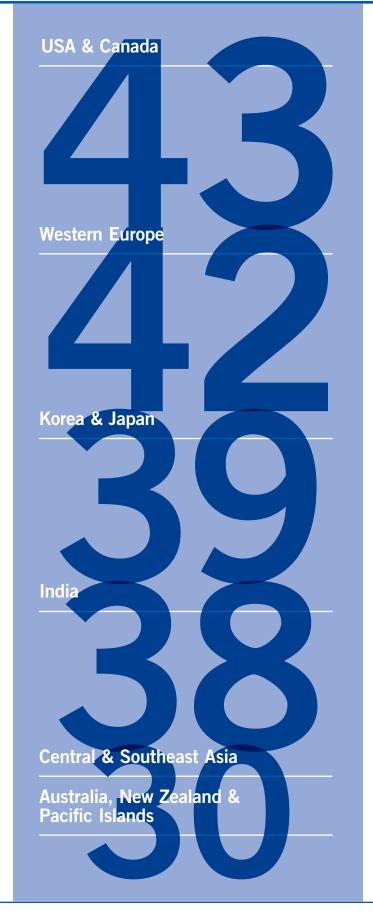
As of July 2012, the average club size in the USA & Canada was 43 members; in the Caribbean Islands, the average club size was 29. The average club size for all Rotary clubs worldwide is 36.

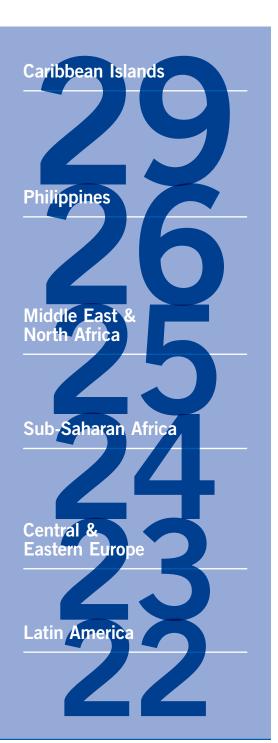
The following RI Board provisions came into effect in 2011 to ensure that clubs have adequate numbers to remain viable:

- As of January 2011, any new club is required to have a minimum of 25 charter members.
 At least 50% of the charter members must be from the local community in which the club is established.
- Each club is required to pay RI dues for a minimum of 10 members.
- A sponsor club must have at least 20 members.
 If two or more clubs sponsor a new club,
 however, only one of the co-sponsors must meet this requirement.

One disadvantage of small clubs is they may not represent all professions and demographics in a community. Smaller clubs may face many challenges that are difficult to overcome due to a lack of members, including overloading members with multiple responsibilities.

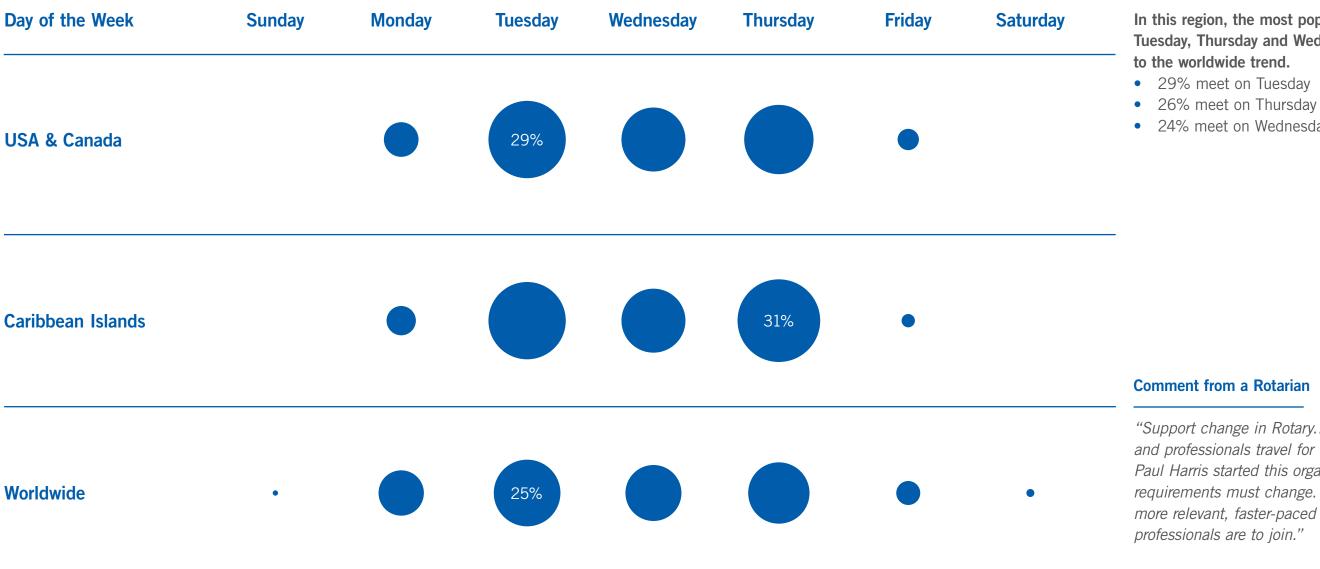
Even clubs facing serious challenges can become successful. Some strategies for success include merging with another local club, changing club meeting time, location, or format.





