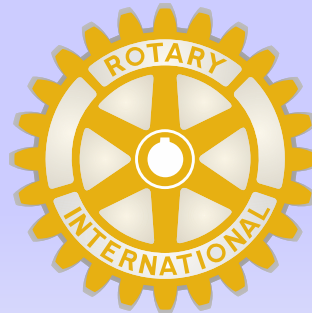






Rotary

District 6890



“Trends in *Membership*”

– Welcome –

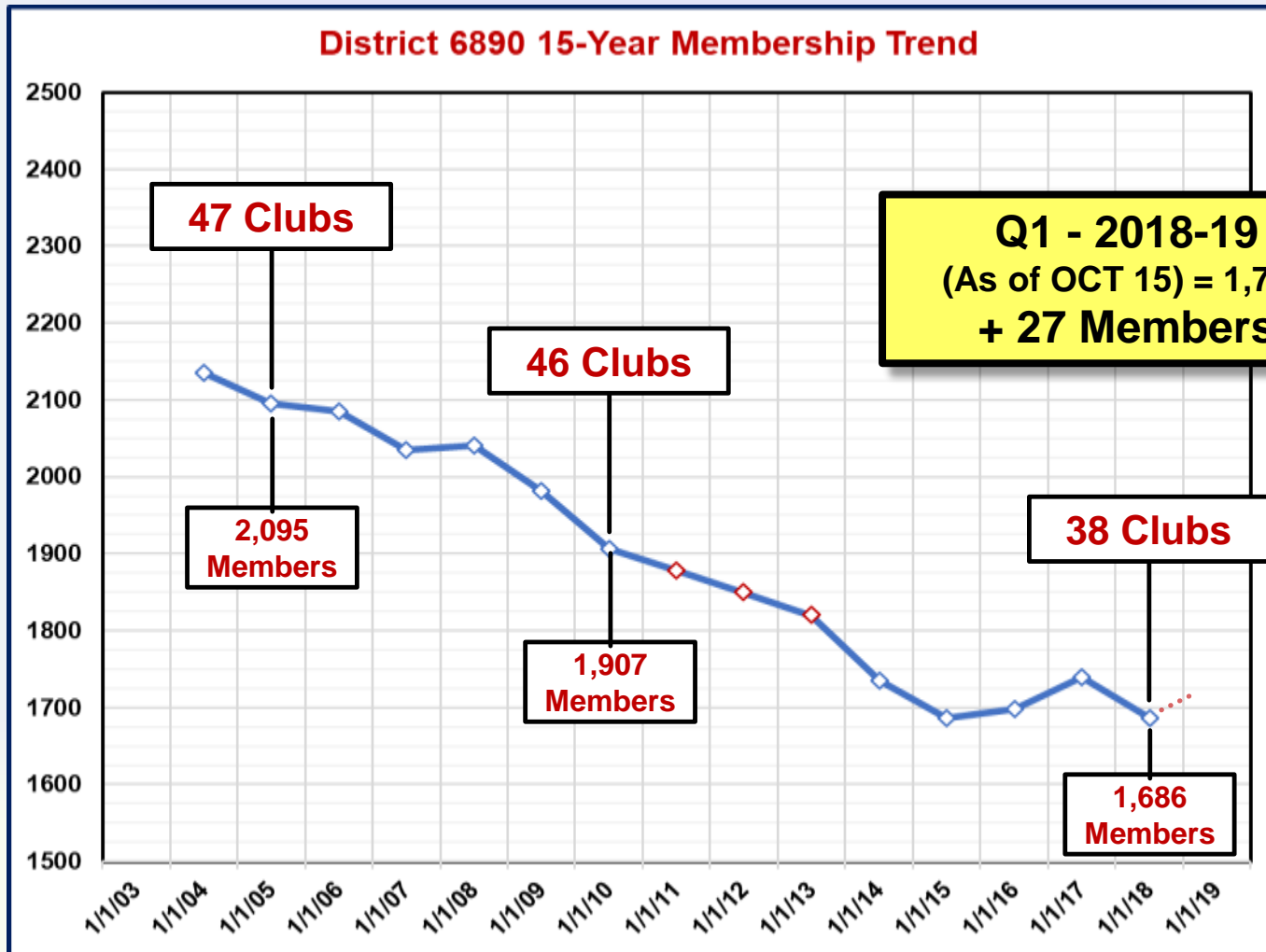
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Urgency for Membership Focus



Analyzing the Data

Rotary International has 1.2 M Members Worldwide

- Inducted 1.2 M new members in last 10 years, with no net change
 - > Does this mean we have a major retention (turnover) problem?
- District 6890 5-year average terminations = ~15% of membership
 - > Is retention (turnover) our greatest opportunity?

