To All District 7770 Club Presidents and President-Elects,

The purpose of this letter is to introduce a new category of Active Membership within District 7770. Previously, active membership, as reported to the District and RI only included Active and “Rule of 85” Rotarians. In an effort to continue our membership growth, we are authorizing another classification of Active Membership, called e-Member Classification, which allows weekly participation of meetings through on-line Rotary sites to fulfill the participation requirements of Active Membership.

The concept is simple and for the most part, the process is the same as we currently use. Clubs can now recruit and offer the new classification of Active e-Membership as another method for Rotarians to participate in the Rotary Experience. This category of Active e-Membership is designed for retaining current members as well as recruiting new prospects. This category should be considered for current members who can’t make the physical attendance requirements before we lose them due to time or attendance reasons. You should also review those members who have been terminated over the last several years and see if any of these previous members are still in your area and might be interested in this form of participation. Finally this category should also be considered for prospective new members, who have been reluctant to join Rotary because of time constraints.

E-Members are tracked and accounted for on Club books similar to how “Rule of 85” members are handled. The number of e- Members a club may have is capped by the same classification rules currently being used (normally 10% of total membership), just like Real Estate, Lawyers, and Engineers are currently offered membership in Rotary. E-Members are still “asked” into Rotary by individual club Rotarians and are accepted into membership after the current “vetting” requirements by Clubs and their Board of Directors are complete. To complete the Rotary experience: training seminars and conferences, socials, and service project participation are accomplished within the Club structure just like other active members.

Once accepted into membership, log them in on the District 7770 site by placing their information under the Active e-Member category. Also, e-Members are held to the same attendance requirements as other Rotarians. The only difference is that weekly attendance of a Rotary Meeting will be done completely on-line through existing RI established e-Clubs and / or Video-taped District 7770 Club meetings with a link on the District 7770 site.

Attendance slips are sent to the Club Secretary who records and reports attendance to the District, just as they do now. If the e-sites don’t have automatic reporting of successful attendance directly to the Club, e-Members can report attendance to Club Secretaries by emailing their attendance information (similar to Guest Attendance slips) used at most Clubs and the Four Way Test criteria.

Since physical attendance is not required at the Club’s weekly meetings, dues for this category of Active Membership should be set using a cost model that considers: District and RI fees (dues, magazine, & insurance costs) and Club costs for major social activities, fundraisers, and / or Sustaining member requirements. The weekly food cost component does not need to be included since attendance will be completed on-line rather than physical attendance at a weekly lunch or breakfast meeting. If an e-Member attends a weekly meeting, they will be asked to pay at that time, similar to how guests who visit our clubs are asked to pay to allow recouping food costs.

Bottom line: This new option for participation should help in retention and recruiting efforts and allow the District to continue on a path to meet Club membership growth goals. We firmly believe this concept will add Value to the Rotary Experience and allow Rotary to continue into the future focused on world peace, improved quality of lives for children, and community support.

This concept is approved to start immediately as part of the Fourth Quarter’s Membership Roundup and will continue to be refined and improved as we move forward in 2013 and beyond.