



# District Meeting

## April 15, 2025

District 7475

# Membership Trend

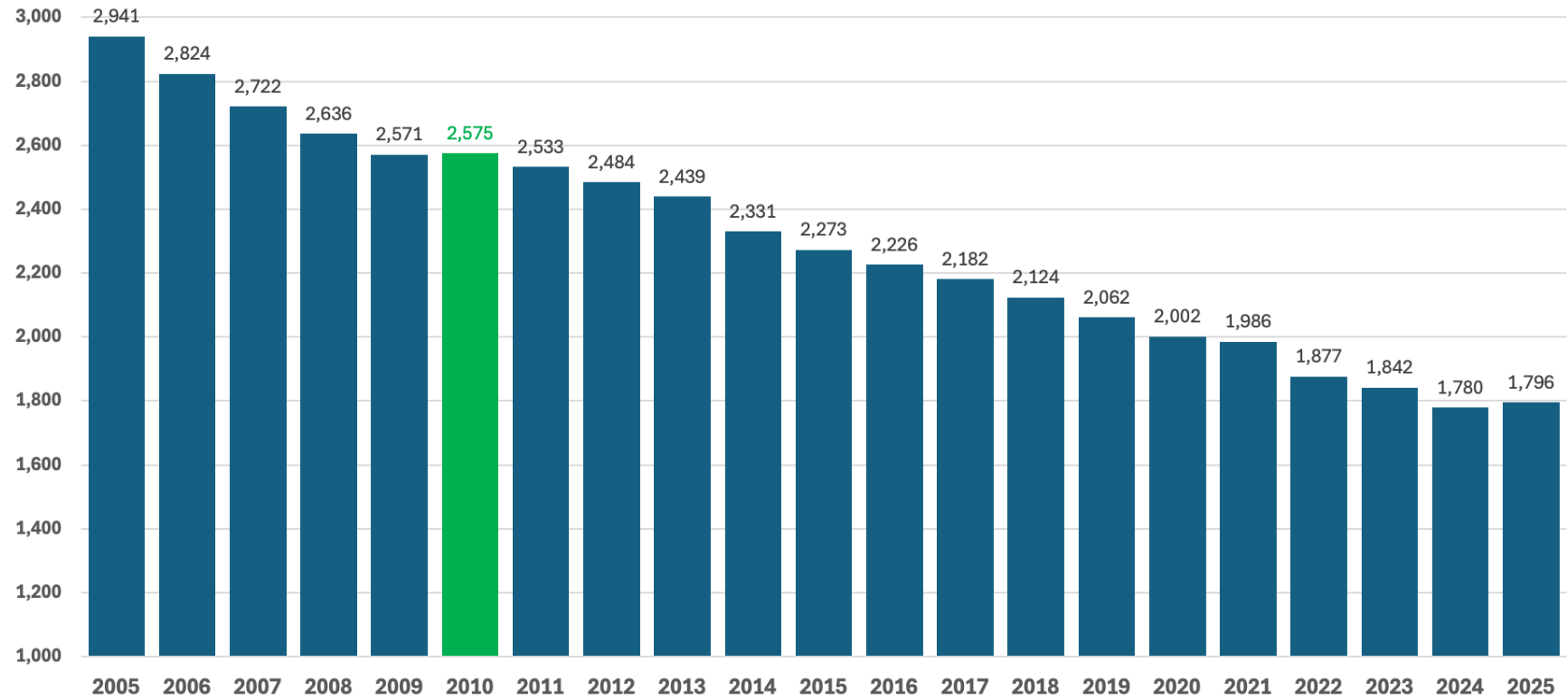
Over the past 2 decades, what is now D7475 has experienced a steady decline in membership. During the period, membership declined -39%.

There was one “up year” (+4 members in 2010) due to the addition of a new club.

In comparison, during the 20-year period Rotary USA declined -31% and Rotary International declined -5%.

The 69 D7475 clubs who have survived since 2005 declined -661 members (-28%). 51 are down -800 (-41%). 18 are up +139 (+34%).

