



**IMAGINE  
ROTARY**

# A CONVERSATION WITH **TOM GUMP**

Rotary International  
Membership Growth Committee Member



## Forming New Rotary & Rotaract Clubs



**RMDTI**  
**2022 LIVE**

# THE THREE MOST IMPORTANT QUESTIONS



1. **Why** form a new club?
2. **What** are the **keys** to **success**?
3. **Where** are the **opportunities**



# WHY A NEW CLUB? BECAUSE THEY WORK:



**1.** Grow Rotary Quicker



**2.** Retain Members Longer



**3.** Attract Younger & More Diverse Members



**4.** Reach Out into Community



**5.** Provide Partnership Opportunities



**RMDTI**  
**2022 LIVE**

# NEW CLUBS ADD DIVERSITY

*D5950 added **80 additional new female members** this year, increasing the percentage of female members from **30% to 32.25%** - all from three new clubs:*

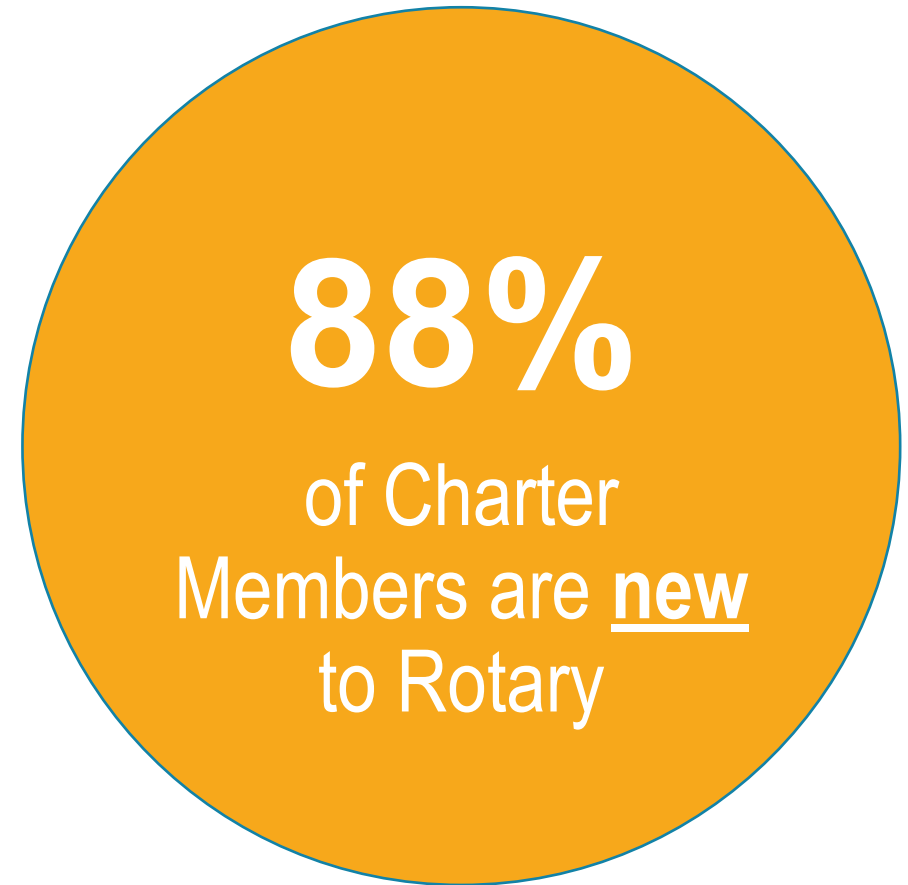
- 1. The Twin Cities Eco Club has **52% female** members;*
- 2. The Rotary Club to End Human Trafficking has **61% female** members; and*
- 3. The Rotary Club of Network for Empowering Women has **69% female** members.*

# WE ARE NOT POACHING!

Myth debunked!

***An analysis of all new clubs formed in the last five years found that 88% of charter members were actually new to Rotary!***

*Brian King, RI Director of Membership Development*



# KEYS TO SUCCESS – WHAT THEY ALL HAD IN COMMON . . .



**1.** A Passionate Champion



**2.** Camaraderie / Friendship



**3.** Shared Desire to Serve



**4.** Started with Friends



**5.** Supported by Club/District



**RMDTI**  
**2022 LIVE**

# OPPORTUNITIES

1. Veteran Clubs
2. End Human Trafficking Clubs
3. Autism Clubs
4. Environmental Clubs
5. Literacy Clubs
6. Clubs focusing on WASH Projects
7. Ending Homelessness Clubs
8. Anywhere People can Serve





# THANK YOU & FOR HELP CONTACT

**Tom Gump**

Rotary International Membership

Growth Committee  
tagump@gmail.com  
(612) 770-8389

