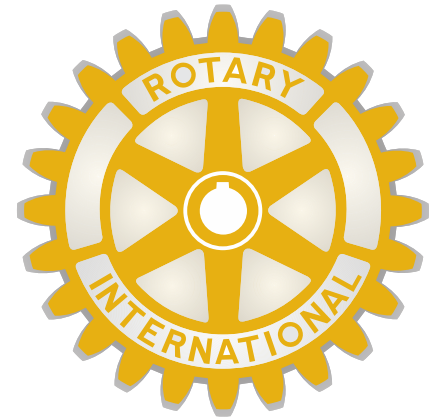




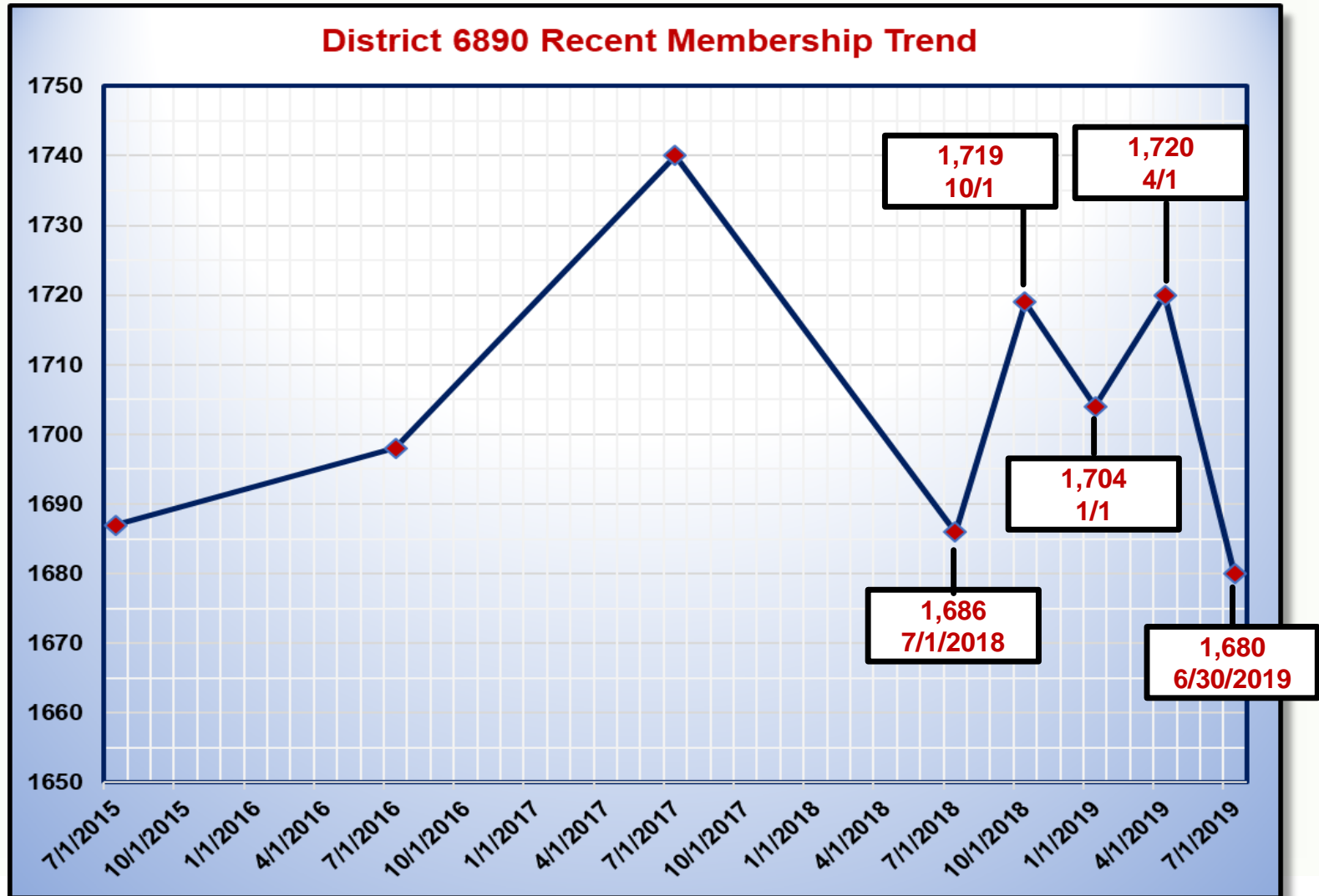
Training Summit

July 27th, 2019

Rotary Club Membership



Understanding TRENDS



*Same Club Net Change 2018-19

Club Name	1-Jul	30-Jun	+ / -
Auburndale	56	64	8
Avon Park	40	39	(1)
Avon Park Breakfast	20	20	0
Bartow	71	64	(7)
Brandon	60	63	3
Brandon '86	19	20	1
Brandon So. Global e-Club	5	7	2
FishHawk-Riverview	40	46	6
Frostproof	12	12	0
Haines City	27	29	2
Hardee County	50	44	(6)
Highlands County	18	20	2
Lakeland	195	197	2
Lakeland Christina	31	32	1
Lakeland North	28	33	5
Lakeland South	62	62	0
Lake Placid	27	24	(3)
Lake Placid Noon	29	25	(4)
Lake Wales	29	29	0

Club Name	1-Jul	30-Jun	+ / -
Lake Wales Breakfast	57	57	0
Lutz	12	0	(12)
New Tampa	61	66	5
New Tampa Noon	24	23	(1)
Plant City	84	91	7
Plant City-Daybreak	15	11	(4)
Sebring	56	51	(5)
Sebring Sunrise	32	33	1
Sun City Center	38	37	(1)
Tampa	156	145	(11)
Tampa Carrollwood	14	16	2
Tampa Interbay	35	28	(7)
Tampa North	27	27	0
Tampa Westchase	22	23	1
Tampa Westshore	14	15	1
Temple Terrace	26	25	(1)
The Ridge	29	30	1
Winter Haven	78	75	(3)
Ybor City	87	97	10
Rotary District 6890	1,686	1,680	-6

* Excludes new Lakeland TigerTown RC (+30)

Rotary District 6890 Club Profile

38 Rotary Clubs
1,710 Rotarians

Avg. Age = 58 (reported)
72% Male, 28% Female

12 Clubs with 50 or more members

- 6 with net gain for 2018-19, 4 net loss, 2 no change

13 Clubs with 25 or fewer members

- 6 with net gain for 2018-19, 5 net loss, 2 no change