Club Meeting Day

Please note that the largest percentages are highlighted in the chart below.



In this region, the most popular meeting days are Tuesday, Thursday and Wednesday, which is similar

- 24% meet on Wednesday

"Support change in Rotary...business people and professionals travel for work more than when Paul Harris started this organisation. Attendance requirements must change. We need to have more relevant, faster-paced meetings if young

Club Meeting Time

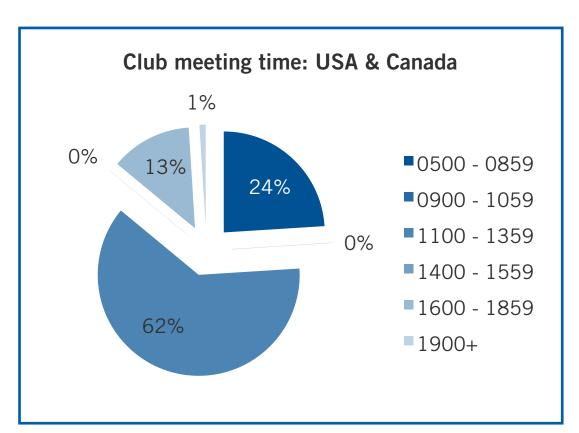
Club meeting times can negatively impact attracting and retaining members. Some of today's professionals are unable to attend lunchtime meetings due to the demands of their work. Younger members with families may have time constraints preventing them from joining evening meetings. Morning meetings may be more convenient and have become popular in some regions.

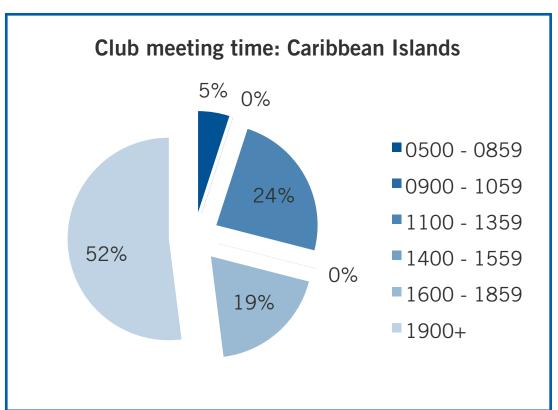
There is also the option of setting up an e-club that meets online. One of the main advantages of this model is that members can be anywhere in the world and still participate in meetings and be active in their club.

In this region, 62% of clubs meet at lunchtime, and another 24% hold breakfast meetings. In contrast worldwide, 39% of Rotary clubs meet in the evening, and only 33% meet at lunchtime. Changing work environments around the world has resulted in many clubs switching to evening times for club meetings to facilitate working professionals who cannot take an extended lunch.

