

STATE OF ROTARY MEMBERSHIP

As of 1 January 2019

[Presenter name]

[Date]



MEMBERSHIP OVERVIEW

	1 January 2019	Change since 1 July 2018
Members	1,206,501	+11,394
Rotary Clubs	35,663	-18
% Women	23%	+1%
Ages 50-69	28%	--
Under 40 years old	5%	--

ANNUAL TRENDS: CLUB INVOICING (JULY & JANUARY)

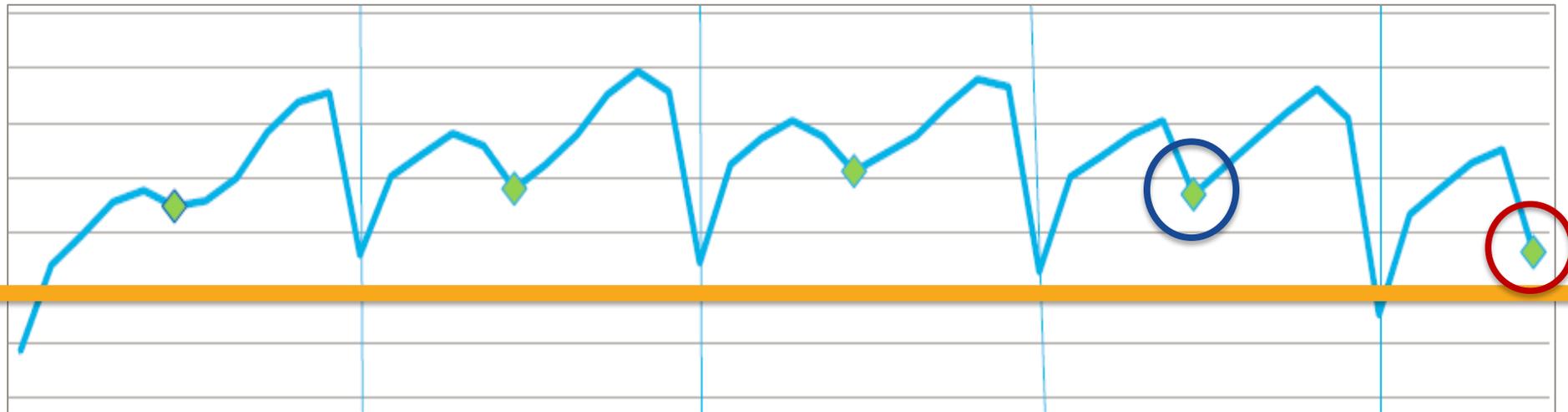
2014-15

2015-16

2016-17

2017-18

2018-19



JULY

JULY

JULY

JULY

JULY

-10,528 MEMBERS

From 1 January 2018



1 JANUARY
MEMBERSHIP

≈ 80,000 PEOPLE JOINED

1,206,501

≈ 67,000 MEMBERS LEFT

LENGTH OF
MEMBERSHIP

> 1 year	22%
1-2 years	30%
3-5 years	17%
6-10 years	12%
10+ years	19%

WHY DO MEMBERS LEAVE?

Too expensive/
too much time

Club
environment

Unmet
expectations

31%

21%

15%

43%

Would **NOT** recommend their club

35%

Would **NOT** recommend Rotary

MEMBERSHIP CHALLENGES: CLUB LEVEL

ATTRACTING NEW MEMBERS

EMBRACING CLUB FLEXIBILITY

FILLING LEADERSHIP POSITIONS

IS YOUR CLUB HEALTHY?

ROTARY.ORG/MEMBERSHIP

- Rotary Club Health Check
- Membership Assessment Tools



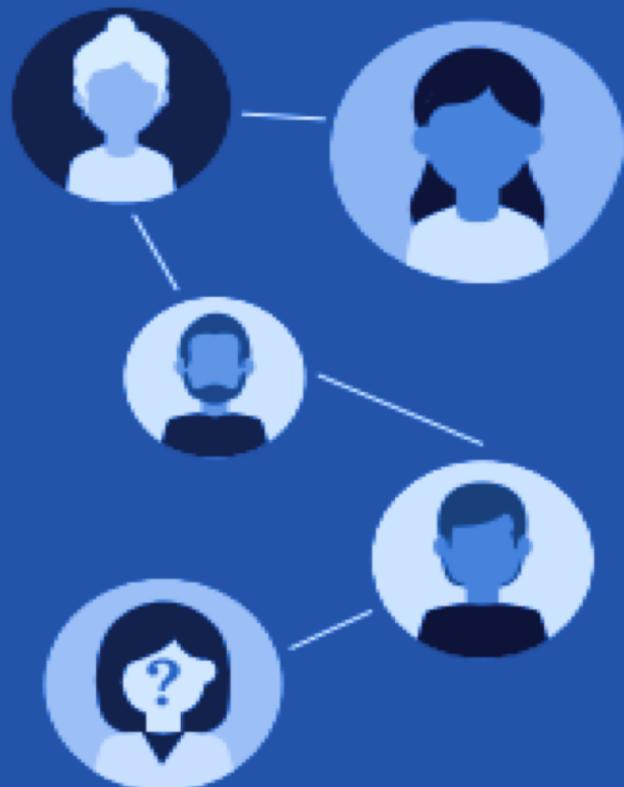
ROTARY CLUB
HEALTH CHECK

ROTARY.ORG/LEARN

- Is Your Club Healthy?
- Enhancing the Club Experience
- Diversify Your Club
- Improving Your Member Retention

5 REASONS TO CHECK YOUR MEMBERSHIP LEADS

WHO IS YOUR
NEXT MEMBER?



19,500 + Leads per year

50%

Have a personal connection to Rotary

64%

Are under age 40

35%

Are women

58% +

Are NEVER contacted

EMBRACING CLUB FLEXIBILITY

ALTERNATIVE:

MEETING FORMATS

MEETING TIMES &
FREQUENCY

MEMBERSHIP TYPES

PROFESSIONAL DEVELOPMENT



Membership

Duration: 7h 30m

ABOUT THIS LEARNING PLAN

LEARNING PLAN STRUCTURE



Is Your Club Healthy?
E-learning | Duration 1h



Practicing Flexibility and Innovation
E-learning | Duration 1h



Strategies for Attracting New Members
E-learning | Duration 1h 15m



Best Practices for Engaging Members
E-learning | Duration 45m



Kick-start Your New Member Orientation
E-learning | Duration 45m



Building a Diverse Club
E-learning | Duration 45m



Online Membership Leads
E-learning | Duration 1h



Your Membership Plan
E-learning | Duration 1h

- In-person training events
- Mentoring
- Leadership in Action
- Service projects
- Learning center
- Webinars

ROTARY.ORG/LEARN



Engaging Younger Professionals





**CLUB.INNOVATIONS@
ROTARY.ORG**

CONNECT WITH YOUR CLUB



CONNECT WITH YOUR COMMUNITY



CONNECT WITH THE ROTARY WORLD



A man with a beard and a grey sweater is leaning over a desk, looking at a book with a young boy. The boy has a hearing aid in his ear. The man is smiling slightly and pointing at the book. The boy is also looking at the book. The background is a blurred classroom setting.

TOGETHER, WE

INSPIRE

Rotary



PEOPLE OF ACTION