

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



YOUR SESSION FACILITATORS



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



LINDA MARRIN Team Leader Phoenix 223

NEW CLUB MODELS & PHOENIX 223





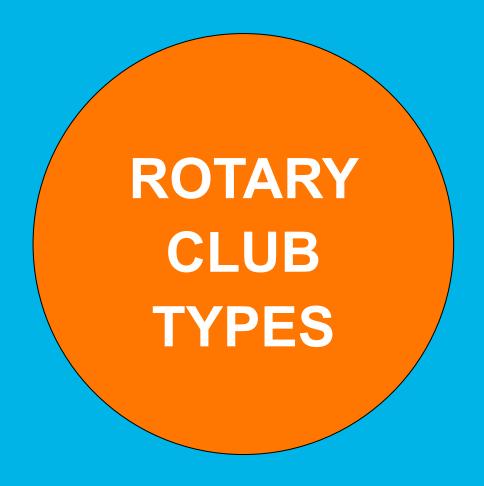
WHY FORM A NEW CLUB:

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

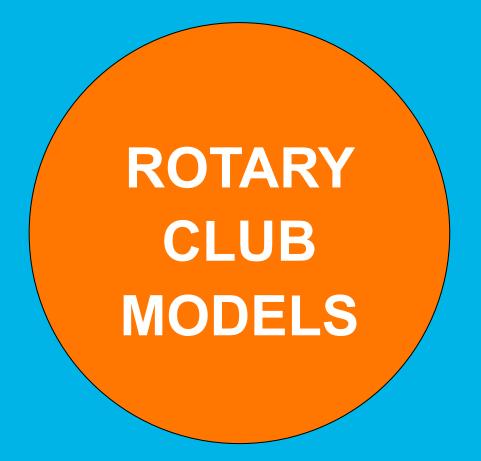
NEW CLUBS ADD DIVERSITY

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 Rotaract Club Satellite Club



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

PASSPORT

- <u>Difference</u>: <u>Members attend another clubs' meetings</u>, 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

- <u>Difference</u>: 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

- <u>Difference</u>: 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



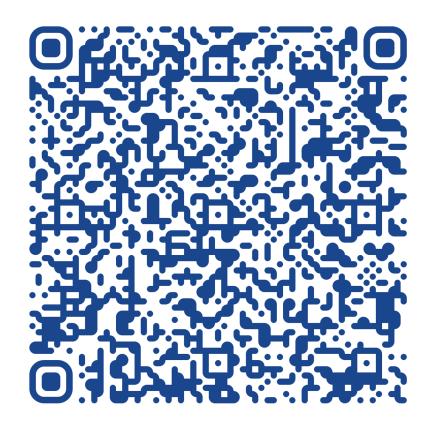
INTERNATIONAL

- <u>For</u>:
 - 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:

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2021 Rotary Zones 25B & 29 Institute

Topic: New Club Models

Thursday, September 9, 2021



Where can you get help to start a new club?





SERIES OF SPECIALTY WORKSHOPS IN THE PAST SIX MONTHS

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



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





Where can you find us?

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

Zone website > membership tab



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...



GROW ROTARY!





QUESTIONS

THERE ARE NO BAD ONES!





https://my.rotary.org/membership https://rotaryregion36.org