Rotary Advocates Bringing in Younger Members

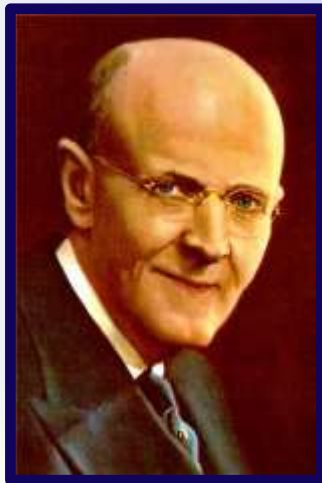
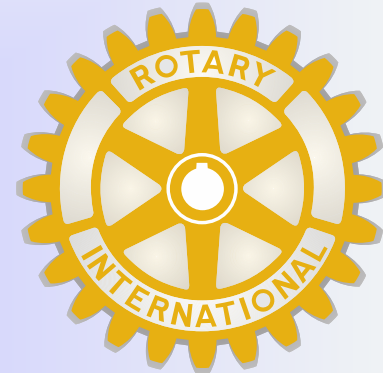
- How do we define *young*?
- What is the average age in District 6890?
- Can we enhance the Rotarian *pipeline* (Interact, Rotaract, other)?

New Membership Types Available Since 2016

- One club (Tampa Interbay) utilizing Associate memberships
- May have one recent application of Corporate membership



2016 Changes to Constitution



“This is a changing world; we must be prepared to change with it.”

– Paul Harris 1935

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2016 Changes to Constitution

Article 7 Exceptions to Provisions on Meetings and Attendance

*The bylaws may include rules or requirements not in accordance with article 8, section 1; article 12; and article 15, section 4, of this constitution. **Such rules or requirements shall supersede the rules or requirements of these sections of this constitution; a club, however, must meet at least twice per month.***

- 8-1 Regular Meetings (defined meeting frequency & format)
- 12 Attendance (all rules regarding attendance)
- 15-4 Termination for non-attendance (to match Article 12 above)

Article 9 Exceptions to Provisions on Membership

*The bylaws may include rules or requirements not in accordance with Article 10, sections 2 and 4 - 8 of this constitution. **Such rules or requirements shall supersede the rules or requirements of these sections of this constitution.***

- 10-2 Kinds of Membership (may modify from only Active & Honorary)
- 10-4 through 10-8 Satellite Club Membership, Dual Membership, Honorary Membership, Holders of Public Office, RI Employees

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2016 Council on Legislation

NEW: Meetings (“...must meet twice per month.”)

- Clubs may determine what constitutes a meeting
- Clubs may modify frequency, format, purpose (e.g., service project)
- Clubs may meet in person or via web or phone (or combination)

NEW: Attendance

- Clubs may amend (or eliminate) ANY attendance requirements
- Recognizes relaxed application of rules in practice for years

NEW: Membership Types

- Clubs may create new membership types for internal use (e.g., Corporate, Associate, Family, other)
- RI still recognizes only “Active” and “Honorary”
- Caution: Consider locality and unintended consequences



Membership Types



31% of former members worldwide list cost and time restraints as the main reason for leaving Rotary.

– RI Convention 2018



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Membership Types

RI Recognizes **TWO** Membership Types: Active & Honorary
 DACdb Recognizes **Two DOZEN** Membership Types

Membership DIRECTORY

Select Member Report Parameters

Member Type:
 (All ON | OFF)



- | | | | |
|--|--|--|--|
| <input checked="" type="checkbox"/> Rotaract | <input checked="" type="checkbox"/> Active | <input checked="" type="checkbox"/> Active-eMember | <input checked="" type="checkbox"/> Active-LOA |
| <input checked="" type="checkbox"/> Active-R85 | <input type="checkbox"/> Friends of Rotary | <input type="checkbox"/> Guest | <input type="checkbox"/> Guest-Rotarian |
| <input checked="" type="checkbox"/> Honorary | <input type="checkbox"/> Potential Member | <input type="checkbox"/> Proposed | <input type="checkbox"/> Staff Position |
| <input type="checkbox"/> Associate Member | <input checked="" type="checkbox"/> Active-Associate | <input checked="" type="checkbox"/> Active-Corporate | <input checked="" type="checkbox"/> Active-Satellite |
| <input type="checkbox"/> Trial | <input checked="" type="checkbox"/> Active-Satellite-R85 | <input type="checkbox"/> Alumni | <input type="checkbox"/> Alumni-INTERACT |
| <input checked="" type="checkbox"/> Active-Satellite-LOA | <input type="checkbox"/> Alumni-RYE | <input type="checkbox"/> Alumni-RYLA | <input type="checkbox"/> Alumni-Verified |
| <input type="checkbox"/> Alumni-ROTARACT | | | |

HONARY and all versions of ACTIVE are registered with RI

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Alternative Membership Examples

(“Corporate” or “Family” Programs with “Associate” Memberships)

All cases must address: 1.) Who will be club members?
 2.) Who will be registered with RI?
 3.) How much will be charged in dues?

