



Links to Key Resources

View past webinars like *Increase Your Reach: Easy Changes to Maximize the Impact of Your Club or District Website*, *Using Social Media to Promote Your Club or District* (Basic and Advanced) and much more <http://www.rotary.org/webinars>

Download the following resources to boost your club's member engagement:

- [The Club President's Manual](#)
- [The Club President's Monthly Checklist](#)
- [The Planning Guide for Effective Rotary Clubs](#)
- [Membership Growth and Support for Clubs](#)
- [Be a Vibrant Club: Your Club Leadership Plan](#)

You can buy the [Prospective Member Information kit](#) from the [Rotary shop](#) and much more!

Benefits of Membership

Professional Development

- Leadership skills
 - Leading projects
 - Leading leaders
 - Leading volunteers
- Public Speaking
 - At club, district, and large events
- Project Management
 - Club projects
 - Community projects
 - International projects
- Fundraising
 - Club members
 - Community members
 - Events
- Event Production
 - Club meetings
 - Fundraisers
 - Club events
 - District meetings
 - Zone meetings

- Continuing Education
 - Leadership
 - How to sell our cause, and our membership
 - Raising funds
 - Humanitarian projects
 - Grant writing
 - Budgeting and management
 - Computer application
 - How to train others

- Exposure to Other Professions
 - Broader perspective
 - Understanding of industries/professions other than own

- Nonprofit Education
 - Grant writing
 - Grant management
 - Global exposure to other NGOs

Networking

- Represent your industry
- Diversity of professions
- Exposure to owners, top level management, and extraordinarily well-connected business and community leaders
- Ability to build awareness and credibility among other members based on work you do in Rotary
- Assumption that in working with other Rotarians you are being treated fairly, and you will treat them fairly in business dealings

Relationships

- Local and International
- Lifetime professional, personal, and family relationships
- Exposed to top level within local and international community
- An extraordinarily diverse group based on age, vocation, focus, and experience
- Opportunity to create long-term relationships quickly in spite of cultural or language challenges
- Assumption that other Rotarians are talented, educated, community leaders who are ethical, principled, and wanting to help others

Family Experience and Opportunity for Unique Experience for Children

- Rotary programs
 - Youth Exchange
 - Interact
 - Rotaract
 - Speech contest
 - Community service projects with Rotarian family member
 - International travel opportunities on Rotary projects
- Strong network in the community for use by family
 - Doctors, dentist, lawyer, financial planner, architect, accountant, etc.
- Friendships that can support family
 - Trusted relationships
 - Sense of community and commitment
 - Network to help in emergency

Personal Development

- Opportunity for extraordinary experiences
- Ability to affect the lives of others
- Ability to do things through Rotary you cannot do alone
- Leverage of Rotary Foundation funds use, expertise, and connections
- Ability to live and express yourself internationally

Identified for High Level of Integrity

- Better understanding of components of ethical behavior in business and community
- Recognized and differentiated by others for high ethical standards

Satisfaction of Making a Difference to People Who Need Your Help

- Can help others while keeping your day job

New Generations is the Future of Rotary

September 2011 RI Board Meeting, The Future Generation

The Future of Rotary is in our ability to attract new generations. We must capture the attention of people between 25 - 40 years of age with the potential to join Rotary on the basis of where they are in their careers now. This is imperative if Rotary is to continue into the next century.

How do we fill the gap that occurs between members in some clubs and the new generations? How can the New Generations Avenue meet the needs for participation among a modern generation with new ways of life and business cultures.

Change management among Rotarians. We must instill a desire among Rotarians to attract and engage young professionals by building an understanding that engaging the next generations is the **only** path to the future for Rotary, highlighting that it's an exciting path as well.

The following guidelines offer suggestions to attract and engage young professionals.

- Club Benefits. Keep members educated on the benefits of extending membership to young professionals: additional and continued leadership for the club, new ideas, new energy, continuation of the organization, additional connections, etc.
- Multi-generation. Actively support a multi-generational environment at both the club and district levels.
- Benefits in diversity. Foster appreciation of the benefits of diversity in membership. Research notes the following:
 - Women are more likely to volunteer than men.
 - Volunteer rates peak in mid-life (late 30s and 40s).
 - Young professionals are eager to bring new approaches to solving persistent problems.
 - In giving they seek to be more hands-on and to contribute both time and money.
 - Young professionals 45 – 31 years of age are savvy, entrepreneurial self-starters.
 - Resourceful, self-sufficient, independent, anti-bureaucratic, flexible, good at multi-tasking, comfortable with leadership changes and a variety of leadership styles.
 - Young professionals under 30 years of age are confident, self-expressive, and open to change.
 - Extremely collaborative; dependent on friends as a source of research.
 - Seek more than payment from employment; helping others in need is just as important to them as it is to older generations.
 - Open-minded; highly tolerant of differences; value education and training.
- Identify. Specifically identify and actively recruit young professionals and business owners in the community.