D7475 Members 2005 - 2025



	2005	2025	+/-	%
Rotary International	1,195,849	1,134,303	-61,546	-5%
USA, Canada & Carib	421,791	291,738	-130,053	-31%
USA Only	385,968	266,699	-119,269	-31%
District 7475	2,941	1,796	-1,145	-39%
D7475 Survivor Clubs	2,376	1,715	-661	-28%

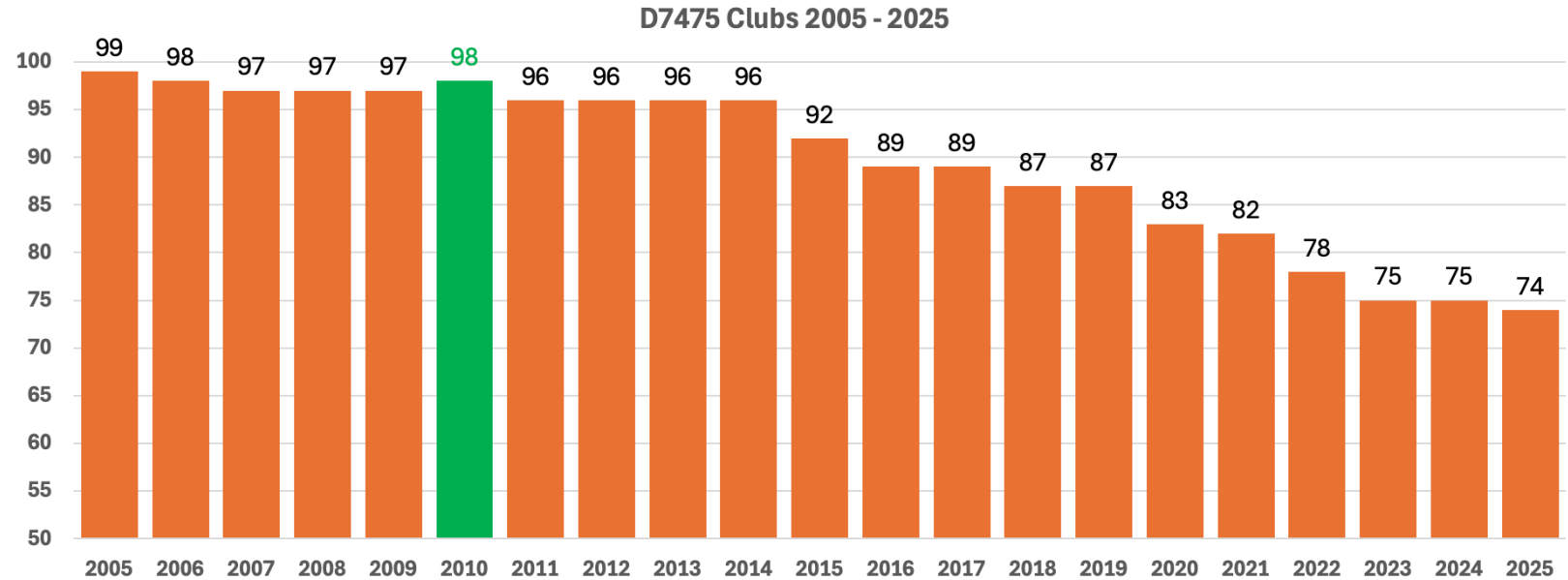
Note: 2025 is through March 31. The year is not complete.

# Club Trend

In the past 20 years, D7475 lost 30 clubs that had 565 members in 2005.

During the same period, the district added just 5 clubs, with a current total membership of 81.

We have only one satellite club in the district and our Rotaract program is virtually non-existent.



## Lost Clubs (-30) -565 Members

Belleville	Lawrenceville
Bridgewater-Bound Brook	Linden
Butler/Triboro	Livingston Sunrise
Carteret	Metuchen
Cedar Grove	Montville Township
Chester-Long Valley	Mt. Olive Township
East Hanover	Orange
Fairfield	Parsippany-Troy Hills
Franklin Township	Princeton
Glen Ridge	Roseland
Hampton Township	South Plainfield
Hightstown-South Brunswick	South River-East Brunswick
Ironbound (Newark)	Sparta
Jefferson Township	Wharton
Lambertville NJ-New Hope PA	Whitehouse

## New Clubs (+5) +81 Members

Irvington
E-Club of Dare to Be Great D7475
Parsippany
Mental Health Advocates
Hillside

# Population Penetration

D7475's membership to population penetration is half the national average and varies greatly between counties. Club to population ratio is a factor.

Middlesex County (pop 890K) has only **5** more Rotarians than Sussex County (pop 147K).

