



# Expand the Rotary Experience

20 May 2024



# THREE PILLARS OF SUSTAINABLE GROWTH



WELCOMING NEW  
AND DIVERSE  
MEMBERS



EMBRACING A  
CULTURE OF CARE



STARTING AND  
NURTURING  
NEW CLUBS



# WHY PEOPLE JOIN

**ROTARY**

Local community service

Meaningful friendships

Professional and leadership development opportunities

**1**

**2**

**3**

# WHY PEOPLE LEAVE

**ROTARY**

Club Environment & Club Culture

Unmet Expectations

Time Commitment

# THE CLUB EXPERIENCE MATTERS MOST

Members have **confidence** in club leaders and their focus

Members **enjoy** meetings

Service opportunities **make a difference** in the world and local community

Members feel **comfortable** with each other

Members make **meaningful friendships** and personal connections

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)

# LEAD TO SERVE

1

Create a club environment that adds value to your members' lives.

Devote time to understand their needs and how they'd like to be involved in your club.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



## 2

# IMPROVE OUR MEETINGS

Now more than ever, we can connect with each other differently.

We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

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



# SERVE IN MEANINGFUL WAYS

Start by asking yourself what is the **positive, lasting change** that will be the ultimate impact of your work.

Then determine what activities will lead to that result.

[ROTARY.ORG/  
PROJECTRESOURCES](https://www.rotary.org/projectresources)

3





## 4

# CREATE AN INCLUSIVE CLUB CULTURE

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Our members want and expect Rotary to be a diverse, equitable, and inclusive organization.

Although the Rotary experience may differ from country to country, issues of diversity, equity, and inclusion are globally relevant.

[ROTARY.ORG/DEI](https://rotary.org/dei)



# PRIORITIZE TIME FOR MEMBERS TO CONNECT

5

“The foundation upon which Rotary has been built is friendship; on no less firm foundation could it ever have stood.”

- PAUL HARRIS

[ROTARY.ORG/JOIN](https://rotary.org/join)



# RESOURCES

Membership Assessment  
Tools: Getting to Know  
Prospective and New  
Members (member  
interest survey)

Strategies for Attracting  
New Members

Designing Your  
Rotary  
Experience

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



**THANK  
YOU**

Please reach out!

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