

Driving your Rotary Membership

New Models for Flexible Membership

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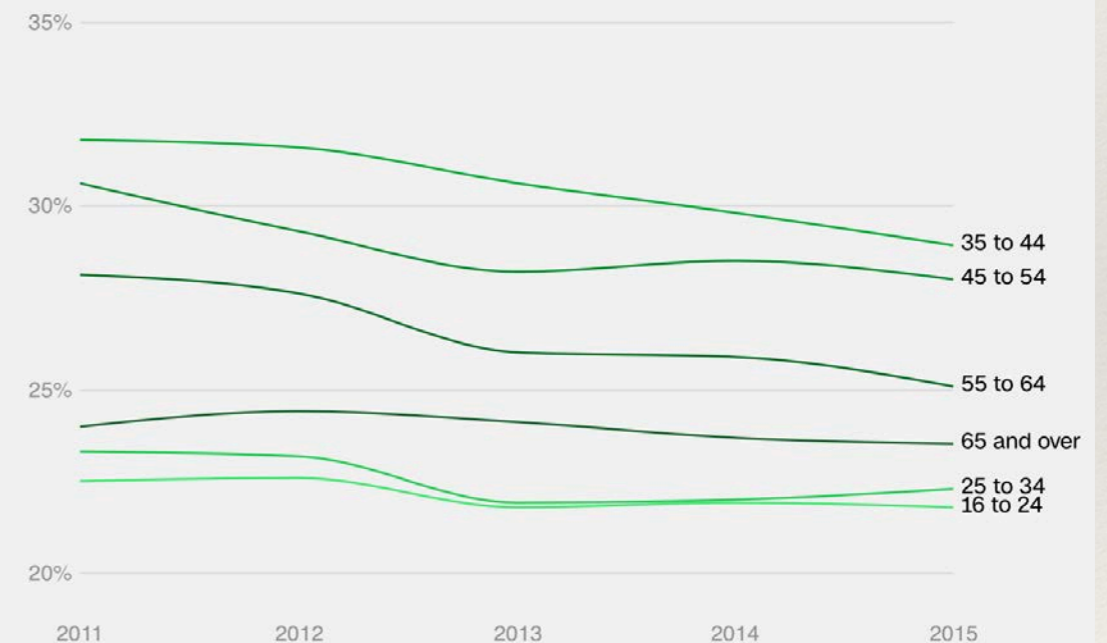
Bureau of Labor Statistics on Volunteering (2016)

- ❖ 25 - Percentage of Americans who volunteer
- ❖ 28 - Percentage of volunteers aged 45-54
- ❖ 29 - Percentage of volunteers aged 35-44
- ❖ 18 - Percentage of volunteers aged 20-24
- ❖ 52 - Median number of volunteer hours per year



US volunteerism by age from 2011-2015

More middle-aged people said they volunteered compared to other age groups. Younger people tended to volunteer less.



Men catching up to Women

**Psychology of volunteerism researcher and Univ. of Minnesota professor ,
Dr. Mark Snyder:**

Huge volunteerism gender gap from 20th century of women volunteering more than men is closing in as more and more men are volunteering to keep up with women peers in the workforce who are somehow able to do it all!
- to work, to volunteer, to be actively engaged with their families.

<https://www.cnn.com/2018/07/19/us/volunteering-statistics-cfc/index.html>



Parents are more likely to volunteer

- ❖ Parents with children under the age of 18 are more likely to volunteer than persons without children - 31.3% v. 22.6%.
- ❖ Dr. Snyder suggests what we see is “a sense of volunteering as an act of citizenship and leaving something for next generations and leaving a legacy behind.”



New Models for Flexible Membership

- ❖ Satellite Clubs
- ❖ Corporate Membership
- ❖ Dual membership - Rotary & Rotaract
- ❖ Family Membership
- ❖ Meeting flexibility - format, time, attendance, etc.
- ❖ And more!



Meeting Format Flexibility

*In person? Online? Service during meeting? Leadership development?
Committee reporting? Social gatherings? Member professional talks?
Educational talks on equity, club vision, goals?*

1. What do you love about your club's meeting?
2. What needs attention?

Satellite Clubs

- ❖ Creates new opportunity for prospective members in your area
- ❖ Allows disengaged members to try new practices and ideas
- ❖ Creates opportunity for new leadership
- ❖ Allows members in traditional clubs to continue if they enjoy their club experience



Alternative Membership Types

- ❖ Family membership/Spousal membership
- ❖ Associate membership for young professionals
- ❖ Corporate membership for business leaders & their employees

*Your club decides: dues, attendance, service expectations,
but must still pay RI dues.*



Benefits of Alternatives

- ❖ Presents options for prospective members with different pricing structures and levels of time commitment
- ❖ Presents an opportunity to partner with a local corporation
- ❖ Diversifies club by attracting businesses, prospective members with young families, and other groups who aren't able to join as traditional members



Passport Club Model

A Rotary club that allows members to attend their Rotary club meetings as long as they attend a specified number of meetings in their own club each year.



Corporate Membership

Club Advantages	Corporation Advantages
Attracts new members	Reduces time commitment of any one member by allowing employees to attend on each other's behalf
Boosts your club's profile by attracting new corporate leaders	Elevates corporation's image in the community as a partner in service
Diversifies your club's skills & expertise, expanding its potential for doing good, and brings in new ideas to keep current members engaged	Offers workers a chance to develop and apply leadership and professional skills - project management, training, & public speaking
Creates new partnerships in the community that can be used to address big challenges	Gives corporate members access to Rotary's global network & ability to network while traveling
Increases resources and capacity for service, which raises awareness	Emphasizes a commitment to serving others as part of the corporate culture

How to support flexible clubs

In your role, how can you support clubs wanting to explore flexible models?

What challenges do you anticipate?

What does success look like?