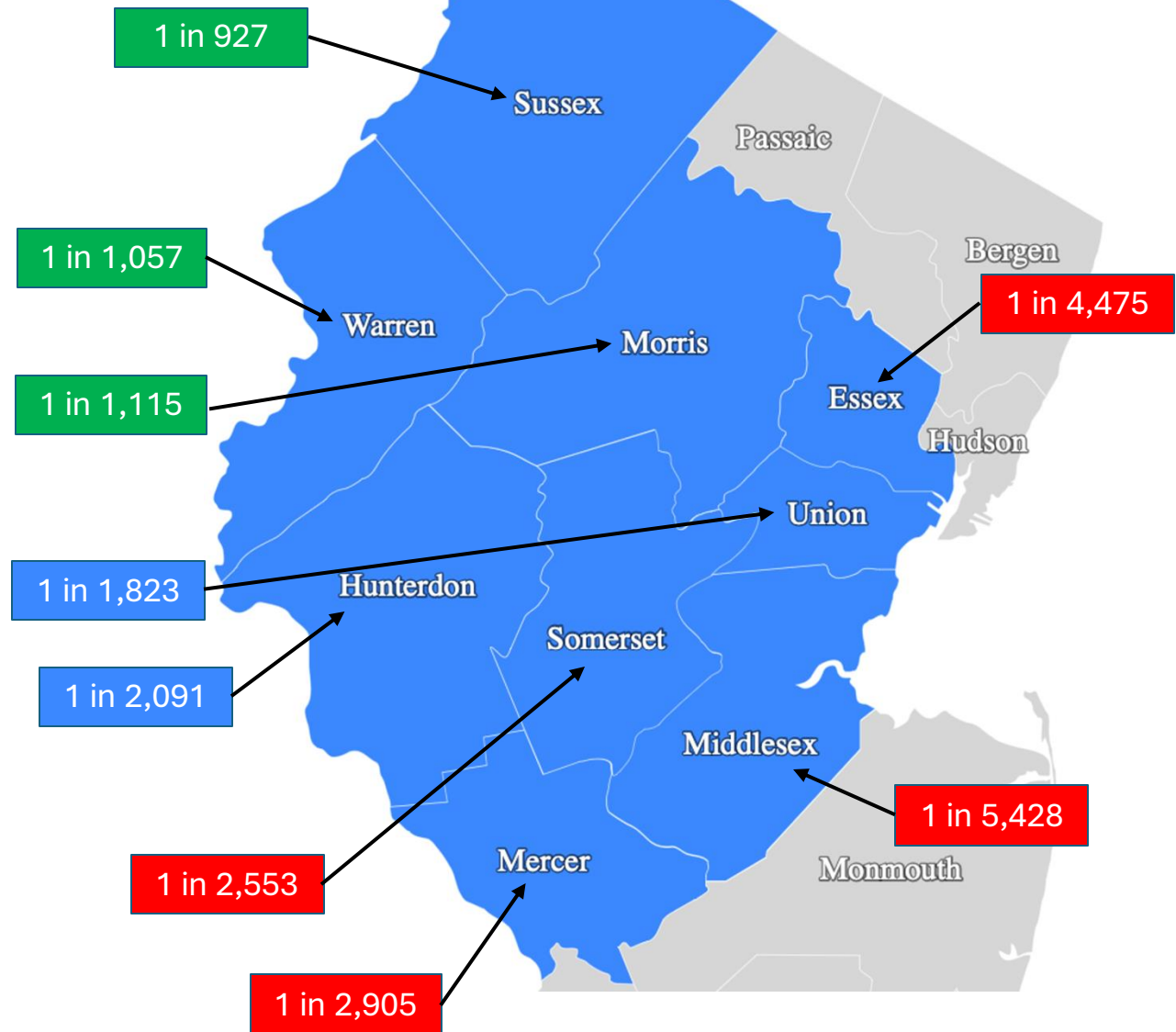
In Sussex County, one-in-977 residents is a Rotarian. In Middlesex County, one-in-5,428 is a Rotarian.

The national average is one-in-1,282. If we were at the average, we would have 3,143 members.



