



THE STATE OF MEMBERSHIP

As of 1 July 2022
ROTARY INTERNATIONAL



ROTARY

1,166,331

+3,568 since 1 July 2021

36,849

+235 since 1 July 2021

25%

MEMBERS

CLUBS

WOMEN

ROTARACT

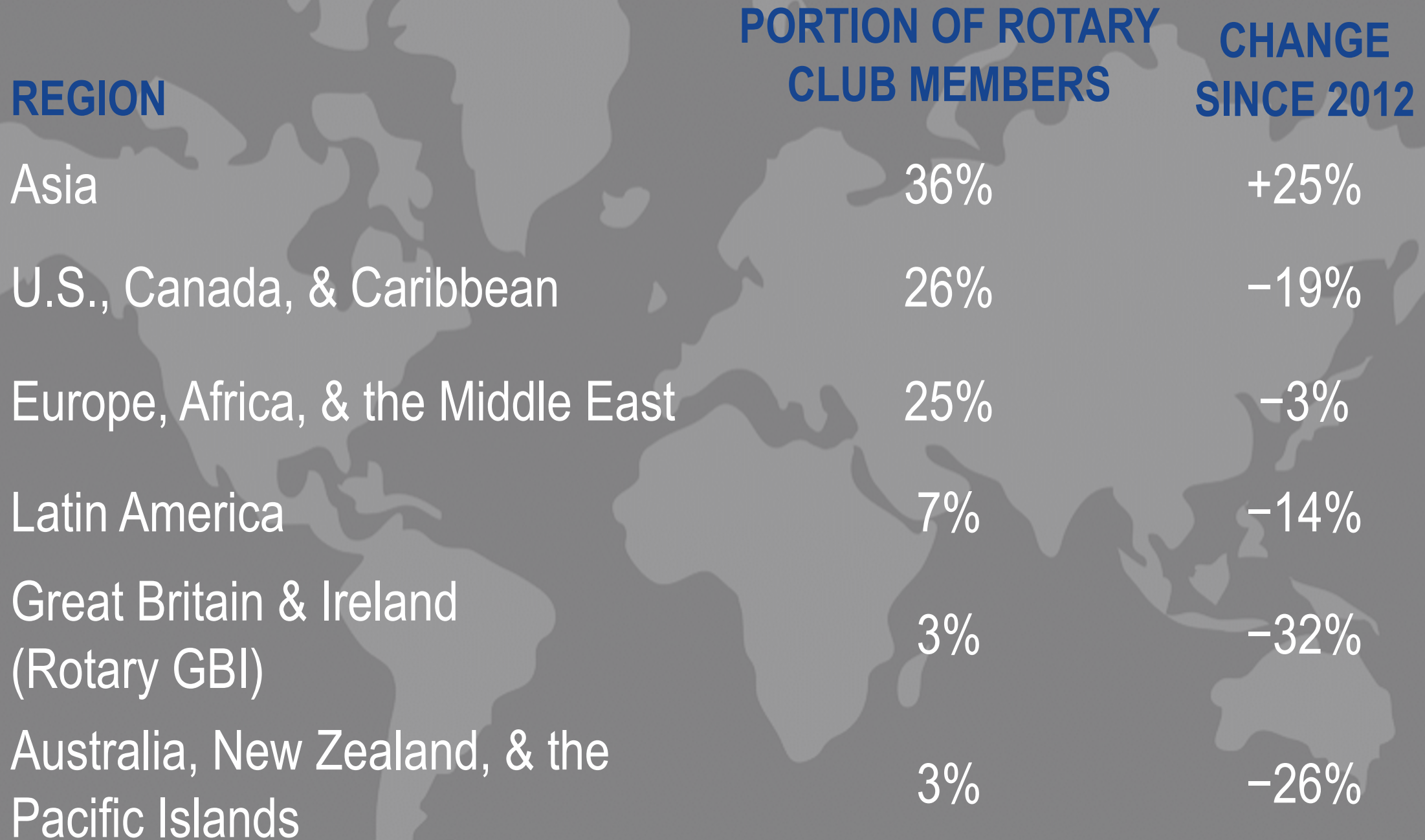
207,961

-12,466 since 1 July 2021

10,310

+1,060 since 1 July 2021

51%

A faint, grayscale world map serves as the background for the table, showing the outlines of continents and major landmasses.

REGION	PORTION OF ROTARY CLUB MEMBERS	CHANGE SINCE 2012
Asia	36%	+25%
U.S., Canada, & Caribbean	26%	-19%
Europe, Africa, & the Middle East	25%	-3%
Latin America	7%	-14%
Great Britain & Ireland (Rotary GBI)	3%	-32%
Australia, New Zealand, & the Pacific Islands	3%	-26%



GLOBALLY

1.4 MILLION MEMBERS

Working together, more than **1.4 million Rotarians and Rotaractors** in more than **46,000 clubs** are bringing positive change to communities worldwide.



ROTARY



ROTARACT



WHAT MEMBERS WANT



Local community service



Connecting with others



Professional & leadership
development opportunities

FACTORS THAT INFLUENCE MEMBER SATISFACTION:

1. Comfort with other club members
2. Club's positive impact in the community
3. Confidence in club leadership
4. Enjoying club meetings

FACTORS THAT INFLUENCE MEMBER RETENTION:

1. Comfort with other club members
2. Enjoying club meetings





IMAGINE ROTARY

“There’s so much each of us can do to help create club experiences that are welcoming, inclusive, and enjoyable.” — RI President Jennifer Jones

ROTARY.ORG/INITIATIVES

1

PRIORITIZE THE MEMBER EXPERIENCE

Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



2

EMBRACE DEI (ROTARY.ORG/DEI)

DIVERSITY

Welcoming people of **all backgrounds**, cultures, experiences, and **identities**

EQUITY

Ensuring that each person has **access** to the resources, opportunities, networks, and support they need **to thrive**

INCLUSION

Creating a culture where each person knows they **are valued and belong**

We are committed to being honest and transparent about our DEI journey and to continuing to learn and improve.

3

EXPAND OUR REACH

There are all kinds of leaders in our communities, and we want them to be connected to Rotary.

Let's expand our ideas about who can be a leader. Let's recognize potential people of action. And then talk to them about how we can all benefit from their participation.

[ROTARY.ORG/JOIN](https://rotary.org/join)



4

ENHANCE PARTICIPANT ENGAGEMENT

Now more than ever, we can connect with each other differently. We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)



5

OFFER NEW EXPERIENCES

SATELLITE:

Members run the club in collaboration with a sponsor club but choose their club's structure themselves

PASSPORT:

Members attend meetings of any club, in their community or around the world

CORPORATE:

Members (or most of them) work for the same employer

CAUSE-BASED:

Members unite to address a particular cause

AND MORE!

ROTARY.ORG/START-CLUB



TAKE ACTION

1. **Prioritize the Member Experience**
2. **Embrace Diversity, Equity, and Inclusion**
3. **Expand Our Reach**
4. **Enhance Participant Engagement**
5. **Offer New Experiences**