13 Clubs with 26 – 49 members

- 6 with net gain for 2018-19, 5 net loss, 2 no change



Club size, alone, did not affect membership change



Who Do We Want in Rotary?

Standard Rotary Club Constitution – Membership

General Qualifications. *This club shall be composed of adult persons who demonstrate **good character**, integrity, and leadership; possess good reputation within their business, profession, and/or community; and are willing to serve in their community and/or around the world.*

Young professionals may not enjoy the same workplace & financial autonomy

Clubs may need to show greater flexibility in order to create a value proposition for new Rotarians



Three Key Questions

DG Kip challenges us to ask three key questions as we evaluate our clubs



1.) “Do people want to hang out with us?”

- Visitors, Guests, Community Volunteers, Youth

2.) “Do we represent the community we serve?”

- Classifications, Ethnicity, Gender, Age, Economic Status, etc.

3.) “What is the *value proposition* we provide to our members, prospective members, communities?”

- Friendship, Networking, Leadership Opportunity, Mentoring, Meaningful Service (local and international)



FIRST Key Question

1.) “Do people want to hang out with us?”

- Visitors, Guests, Community Volunteers, Youth
- Are venue and meal experience appealing to most people?
- Are club members committed to make outsiders feel welcome?
- Are meeting topics (speakers) relevant, interesting, inspiring?