County	Polulation	Members	% Pop	One-in-#
Sussex	147,444	159	0.11%	927
Warren	112,031	106	0.09%	1,057
Morris	523,053	469	0.09%	1,115
Union	594,160	326	0.06%	1,823
Hunterdon	131,708	63	0.05%	2,091
Somerset	357,467	140	0.04%	2,553
Mercer	392,138	135	0.04%	2,905
Essex	881,527	197	0.02%	4,475
Middlesex	890,119	164	0.02%	5,428
<b>Total</b>	<b>4,029,647</b>	<b>1,759</b>	<b>0.04%</b>	<b>2,486</b>

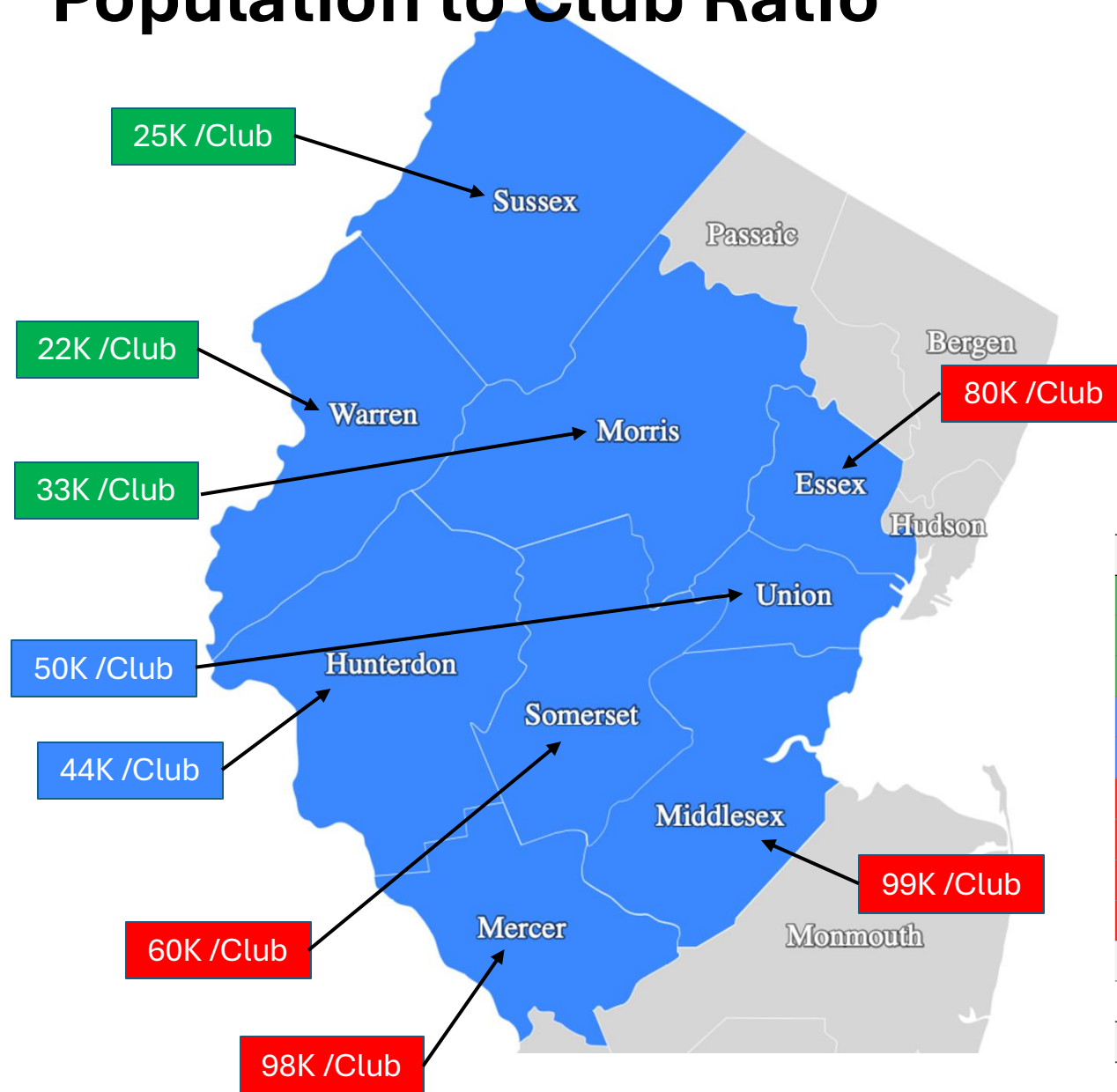
Rotary USA	342,000,000	266,699	0.08%	1,282
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# Population to Club Ratio

In our largest counties, the population to club ratio is much higher and club size much lower than the national average, which is not a positive.

