



## Developing Membership: Alternate Forms

Alternate memberships may be offered to provide a more flexible membership model to potential members not available to attend regular meetings. Please consider each option individually and vet options within your club.

### **Service Member**

A service member is someone who is available to complete service projects within your community and have that time counted towards their required attendance.

### **Corporate Member**

Corporate members allow more than one person from a business or organization to represent one Rotary membership unit.

### **Non-Profit Member**

Similar to corporate members, a non-profit member may allow for multiple people to represent an organization within one membership unit, but may have a different cost.

### **Satellite Members**

A satellite member is a person who mainly attends a satellite meeting, but should be considered a full member.

### **Suggested Steps to Creating an Alternate Membership for Your Club**

1. Bring your idea to your Club President and Membership Chair.
2. Present your idea to your club's Board of Directors.
3. If approved by the Board, present information verbally and in writing at a club assembly.
4. Allow time for questions at your assembly and after.
5. If approved by the club, determine a trial period, which may take up to a year.
6. Develop and adjust your membership materials appropriately and distribute to club members.
7. Partner with your Membership Committee to recruit!
8. It is recommended that the new model be incorporated into your club's bylaws if the trial period is successful. Determine a day to take a club vote in accordance with your club's bylaws and make amendments accordingly.

## Service Member

A service member is someone who is available to complete service projects within your community and have that time counted towards their required attendance.

## Service Member: Things to Consider

- How much time will be required to maintain membership? In order to not violate your club's bylaws, a good way to figure out how much time to require is to take your average meeting hours per year and divide by 2. If a service member completes this number, they would be considered in 50% attendance.  
Example:  $1.25 \text{ hours meeting/week} \times 50 \text{ weeks} / 2 = 31.25$
- Are service hours required monthly or counted in accumulation annually?
- Are service members required to attend any regularly scheduled meetings? If so, this number can reduce the amount of required hours.
- Does your club offer enough service opportunities to sustain this type of membership?
- Who should we target for service memberships? Parents with young children, teachers, young professionals who are new to their careers/jobs?

## Corporate Member: Things to Consider

- How many people are allowed to represent a corporate membership? A general rule is no more than 4 people.
- Consider how all representatives will be properly oriented to your club.
- If more than 1 person on a corporate membership attend a meeting, how will you charge for that additional meal (if applicable)?
- You have the option to name all corporate member representatives as a full member but you will have to pay appropriate dues. Consider appropriate pricing.
- If only one person is going to be named the "official member," how will that person be chosen?
- Do all representatives have to go through the membership process including allowing current members to object?
- Who should we target for corporate memberships? With larger organizations, look for a contact in Human Resources?

## Corporate Member

Corporate members allow more than one person from a business or organization to represent one Rotary membership unit.

## Non-Profit Member

Similar to corporate members, a non-profit member may allow for multiple people to represent an organization within one membership unit but may have a different cost.

## Non-Profit Member: Things to Consider

- How many people are allowed to represent a non-profit membership? A general rule is no more than 4 people.
- How does an organization qualify as a non-profit member? Will you require documentation of non-profit status?
- Consider how all representatives will be properly oriented to your club.
- If more than 1 person on a non-profit membership attend a meeting, how will you charge for that additional meal (if applicable)?
- You have the option to name all non-profit member representatives as a full member but you will have to pay appropriate dues. Consider appropriate pricing.
- If only one person is going to be named the “official member,” how will that person be chosen?

- Do all representatives have to go through the membership process including allowing current members to object to their membership?
- Who should we target for non-profit memberships? Local cable access stations, school administrations, other civic organizations, youth-serving organizations, governmental agencies, etc.

## Satellite Member: Things to Consider

- Are satellite members welcome to attend regular meetings? Are they required to attend any regularly scheduled meetings?
- If a satellite member attends both the regular meeting and satellite meeting, how will you charge for the additional meal (if applicable)?
- Does your club offer enough satellite meetings to make this option viable?
- Will a satellite member be eligible to be a club officer?
- How will satellite members receive information from the main club?
- Will a satellite be allowed to form its own chartered club? If so, how will you determine when this will happen?
- Who should we target for service memberships? Parents with young children, teachers, young professionals who are new to their careers/jobs, commuters, etc.

## Satellite Members

A satellite member is a person who mainly attends a satellite meeting, but should be considered a full member.