

Rotary International

2011-14 Innovative and Flexible Rotary Club Pilot Program

Purpose

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective qualified members and younger-aged Rotarians need flexibility to become or remain involved with a Rotary club.

The Innovative and Flexible Rotary Club Pilot Program will focus on letting clubs self-determine their operations to fit better with the needs of their members and community. It will also encourage clubs to conduct numerous tests to

- Try out different meeting logistics (time, date, location, online, use of social media, club event or social activity, and so on)
- Improve club leadership and oversight
- Create relevant and creative membership qualifications and requirements
- Update Rotary terminology to current language
- Shift the focus from meeting attendance to member engagement

Clubs would be authorized to make changes to the Standard Rotary Club Constitution and to their Rotary Club Bylaws in any area other than RI membership dues requirements.

Premise

Innovative and flexible Rotary clubs are fun, dynamic, diverse, resilient, tolerant, interested in trying new things, proactive, member driven, results oriented, resourceful, inspirational, and relationship rich. They support and strengthen their membership, focus and increase their humanitarian service, and enhance their public image and awareness.

Timeline

1 July 2011 - 30 June 2014

Demonstrated Results and Measures

Clubs participating in this pilot would demonstrate results in the following areas:

Increase in

- Club visioning, brainstorming, gap analysis, and identifying solutions and next action steps
- Club members wishing to serve in leadership roles
- New initiatives (Rotary programs, social activities, fundraising, etc.)
- Creation of signature club projects that can be sustained
- Member satisfaction
- Total membership number
- Membership recruitment
- Membership retention for new members and existing members
- Membership diversity (gender, age, ethnicity, and classification)
- Spouse or family participation in club activities

- Use of social media to engage and involve members
- Club visibility and public recognition throughout the local community
- Support to The Rotary Foundation (program participation and fundraising)

Balance in service projects and social activity profile

Decrease in

- Average age of club members
- Negative perceptions related to meeting fines, singing, and missing meetings for family, personal, or professional reasons

Improvement in club website and club brochure

Promotion of Rotary's core values