Club size and lack of new clubs, including satellite clubs, inhibits growth.



County	Population	Clubs	Pop/Club	Members	Avg Club
Sussex	147,444	6	24,574	159	27
Warren	112,031	5	22,406	106	21
Morris	523,053	16	32,691	469	29
Union	594,160	12	49,513	326	27
Hunterdon	131,708	3	43,903	63	21
Somerset	357,467	6	59,578	140	23
Mercer	392,138	4	98,035	135	34
Essex	881,527	11	80,139	197	18
Middlesex	890,119	9	98,902	164	18
<b>District</b>	<b>4,029,647</b>	<b>72</b>	<b>55,967</b>	<b>1,759</b>	<b>24</b>

Rotary USA	342,000,000	7,159	47,772	266,699	37
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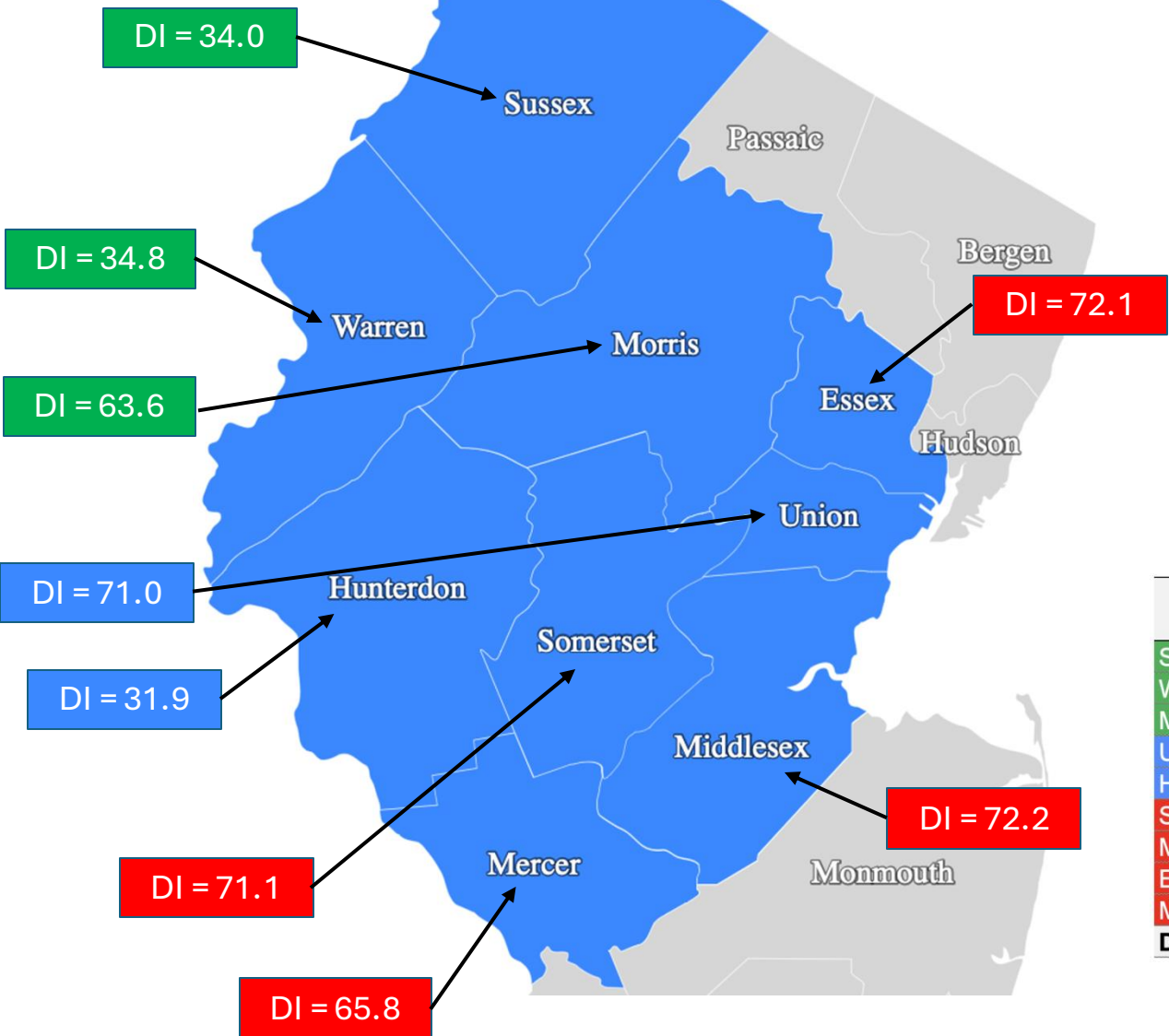


# Diversity vs Membership

D7475 counties that are more diverse and younger generally have a lower percentage of Rotarians vs population.

