

# **This is not your father's Rotary Club!**

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Rotary International now gives you  
the freedom to design a club to fit  
your members' lifestyles and schedules!

Rotary's goal is more innovation,  
flexibility, affordability and diversity.

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# Rotary Cause-Based Clubs

Rotary recently launched the Innovative Clubs Initiative to promote a variety of innovative club models, including cause-based clubs.

Rotary defines a cause-based club as....

*....one whose members share a passion for a particular cause and whose service projects and activities center around that cause.*

Clubs have recently been formed to focus on social justice, the environment, veterans' issues and more.

Where there is passion, there is the potential for a Rotary club!





# How Can Rotary Benefit Your Cause?

Rotary is made up of leaders, of doers, of people experienced in and dedicated to service. We are an unmatched network of resources you can tap into and become a part of.

Through Rotary you can amplify your impact, advance your cause, improve your communities, and gain access to important connections locally, regionally and worldwide.

You'll be able to:

- Expand both your reach and impact through Rotary's network
- Educate fellow Rotarians on your cause and purpose
- Tap fellow Rotarians for help and support
- Contribute to and benefit from the Rotary Foundation
- Impact youth through established Rotary youth programs
- Gain valuable leadership experience and training
- Make friends near and far who will last a lifetime



**Rotary Opens Opportunities**

# Getting Started as a Cause-Based Club

Your job is to find the passion, define the cause, and reach out to like-minded people to join you in this venture.

It's the job of the Innovative Clubs committee and the District Membership Chair to provide guidance on Rotary requirements and to assist in the application process.

Those same people will continue to help you as you develop your club. They'll make certain you know and understand the resources Rotary offers, the dues structure for the District and Rotary International, the communication channels, etc.

But please realize that it's you and your fellow club members who should define your club's structure and culture including when and where you meet, how often, whether it's in-person, online or a combination of the two.

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**The Rotary Club you create may not look at all like a traditional Rotary club!**

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