

You Want Me to do What? **WHY** in the world would I do that?

I have asked several Rotary clubs to start a satellite club, and invariably one of the first questions is “why would we want to do that?” So, I’ll start by answering **WHY?** I am going to answer the question from the perspective of a cause-based virtual club, rather than a geographic, in-person club, but many of the answers will apply to both scenarios.

TOP TEN REASONS your Rotary club benefits from starting a cause-based satellite e-club...

10. You will **LEAVE A LEGACY AND STRENGTHEN ROTARY** by sharing the gift of Rotary to a demographic that may not find our current clubs’ style, meeting time, or culture appealing.
9. When compared with Rotary Action Groups and Rotary Fellowships, **CAUSE-BASED ROTARY CLUBS OFFER ADVANTAGES** of regular meetings, opportunities for grants from The Rotary Foundation, and protections of the Rotary Clubs’ insurance policy.
8. Cause-based e-clubs are an inexpensive and relatively **EASY WAY TO START A NEW ROTARY CLUB**. Affiliate members (Rotarians from other clubs) provide expertise for the new club and reduce the need for mentors from the parent club.
7. One of the benefits of being a Rotarian is the development of leadership skills. A satellite club will offer more opportunities to **DEVELOP LEADERS**, probably in a less formal and more comfortable environment than in a traditional Rotary club.
6. An e-club can invite members from around the world, reinforcing the **INTERNATIONAL FLAVOR** of Rotary and providing new opportunities for service around the globe.
5. **YOU WILL MAKE A DIFFERENCE** by attracting new people to Rotary and expanding the number of Rotarians ‘doing good in the world’.
4. Current Rotarians may be honorary or affiliate* members and participate in both their home club, and the cause-based club, **CEMENTING MEMBERS’ COMMITMENT TO ROTARY**.
3. Members of the satellite club are also members of the parent club and can participate in projects of the parent club. This multiplies your **CLUB’S OPPORTUNITY TO MAKE A DIFFERENCE**.
2. People who follow their passions in Rotary are Rotarians for life. This makes cause-based clubs a **MEMBER RETENTION STRATEGY**.
1. **YOUR CLUB WILL BE ENERGIZED** by an influx of new people and fresh ideas.

A cause-based club can be built around almost anything. Ideas include entrepreneurship, environmental issues, food insecurity, health and wellness, international service, literacy, social justice, peace building, veteran’s issues, maternal and child health, water and sanitation, and...

This short [Anytown](#) video does a great job of explaining **WHY** we should all start new clubs in our towns. Figure out **WHERE** to start a club by exploring [Grow Rotary](#). Interested in learning more?

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