We know that Rotary is not doing an effective job of reaching younger members.

Rotary is growing in India, Asia, Africa and Latin America. We are also not effectively reaching those same populations in our District.



County	Census Diversity Index	>65	White	Black	Asian	Hispanic	Per Capita	Foreign Born
Sussex	34.0	19%	81%	4%	2%	13%	\$56,471	8.6%
Warren	34.8	20%	75%	8%	3%	14%	\$48,232	10.3%
Morris	63.6	19%	67%	4%	12%	16%	\$69,226	19.6%
Union	71.0	16%	37%	24%	6%	35%	\$51,850	32.8%
Hunterdon	31.9	22%	81%	3%	5%	10%	\$71,070	11.2%
Somerset	71.1	18%	50%	11%	21%	18%	\$70,321	27.5%
Mercer	65.8	17%	43%	22%	13%	23%	\$52,101	25.7%
Essex	72.1	15%	29%	41%	7%	25%	\$48,021	29.3%
Middlesex	72.2	17%	38%	13%	26%	24%	\$49,417	34.7%
<b>District Avg</b>	<b>66.4</b>	<b>17%</b>	<b>45%</b>	<b>19%</b>	<b>13%</b>	<b>23%</b>	<b>\$55,090</b>	<b>27%</b>

The Census Bureau defines the Diversity Index as "the chance that two people chosen at random will be from different racial and ethnic groups"



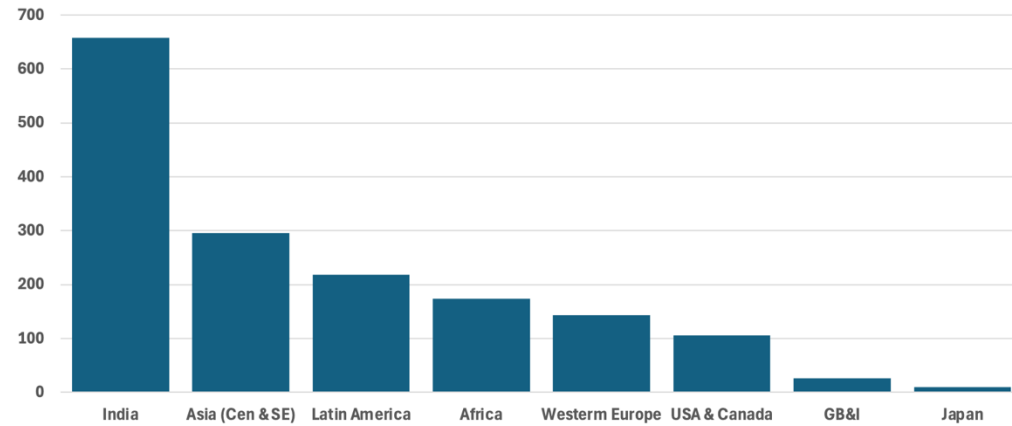
RIPE Mário César Martins de Camargo

“...there is a clear co-relation between the number of new clubs and the growth.