Comment from a Rotarian

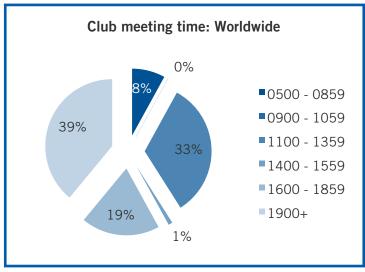
"Our club normally meets at 12pm on Monday but we have changed it to evenings. We have a full house, and the word around was that Mondays are getting tough; it's a busy work day and to go after work, I think it definitely will draw more people to come to our meetings."



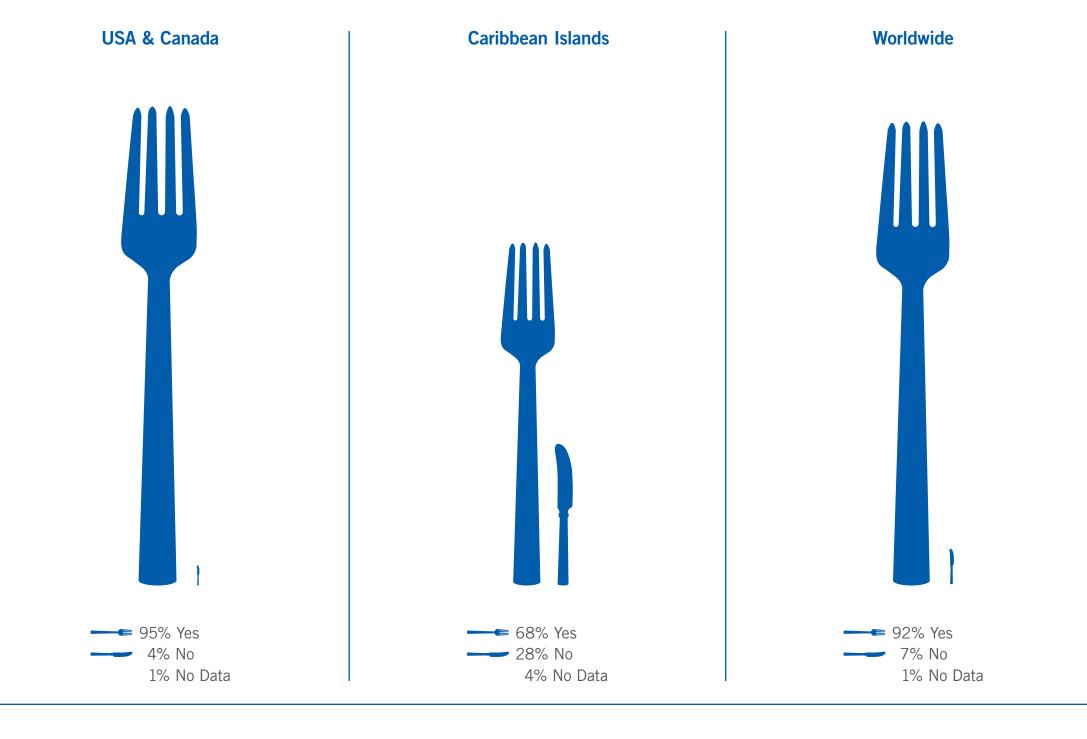


USA, Canada,

& Caribbean Islands



Meals During Meetings



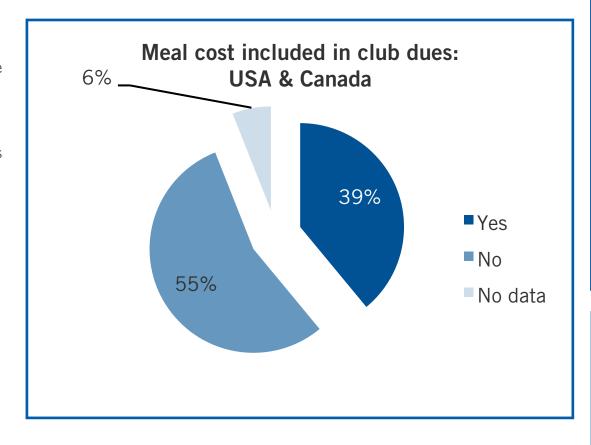
The majority of clubs in this region have meals during their meeting. In the USA & Canada subregion, 95% of clubs have a meal during meetings. Comparatively, in the Caribbean Islands the majority of clubs have a meal during their meeting but this is changing with just 68% of clubs providing meals.

