



## A New Look at Satellite Clubs

**Give each person a place to serve so that each person can truly make their own difference.**

For those of you that know me, you have heard this over and over. You can't expect new members to drive 20 minutes from work at noon on a workday to come to an hour-long meeting, then drive 20 minutes back to work. Young professionals can't get away for that long in the middle of the day. They can Zoom in but you really can't interact with the club. It's hard to build a relationship on Zoom.

This is the answer right from RI. **"The second meeting time allows clubs flexibility in choosing their membership rules and requirements."** A Satellite club can meet at a later or earlier time, a time more conducive to the working folks that have to commute! A satellite club is actually just another doorway into Rotary. Another opportunity to serve, attract members, and provide fellowship. I believe that there are two Satellite Clubs waiting to be brought forth in every Rotary Club with more than 60 active members.

Imagine a meeting with excitement and enthusiasm to do great things in Rotary neglected areas of our towns. Most older clubs (not members) have their established fundraisers, projects, and scholarships. These are sacred to the club and usually not even presented to the board to change them. Many were put in place long before most current members were inducted.

Ask your club members what's important to your community's needs and what's important to the community's younger members. That answer is your Satellite club. All you need is eight members and two meetings a month to form a Satellite club. One meeting to plan, which can be a social, and one meeting to execute the plan. It's that simple!

Now start asking your members for the information that you need. Let them tell you what would make a great club. Find three to five members that are excited

about this change and seed the new club with those seasoned Rotarians to take on the responsibility of the Chair, Treasurer and Membership. Let them bring in new members, maybe five or six for the new community club. The Chair should also report to the board once a month and give a report to the sponsoring club members.

These clubs can be a cause-based club to fill an important and immediate need or just an alternative meeting time where the group can concentrate on more active service projects or a younger membership base. Remember each one of these members will have a voice at the table to help guide this club in the direction decided on by all. The membership potential is unlimited. New members bring in new excitement, new service projects, new ideas, new leaders, new fundraisers, a new perspective, diversity, new members, and new sales circles to fundraise in!

Choose service projects around the community needs, plan for them at a meeting and follow through within the next week to ten days. Always include the entire club along with friends and family to participate in service projects and socials. Remember these members are not leaving your club and will probably keep coming to the regular meeting. Induct new members at the regular club meeting so all can meet the next generation of Rotarians!!

Yours in Rotary,

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