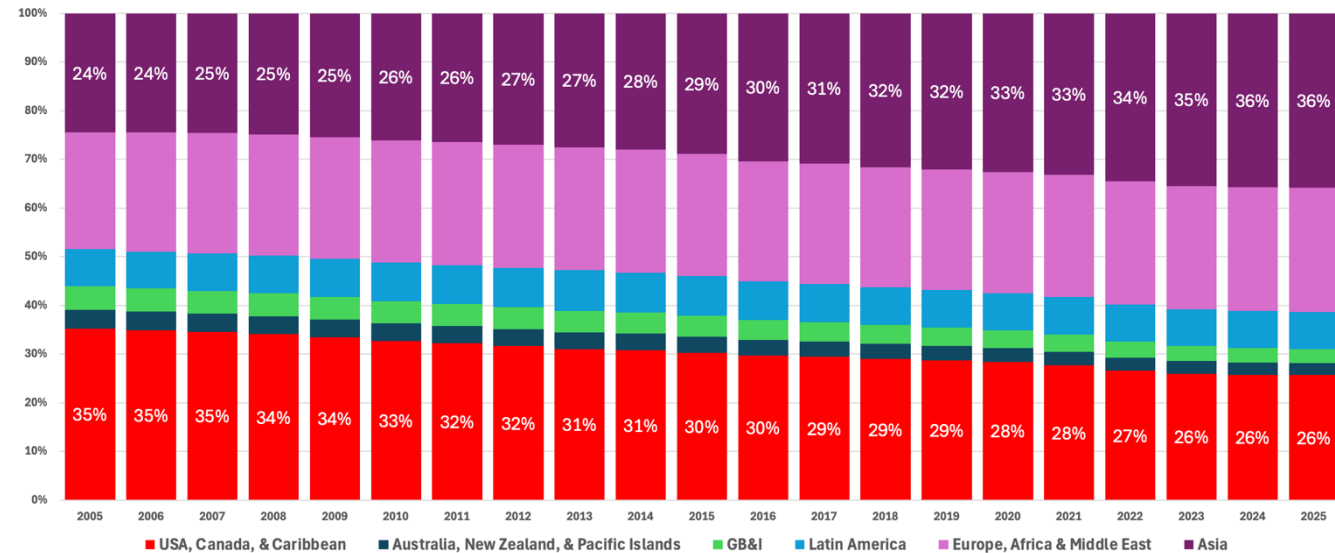
They have 9,000 clubs in US and Canada, and they added only 109 clubs! That is like having no kids...if you don't have any kids, you don't have any heir to leave your company, profession or business to.”

“If you don't act, in 10 to 15 years the headquarters of Rotary are going to move from Chicago to Delhi.”

New Clubs Formed (2021- 2023)



Global Membership Share by Country Group





RIPE Mário César Martins de Camargo

## Highlights from Mario's presentation to 2025 International Assembly

- **Membership is our organization's top priority, most valuable asset and greatest challenge.**
- Membership growth is essential to securing our future.
- Our members are Rotary's greatest gift to the world.
- Our roadmap to membership growth and revitalization has three pillars: Innovation, Continuity & Partnership.
- **The world is evolving, and Rotary must evolve.**
- **For everything to stay the same, everything must change.**
- **New club types provide the flexibility we need to grow: Satellite Clubs, Cause-Based Clubs, Enterprise Clubs & Passport Clubs are examples.**
- **We must meet future members where they are.**
- Alone we can achieve great things, but together we can change the world.
- Quantity versus Quality is a false dilemma.
- **Membership is about renewing our collective strength and ensuring our mission endures**
- **Nobody lives forever - clubs must have a continuous influx of new members**
- Our capacity to do good increases with our membership
- Club succession planning is critical - Clubs grow or dwindle, there is no such a thing as stable membership
- We must make recruitment and membership a core value - passing it from one generation of Rotarians to the next.

***UNITE FOR GOOD***



# Satellite Clubs

Rotary Satellite Clubs offer a flexible membership option within existing Rotary clubs. As example:

## Age & Demographics

- Satellite clubs can be structured to reach different age groups and demographics

## Meeting times and locations:

- Satellite clubs can meet at times and locations that better suit the needs of their members, such as after-work meetings or weekend gatherings.

## Focus and initiatives:

- Satellite clubs can tailor their focus to specific interests or demographics, such as young professionals or those with particular skills or passions.

## Dues and membership types:

- Dues structures can be adjusted to make Rotary more accessible, potentially offering lower costs or alternative membership models.



Chun-Wook Hyun  
RI Trustee

The Rotary Club of Seoul-Hansoo in South Korea was established in 1927. The club faced challenges like diminishing membership and difficulty attracting younger people.

To address these challenges, the club's leadership developed a five-year strategic plan focusing on growth and diversification.

- Over a 5-year period, the club launched over 40 satellite clubs, each designed to attract specific demographics and interests.
- The satellite clubs thrived under the umbrella of the main club, benefiting from its resources and support, as well as its mentoring programs.
- The club's membership grew from 100 to over 400, becoming one of the largest in Korea.
- The diverse satellite clubs contributed to a broader impact on the community, addressing various needs and interests.