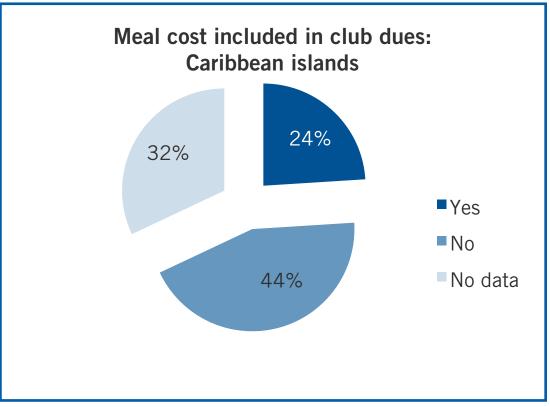
Worldwide, meals are still prevalent in clubs with 92% conducting meetings over meals.

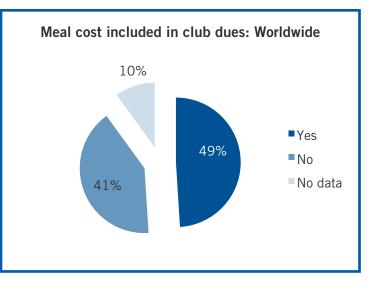
Meal Cost Included in Club Dues

The cost of a weekly meal can be expensive, and some clubs have started to include meal costs in club dues to stagger payment over a 12-month time frame. Staggering payment can make club dues more manageable.

In this region, most clubs do not include meal costs in club dues. In the USA and Canada, only 39% of clubs include meal costs in club dues, and this decreases further to 24% of clubs in the Caribbean Islands. Worldwide, 49% of clubs now include meal costs in dues.

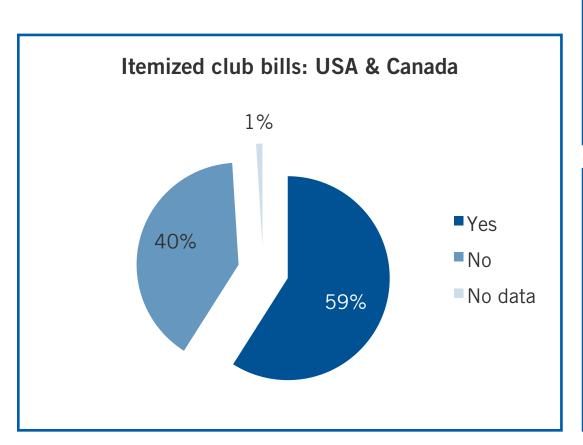


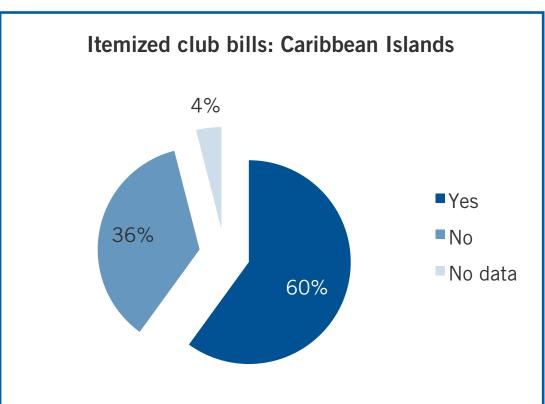


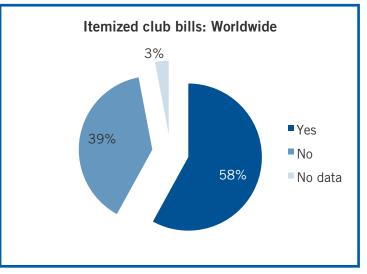


Itemized Club Bills

Rotary clubs in this region are starting to produce detailed club bills so that members have a clear understanding of the breakdown of club and district dues, Rotary International dues, magazine subscription and, in some cases, meal costs. In the USA and Canada 59% of clubs provide itemized club bills, and this percentage slightly increases in the Caribbean Islands to 60% of clubs. This region is in line with the worldwide trend of 58% of clubs providing itemized club bills.