Variation 1	Variation 2	Variation 3
Primary Member	Primary Member	Primary Member(s)
Associate Member(s)	Associate Member(s)	(no associate members)
Primary Member Pays FULL DUES	Primary Member Pays FULL DUES	Dues Determined by Club (at least FULL DUES); may include other benefits (e.g., installation banquet, event sponsorship, etc.)
Associate Members Pay Cost of Meals Only	Associate Members Pay Reduced Dues (to Cover RI & District Dues)	
Primary Member ONLY Registered with RI	All Members Registered with RI	All Members Registered with RI
<i>Attendance per Bylaws</i>	<i>Attendance per Bylaws</i>	<i>Attendance per Bylaws</i>

Alternative Membership Examples

Additional Options for “Associate” Memberships

Dual ACTIVE Membership for Rotaractors

- *Associate pays enough to cover RI & District Dues*

Introductory ACTIVE Membership for Young Professionals

- *Associate under certain age pays enough to cover RI & District Dues*

Trial (not active) Membership for New Members (define carefully)

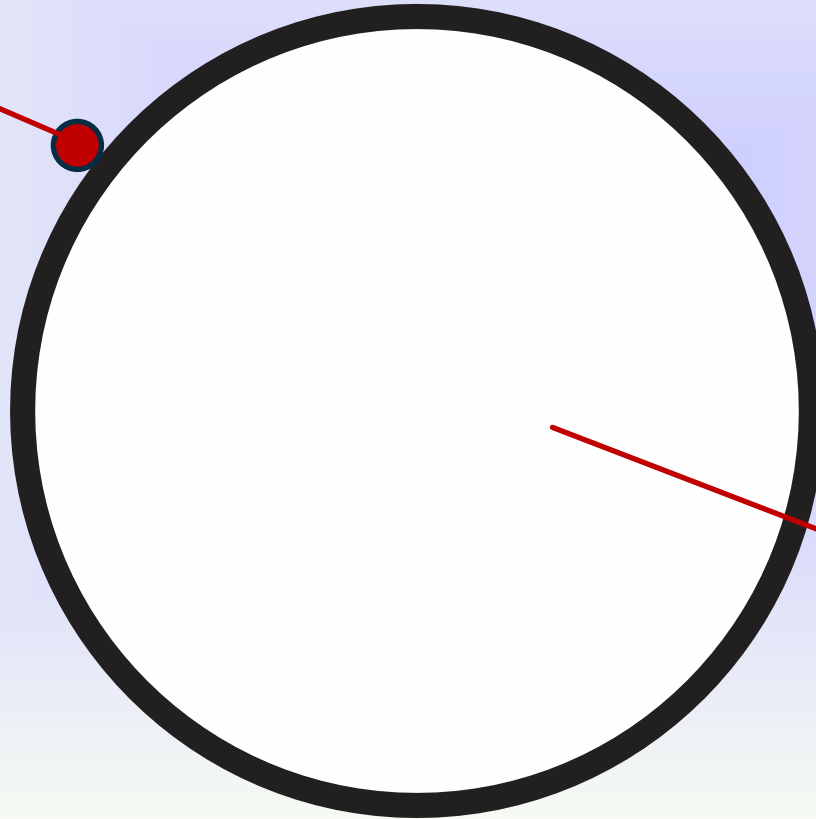
- *Associate pays nominal amount for predetermined introductory period*

*** Suggest ONE set of rules / dues for Associate Memberships ***

Ultimate goal is to increase Rotarian engagement as measured in active, registered, dues-paying members (hopefully contributing to TRF as well)

Rules or No Rules

Things we
CAN'T do



Things we
CAN do

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Challenge to Clubs

1.) Update Club and Member Data

- Birthdays in DACdb / My Rotary (over 25% of district are missing)
- Club Membership Chairs on DACdb (over 30% of clubs missing)

2.) Membership Growth Goals

- Must replace anticipated losses AND increase net members
- Strategy to attract, engage, and retain target number of members
- Club Termination Profile available on Rotary.org (My Rotary)

**My Rotary > Reports > Club Reports > Membership
> Club Data > Reports > Membership Termination Profile**

3.) Pilot Something NEW with Membership Types

- Determine how your club might benefit
- Coordinate with other area clubs to maximize benefits

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Additional Resources

www.Rotary6890.org/Membership

Membership or Download Center (no log-in required)

www.Rotary.org/MyRotary

Learning & Reference > Membership (log-in required for many areas)

Rotary Leadership Institute (RLI)

Discussion groups on a variety of Rotary topics, including Rotary Membership

Rotary District 6890 Membership Chair

Ed Odom (813) 351-9723, EdOdom01@gmail.com

***Collaborate! Work together & learn together.
Many decisions may affect neighboring clubs.***

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