

# **Rotary International**

## **2011-14 Satellite Club Pilot Program**

### **Purpose**

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership. This pilot is structured to research alternatives and options to club operations and the overall impact on membership trends, the club's overall effectiveness, and success within the four elements of an effective club.

The Satellite Club Pilot Program will assess the impact of allowing a Rotary club to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can be organized

- To assist in chartering a new club
- To accommodate rural and remote areas or communities with small populations
- To accommodate large metropolitan areas in allowing one club to provide several meeting times and locations
- To provide an opportunity for small, weak, and struggling clubs to become connected to larger, active, and vibrant clubs for ongoing mentoring, support, and assistance
- To accommodate different demographic groups such as young people in cities or large country towns where the established Rotary club doesn't suit them or isn't attractive to them for various reasons

### **Premise**

Allowing Rotary clubs to conduct multiple club meetings during the week, each taking place at a different location, on a different day, and/or at a different time, will have a positive impact on a club's ability to

- Appeal to different professional segments within a community and its surrounding area
- Attract and retain a qualified and diverse professional base
- Improve the overall effectiveness and success of its operations
- Provide additional leadership opportunities for club members

### **Timeline**

1 July 2011 - 30 June 2014

### **Program Requirements**

Sponsor/host Rotary clubs must have been chartered before 30 June 2009 to be selected to participate. Satellite clubs must be established 1 July 2012, 12 months after the launch of the pilot program, which will allow ample time to evaluate club effectiveness and viability. Pilot clubs may only deviate from the Standard Rotary Club Constitution as follows:

- Rotary clubs may conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time, with all meetings realizing the requirement of the regular weekly meeting.
- The sponsor/host and satellite club(s) will meet in person once per quarter.

- Each Rotary club may have no more than three satellite clubs at any one time.
- Club members must determine which meeting will be considered the regular meeting (weekly business meeting of a club) and which meetings will be considered the additional meetings.
- