



IRRESISTIBLE CLUBS AROUND THE WORLD

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IRRESISTIBLE

- What makes a club irresistible?





MEMBER
SATISFACTION
=
CLUB EXPERIENCE
=
IRRESISTIBLE

WHAT MAKES UP THE CLUB EXPERIENCE?

- Meaningful service
- Connections
- Growth opportunities
- Confidence in club leadership
- Enjoyment





ROTARY CLUB OF COLLIERVILLE

- Corporate memberships
- Strong social media presence
- Streamlined application process
- Hybrid meetings
- Embraces diversity



- Location: Tennessee, USA
- Members: 89
- Chartered: 1935 (89 years)
- Women: 28.1% (+11%)
- Under 40: 11.2% (+1.2%)
- Retention: 83.2%
- Net gain last 5 years: +29



ROTARY CLUB OF SAN MIGUEL DE ALLENDE-MIDDAY

- Service project driven
- Collaborates with local organisations & other clubs
- Plan for diversification
- Strong culture of friendship
- Cultural exchange



- Location: Guanajuato, Mexico
- Members: 47
- Chartered: 2005 (19 years)
- Women: 40.4% (+21%)
- Under 40: 8.5% (+5%)
- Retention: 86.1%
- Net gain last 5 years: +21



ROTARY CLUB OF PEACHTREE CITY

- Club surveys
- Comprehensive onboarding
- Focus on care and comfort
- Multiple ways to connect
- Mentoring
- Volunteer opportunities

WELCOME NEW MEMBER:

Marlon Gibson



Rotary
Peachtree City



- Location: Georgia, USA
- Members: 144
- Chartered: 1967 (57 years)
- Women: 40.3% (+2%)
- Under 40: 9.0% (+4%)
- Retention: 93.1%
- Net gain last 5 years: +36



ROTARY CLUB OF THUNDER BAY (PORT ARTHUR)

- 'Community' membership
- Subsidised membership for financially disadvantaged
- Growth opportunities based on members interests and skills
- Strategic relationship building to increase women in club



- Location: Ontario, Canada
- Members: 54
- Chartered: 1924 (100 years)
- Women: 29.6% (+9%)
- Under 40: 1.7% (+1.7%)
- Retention: 95.4%
- Net gain last 5 years: +6

LISTENING IS KEY



TO IRRESISTIBLE CLUB EXPERIENCE

RESOURCES

- rotary.org/membership
- rotary.org/flexibility
- Club type, format, model matrix
- Membership assessment tools
- rotary.org/start-club
- Membership courses in Learning Centre

START GUIDE FOR ALTERNATIVE MEMBERSHIP TYPES

Use this worksheet to decide which types of membership your club will offer. Document any change to membership types in your club's bylaws. We especially recommend that you amend the bylaws to reflect the answers to the asterisked questions.

Remember that Rotary International recognizes only active and honorary memberships. When reporting members to Rotary, assign any alternative membership types to one of those two categories.

1. What new type of membership does our club want to offer?*
2. Why do we want to offer this new membership type? How would our club benefit? What membership issues do we expect it to address?

Start a club



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