- Don't overlook people Rotarians know best: Encourage and reward recruitment of Rotarians' children, grandchildren, and professional colleagues.
- Communicate Value.
 - Clearly articulate the value and benefits that membership in a Rotary club offers to young professionals for leadership, continued development, networking and supporting one's community.
 - Young professionals see continued training and professional development as a significant tool in helping them become more successful.
 - Talk about results – be specific about the difference a Rotarian can make.
 - Make it local – not global.
 - Promote a cause, mission, or issue of interest to young professionals.
- Flexible. Create an engaged, flexible, hospitable atmosphere that is inclusive of young professionals.
 - Have weekly meetings at a time and place when young professionals can attend
 - Establish more clubs with meetings in the morning or evening.
 - Recognize that most of today's young professionals cannot leave work to attend a lunch meeting.
 - Establish more e-clubs.
 - Run brief, efficient meetings. Young professionals consider many face-to-face meetings as unnecessary and inefficient.
 - Have meetings focus on accomplishing something rather than bureaucratic matters.
 - Young professionals may see meals at meetings as wasted time.
 - Leverage online social networks as an alternative to face-to-face meetings.
 - Talk about multiple options to participate instead of asking them to commit to one thing. Offer variety.
- Learning. Facilitate learning from each other.
 - Institute mentoring programs where older generations mentor younger generations and vice-versa.
 - Educate members on how to effectively mentor.
- Relevant branding and topics. Ensure that all of Rotary's imagery and branding are consistent.
 - Rotary magazines to emphasize topics of interest to young professionals.
 - Rotary leaders speak encouragingly about young professionals.
 - Rotary, district and club web-sites emphasize topics of interest; is clear and easy to use for a person seeking information about Rotary's mission, a club's activities and membership.
 - Recent studies indicate that many people looking for volunteer opportunities initially approach an organization via its website.
 - Public images of Rotary should illustrate Rotary as having diverse leadership and membership that reflects the young professional's community and workplace.
- Resources.
 - Encourage clubs to participate in an annual Member Engagement Survey so clubs can gain an understanding of which of their behaviors and actions are attracting new members and promoting member engagement and which actions are discouraging prospective members.
- Inclusive.
 - Encourage teamwork and collaboration; group activities are seen as more fun.
 - Restrict members from congregating or sitting with the same people on a weekly or consistent basis.
- Engagement. Ensure that all new members get connected and involved with projects and club activities.

- Project Diversity. Create a project portfolio that establishes engagement in a variety of community needs, supporting a variety of causes.
- Member Input. Listen and ensure that all new members provide input and feedback into club operations and activities.
 - Give young professionals meaningful assignments.
 - Publicly recognize individual **service** contributions (number of hours spent on Rotary-activities and service events) rather than only their monetary contributions.
 - Provide frequent positive feedback.
 - Treat the young professionals as respected equals at meetings.
- Rotary Knowledge.
 - Ensure that younger professionals are invited to district and regional events so they are exposed to the wider world of Rotary and its activities.
 - Enhance collaboration between clubs in terms of prospective members:
 - If a club is not a good fit for a prospective member / current member due to meeting time, culture, or demographics, refer the prospective or current member to another club that may be a better fit.
 - Improve ease of process for a Rotarian to join another club when he or she relocates.
- Connections. Incorporate communication channels embracing technology that is regularly accessed by young professionals: LinkedIn, FaceBook, YouTube, Twitter, Google2, etc.
 - Include stories about what happened at club meetings, events, etc. on these communication channels; young professionals are focused on sharing experiences.
 - Communicate frequently (more than once a week) via email and text; the 24/7 generation expects frequent contact via electronic media.
 - Recent survey feedback indicates the majority of Rotarians under 30 feel that the current frequency of email communications is **insufficient** in Rotary. (Source: RI 2011 Communication Survey)
- Relationships & Fellowship. Craft a social environment that includes teamwork and multiple opportunities for member engagement, fellowship, and fun.
- Inspirational.
 - Promote service activities that bring hope to others.
 - Highlight club members and other Rotarians who are sources of inspiration: Both persons who've accomplished significant achievements in their careers and persons who've made a difference through their service in Rotary.
 - Ensure that programs and weekly meeting speakers are efficient, inspiring, informative and relevant for all members and generations.
- Assessment.
 - Annually assess the club for practices that are no longer relevant or meaningful.
 - Annually assess the club via a Member Engagement Survey.
 - Alter club operations or activities if the feedback warrants change.
 - Cease traditions that are no longer relevant or meaningful for younger demographics.
- Vision. Initiate changes that promote relevance, flexibility, and a long-term vision.
- New Clubs. Sponsor and organize new clubs that are comprised of younger professionals.
- Incentives. Globally and locally recognize and reward clubs and individual members who do a great job building the diversity of club membership.
- Change. Support changes proposed at Council on Legislation that encourage flexibility and innovation in club operations and membership.

Embrace and recognize Rotary youth program participants and Foundation alumni as the future of Rotary.

- Establish a New Generations Avenue committee in every club and district.
- Increase communication with the new generations.
- Develop a unified and structured process to more effectively reach out and communicate with former youth program participants and Foundation alumni in an effort to keep them connected to your club.
- Encourage easier transitioning from one program to another: Interactor to Rotaractor.
- Encourage the easier transitioning of former program participants who have achieved professional capacity into Rotary clubs.
- Invite former program participants and Foundation alumni to your club meetings, projects and community events.