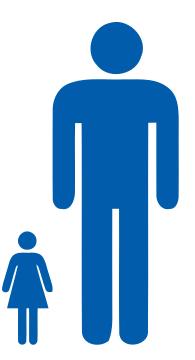




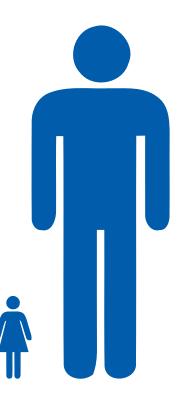


Member Gender

USA & Canada



74% Male 26% Female Worldwide



81% Male 19% Female Attracting more women members is a major factor to ensure Rotary's future. Women have long proven their worth at the community and international level, leading in a multitude of professions and excelling at the highest professional level.

Women make up 26% of the members of Rotary clubs in the USA, Canada, and the Caribbean Islands, whereas women only represent 19% of members worldwide.

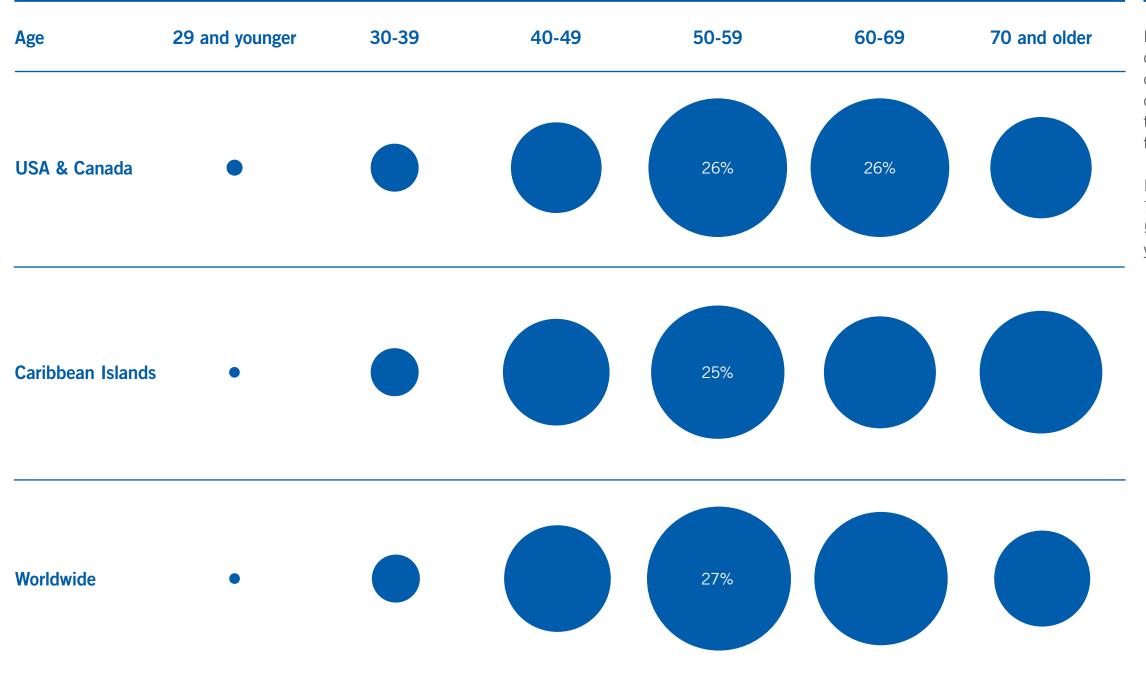
Comment from a Rotarian

"I personally know a number of very well qualified women who lead clubs and other aspects of the Rotary organization who are more than able to complete the tasks required of them and represent Rotary...very well."

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 3: Engage New Members.

Member Age

Please note that the largest percentages are highlighted in the chart below.

