



New Style Clubs

Flexible ways to meet flexible needs

Corporate membership allows Rotary to partner with businesses, corporations or not for profits, basically any groups who may benefit from the partnership.

Corporate membership involves an agreement with a business, which then pays for or subsidises the dues for employees who have this kind of membership.

Reasons to explore corporate membership;

- Increases membership
- Expands networks
- Builds community connections
- Reaches more people

CORPORATE MEMBERSHIP



CORPORATE MEMBERSHIP

What's the advantage for the club?

- **Attracts new members** who might otherwise be unable or reluctant to join.
- **Boosts your club's profile** by attracting new corporate leaders.
- **Diversifies your club's skills** and expertise, expanding its potential for doing good, and brings in new ideas to keep current members engaged.
- **Creates new partnerships** in the community that can be used to address big challenges.
- **Increases the resources** and capacity for service, which raises awareness in the community.

What's the advantage for the business?

- **Reduces the time commitment** of any one member by allowing employees to attend meetings or events on each other's behalf.
- **Elevates the image of the business** in the community as a partner in service and a business committed to corporate social responsibility.
- **Offers workers the chance to develop** and apply leadership and professional skills such as project management, training, and public speaking.
- **Gives corporate members access to Rotary's global network** of 1.2 million volunteers and the opportunity to network while traveling.
- **Emphasises a commitment to serving** others as part of the business culture.

DIFFERENT MODELS

	Model A	Model B
Who pays the corporate members dues?	A company pays or subsidises dues for the primary member . Dues are not charged for alternate members (often 1-3) who can attend meetings in place of the primary member.	The club charges a company a flat rate for a certain number of corporate members (often 3-5) and all may regularly attend the club's meetings.
Who is counted in the club's membership data?	Since the primary corporate member is charged RI dues, that person is reported as the active member and listed on the club's membership roster in Rotary's database. The alternate members aren't charged RI dues and are therefore not listed on the club's membership roster in Rotary's database.	RI dues for all corporate members are included in the flat rate. All corporate members are full, active members of the club and are listed on the club's membership roster in Rotary's database.
How are corporate members chosen?	Many clubs ask for the corporate members to be named and approved by the club before they can attend, but some don't.	The number of corporate members is discussed and approved, and wrapped into the flat rate
What are the benefits to this model?	It provides more flexibility to the primary member because that person isn't required to attend every club meeting or event. Alternate members are exposed to Rotary but aren't expected to attend all events.	Club membership grows more significantly, the flatter structure simplifies the change, and all corporate members receive the same benefits

WHERE TO START?

- Your club can define corporate membership however it chooses but should **document it in your club bylaws** how the expectations and benefits of this membership type differs from traditional membership.
- **Create a guideline for businesses** of what Corporate membership includes - which should include the following information (or a version of it)
 - Benefits of corporate membership
 - What is included / What's not included
 - Cost
- **Determine what (if any) approach your club will use** to find Corporate partnerships



Satellite clubs are sponsored by a traditional club, but have their own meetings, projects, bylaws and board.

A satellite club functions as a short-term, transitional step on the way to becoming a full, independent Rotary club (however there are no formal time limits)

- Extension of an existing club
- Much more flexible; often a different culture
- Different time and venue – may even be a different place each time
- Much more focussed around doing projects rather than meetings and meals.
- Can start with as few as 8 members

SATELLITE CLUBS



WHY DOES THIS APPEAL?

The Satellite Club model may appeal to people who:

- Are time poor
- Can't afford to spend a lot of money on weekly meals
- Don't fit with the sponsor club's culture
- Want to get their hands dirty and primarily do projects
- Are leaving Rotaract and not wanting to join a traditional Rotary club



WHAT ARE THE BENEFITS?

- A work force of willing younger people
- Lowers the average age and increases diversity
- The sponsoring Rotary Club gets to maintain its existing culture
- Ensures the sustainability of Rotary
- Revitalises the host/parent club with new people and new level of activity.



WHERE TO START

Preparation Steps

- Prepare the club for the change – discuss and ensure everyone knows what is going on – promote the benefits for the club
- Form a small committee
- Find a minimum of 8 members
- Submit the application to District
- Review Bylaws / Constitution adjustment if required
- Discuss and set fees for the Satellite Club members – seek District support if it is available.



What is a pure Rotary e-club?

- A pure Rotary e-club conducts **100% of its business online.**
- Members can be widespread geographically (even globally)

What is a hybrid Rotary e-club

- Conducts **most of its business online** and meet once a month for dinner
- Members generally live in a geographic area in which projects are conducted and enabling monthly dinners

Note: E-clubs still operate the same as traditional clubs and while effective use of technologies is important, it is viewed as an enabler nothing more.

E-CLUBS



Cause based clubs are ones whose members share a passion for a particular cause and whose service projects and activities center around that cause.

- They often have non-traditional format designed to attract a segment of the population not currently served by traditional clubs.
- People who want to connect with others while addressing a particular set of problems.
- Focused projects and activities.

CAUSE BASED CLUBS





TAKE YOUR CLUB IN A **NEW** DIRECTION

Is your club flexible and ready for the future?

New resources on satellite clubs, passport clubs, and Corporate Membership can help you create an experience that works for **every member.**

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)



QUESTIONS