# New Club Models & Phoenix 223

## District Membership Chairs Education Session

### Zones 25B & 29 Institute – Houston, Texas

### September 9, 2021

**Tom Gump, Assistant Rotary Coordinator**
**Linda Marrin, Phoenix 223 Team Leader**

Rotary

# *YOUR SESSION FACILITATORS*

**TOM GUMP**
Assistant Rotary Coordinator
**Supporting Districts**
**5580, 5950, 5960**

**LINDA MARRIN**
**Team Leader**
**Phoenix 223**

# NEW CLUB MODELS & PHOENIX 223

Phoenix 223

# WHY FORM A NEW CLUB:

1. Grows Rotary Quicker
2. Retains Members Longer
3. Attracts Younger/More Diverse Members
4. Reaches Out into Community
5. Provides Partnership Opportunities

# NEW CLUBS ADD DIVERSITY

*D5950 added **80 additional new female members** this past year, increasing the percentage of female members from **30% to 32.25%** - all from three new clubs:*

1. *The Twin Cities Eco Club has **52% female** members;*
2. *The Rotary Club to End Human Trafficking has **61% female** members; and*
3. *The Rotary Club of Network for Empowering Women has **69% female** members.*

# ROTARY CLUB TYPES

Rotary Club
Rotaract Club
Satellite Club

# ROTARY CLUB MODELS

Traditional
Passport
Corporate
Cause-based
Alumni-based
Interest-based
International

# PASSPORT

- Difference: Members attend another clubs' meetings, projects & fundraisers
- Strengths: **Flexibility**, variety, affordability & building connections across the district
- For: **Frequent travelers** & those who enjoy a variety of club experiences

# CORPORATE

- Difference: Most **members work for same employer**
- For: Employees of an organization who want to give back to their community
- Limitations:
  - Consider company's in-person meeting rules
  - Club name cannot include company's name

# CAUSE-BASED

- Difference: Focuses on a particular **cause**
- For: People who want to connect with others while focusing on a particular issue
- Activities: **Projects & speakers** are **related to the cause**
- Fueled: By members' **passions** & community's needs

# ALUMNI-BASED

For:

- Former Rotary Global Friendship Exchange Participants, Peace Fellows, Rotaractors, Rotex & Rotary Program Participants
- Rotary Youth Leadership Awards
- Rotary Youth Exchange
- Rotary Scholars
- Rotary Community Corps

# INTEREST-BASED

- Difference: **Focuses on a particular interest or hobby**
- For: Rotarians wanting to enjoy Rotary in a specific way
- Activities: Projects aligned with interest
- Fueled: By members' interests
- Example: District 5970 Satellite eClub – **Paths to Pollinators**

# INTERNATIONAL

- For:
  - **Expats** & those who want international experiences
  - Those who **speak a common language**
- Members: From all over the world/meet online
- Focus: International service, activities & connection
- Opportunity: Learn about other cultures

# THANK YOU & FOR HELP CONTACT:

PDG/ARC **Tom Gump**
Zone 29 ICA
tagump@gmail.com
(612) 770-8389



**Topic: New Club Models**

**Thursday, September 9, 2021**

# Where can you get help to start a new club?

Rotary

# Phoenix 223

**We’re here to help!**

# SERIES OF SPECIALTY WORKSHOPS IN THE PAST SIX MONTHS

- Satellite
- Passport
- Cause-based
- Alumni-based
- Interest-based
- Rotaract

Rotary
Zones 25B & 29

# WE ARE NOT POACHING!

*Great News!*

*An analysis of all new clubs formed in the last five years found that 88% of charter members were actually new to Rotary!*

*Brian King, RI Director of Membership Development*

**88%**

**of Charter Members are new to Rotary!**

# PHOENIX 223 TEAM

Bruce Baumberger

Lloyd Campbell

Dian Edwards

Vivi Bennett

Tom Gump

Debbie High

Linda Marrin

Zain Kalson

Mark Shockey

Emily Tucker

Linda Yates

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# Where can you find us?

https://zones25b-29.org/sitepage/project-phoenix-223/welcome-to-phoenix-223

*Zone website > membership tab*

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# What other help do you have?

- Rotary Coordinator and your assistant coordinator
- Your Membership team ~ your District New Club Champion/Development Chair
- Rotary Membership Services:  Emily Tucker
- Clubs in your District
- Rotarians in your District
- Other people you know!!

# TOGETHER WE…

Rotary

# GROW ROTARY!

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# QUESTIONS

## THERE ARE NO BAD ONES!

https://my.rotary.org/membership

https://rotaryregion36.org

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