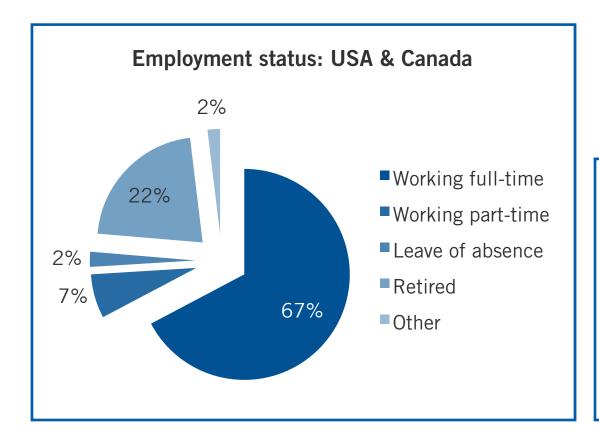


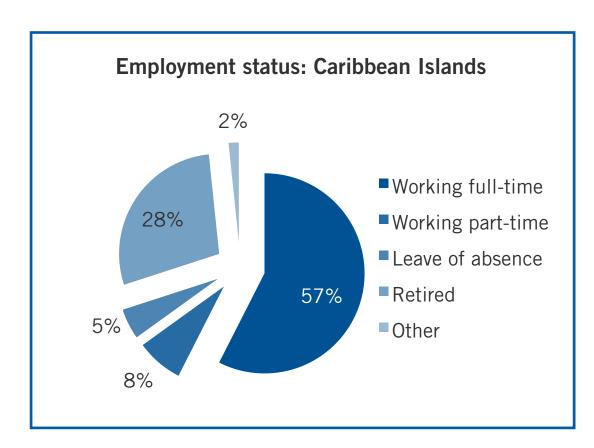
Rotary clubs can benefit from having a good balance of member ages by effectively meeting the needs of their community, and appealing to professionals of all ages. Clubs that attract younger professionals thrive, and have an abundance of engaged members to choose from for club leadership roles.

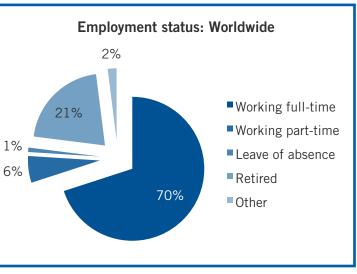
In the USA, Canada, and the Caribbean Islands, 71% of members in Rotary clubs are more than 50 years of age. While only 12% are less than 40 years. This region is in line with the worldwide trend.

Employment

Contrary to popular belief, the majority of Rotarians work full-time. In the USA and Canada, 67% of Rotarians work full-time while only 22% of Rotarians are retired. Worldwide, the percentage of Rotarians working full-time increases to 70%, and the percentage of retired Rotarians decreases to 21%.





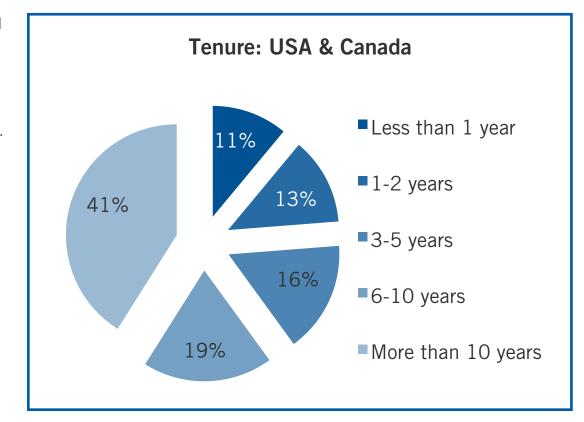


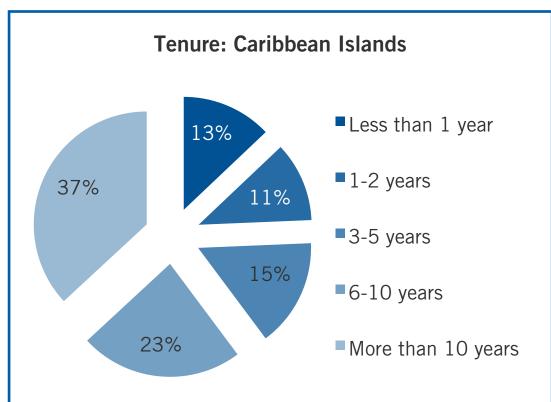
Tenure

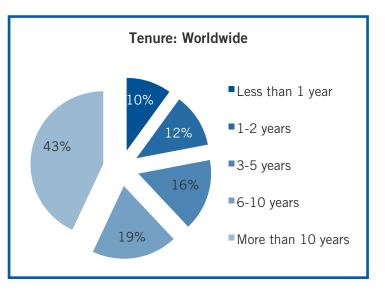
In this region 76% of Rotarians have been members of Rotary for three or more years, which is in line with the worldwide trend. This trend shows that there has been some success in membership in particular in retaining members. However, the trend also shows some Rotary clubs have been unsuccessful in attracting new members.