Your Club
Meeting
Photo Here

SECOND Key Question

2.) “Do we represent the community we serve?”

- Classifications, Ethnicity, Gender, Age, Economic Status, etc.
- What resources are available to determine gaps?
- What obstacles may be removed to engage more members?
- How do we connect with different individuals (or groups)?



Your Club
Meeting
Photo Here

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

Summary of CoL Changes

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

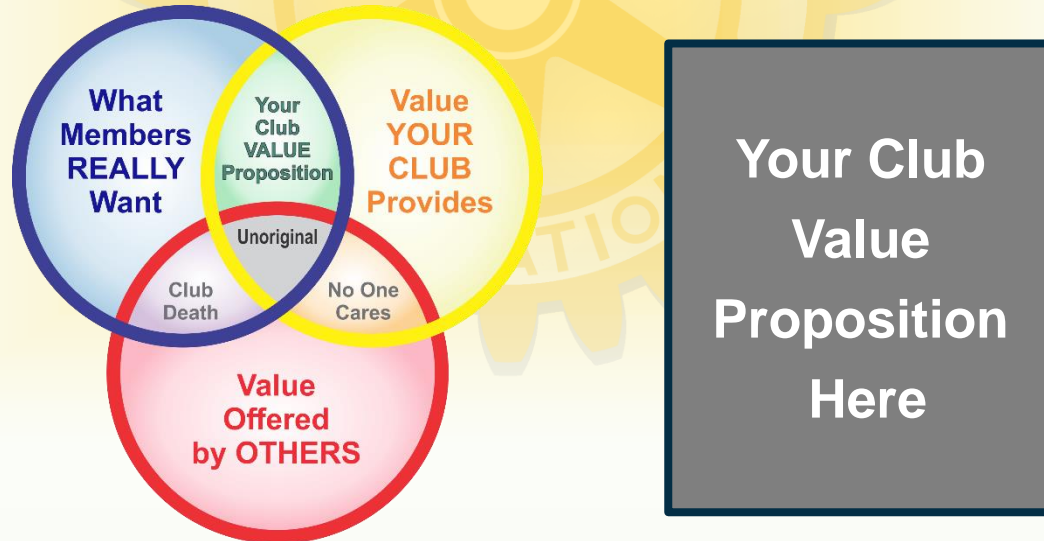
NEW: Membership Types

- 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

THIRD Key Question

3.) “What is the *value proposition* we provide to our members, prospective members, communities?”

- Friendship, Networking, Leadership Opportunity, Mentoring, Meaningful Service (local and international)
- Are these or other values represented in proper balance?
- What do we ask of people in *exchange* for these “values?”



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

Primary Member

Associate Member(s)

Primary Member
Pays FULL DUES

Associate Members
Pay Cost of Meals Only

Primary Member ONLY
Registered with RI

Attendance per Bylaws

Variation 2

Primary Member

Associate Member(s)

Primary Member
Pays FULL DUES

Associate Members Pay Reduced
Dues (to Cover RI & District Dues)

All Members
Registered with RI

Attendance per Bylaws

Variation 3

Primary Member(s)

(no associate members)

Dues Determined by Club (at least
FULL DUES); may include other
benefits (e.g., installation banquet,
event sponsorship, etc.)

All Members
Registered with RI

Attendance per Bylaws

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)

2019-20 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)
- Club Membership Chairs on RCC (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

- Associate / Corporate / Friends of Rotary (for non-members)
- Determine how your club might benefit
- Coordinate with other area clubs to maximize benefits

Additional Resources

www.Rotary.org/MyRotary

All things Rotary (log-in required for many areas), Club Central, TRF, much more

www.Rotary6890.org/Membership

Web pages and Download Center (no log-in required)

www.DACdb.com

Database for district calendar, leadership, and member contact information

Rotary International Contact Center

Contact.Center@Rotary.org, (866) 976-8279

Rotary Leadership Institute (RLI)

Sequential discussion groups on a variety of Rotary topics

Rotary District 6890 Membership Chair

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