# Club Models

Club models can be applied to Clubs and Satellite Clubs. A sponsor club can have Satellite Clubs following different models.

## Traditional

- The club experience includes having a meal, hosting a speaker, and practicing traditions that members value.

## Cause-Based

- A club whose members are passionate about a specific cause and focus their service efforts on that topic

## Interest-Based

- A club that focuses on a particular interest or hobby

## Service-Based

- A club that meets regularly for service projects and meets occasionally for social events or fundraisers

## Corporate

- A club whose members (all or most of them) work for the same employer

## Language-Based

- A club whose members speak a common language other than the primary language of their district

## International

- A club whose members are from different countries than the district where they reside

## Alumni-Based

- A club in which most members are former Rotary program participants or former Rotaractors or Rotarians

## Districtwide Online

- A club whose members are from anywhere in the district rather than a specific locality, and who meet online. These clubs can function as a temporary club for members exploring different Rotary experiences or a permanent club for those who prefer this format.

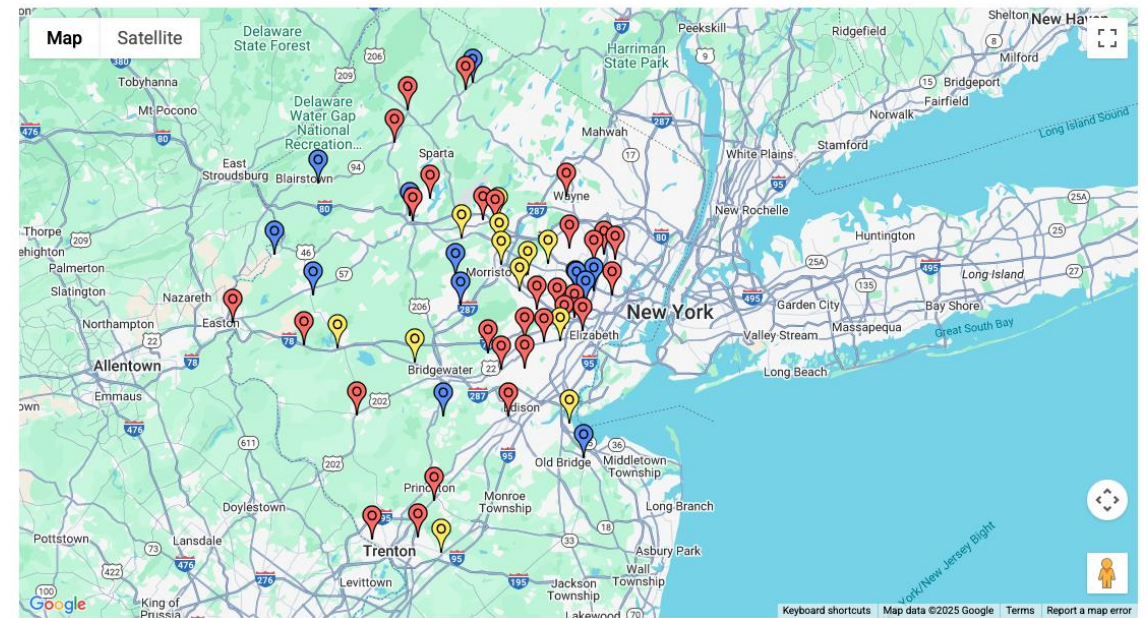
# Rotary has many areas of interest & focus and new club formats that will attract and engage new members, yet we still categorize ourselves by when we meet & eat. It's time for a new approach!



## Map of Clubs in District

- Meeting Day:  All  Only  
 Monday  Tuesday  Wednesday  Thursday  Friday  Saturday  Sunday
- Meeting Time:  All  Only  
 Morning  Noon  Evening

Refresh



- Morning Noon Evening Other





**We are stewards of Rotary,  
not the owners.**

**Like the environment, we  
need to manage it properly,  
so future generations can  
enjoy its benefits.**

# 2025 Priorities

1. Getting new members involved in District leadership at every level
2. Implementing Satellite Clubs and new club formats
3. Creating a District leadership advisory board to guide our membership rebuilding efforts
4. Replacing the current AG structure with Area Representatives selected by the clubs
5. Testing new ideas and incorporating best practices
6. Developing a sustainable Rotaract program
7. Emphasize Youth Programs, including RYLA, Youth Exchange and Interact
8. Hold more live events, not limited to meetings