Bringing new members to your Rotary club is an integral part of assuring its sustainability and future. New members can re-energize your club with new ideas, ways of doing things and different skills. Existing members can become more engaged through new members by being involved in their new member orientation to your Rotary club as a mentor. Mentoring can remind existing members of why they joined Rotary, the benefits they receive as a member and re-invigorate their passion for Rotary.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 3: Engage New Members.







Retaining Members

The most recent retention study (1 July 2010 - 1 July 2012) shows the following retention rates of members in the USA, Canada, and the Caribbean Islands. Clubs in the USA and Canada have lost 21% of their members, and clubs in the Caribbean Islands have lost 20%.

	Member Retention Rates (1 July 2010–1 July 2012)					
Region	Members on 1 July 2010	Members on 1 July 2012	Net Change	Percent Net Change		
USA & Canada	378,108	299,830	(78,278)	-21%		
Caribbean Islands	6,893	5,500	(1,393)	-20%		
Worldwide Total	1,131,213	930,766	(200,477)	-18%		

Retaining members is even more important than attracting new members. Clubs with a high turnover of members lose the institutional knowledge that they have invested in members through club meetings and trainings at the club and district level. Recent Rotary research has shown that the main reason why members leave is a lack of engagement.

Your Rotary club is more than a meeting. The meeting is an integral component. But your club should stand out from other clubs because of its ability to motivate and get members involved in club activities, its local and international service projects, and fellowship with other members.

Comments from Rotarians

"I thought several times about finding another organization to work with. It took about one year to garner the information needed to learn. I found a member willing to mentor me. I vowed that this experience would not be experienced by any one of my invitees to club membership."

"My experience has been very good so far. The first week, they made me greeter in the club and I got to learn who each individual is. By checking them in and saying 'hi,' it's been really good to get to know everybody and to help.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 4: Keep Existing Members.

2011-14 Pilot Programs

On 1 July 2011 four new pilot programs, associate membership, corporate membership, innovative and flexible clubs, and satellite clubs, were started to investigate feasibility, success, and interest by Rotary members. A maximum of 200 clubs could join each pilot, and applications to join the pilots closed in May 2011. These pilot programs will continue until 30 June 2014.

Associate Membership Pilot

Allows an individual to become associated with a Rotary club, its members, programs and projects, with the expectation of club membership within a designated period of time.

2013

Corporate Membership Pilot

Allows a corporation or company in the club's area to become a member of the Rotary club, through an established membership process. The corporation or company can appoint up to four designees to attend club meetings, participate in projects, vote on club matters, serve as club officers and participate on club committees.

Innovation and Flexible Rotary Club Pilot

Allows clubs adjust their operations to better suit the needs of their members and community. Pilot clubs are authorized to change their Standard Rotary Club Constitution and Rotary Club Bylaws in any area other than RI membership dues requirements.

Satellite Club Pilot

Allows clubs to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can assist in chartering a new club; accommodate rural areas, communities with small populations and others within large metropolitan areas.

Number of Rotary Clubs by Region Participating in Rotary Pilot Programs						
Region	Associate Pilot	Corporate Pilot	Innovation & Flexibility Pilot	Satellite Pilot		
Middle East & Africa	12	10	9	8		
Asia	26	26	24	15		
Australia, New Zealand & Pacific Islands	13	20	16	12		
Europe	27	13	31	6		
Latin America	37	26	33	21		
USA, Canada & Caribbean Islands	62	94	73	54		

Clubs in the USA, Canada, and the Caribbean Islands have the highest number of participants in all four pilot programs. This shows a trend to embrace change in order for their clubs to evolve and be representative of their changing communities.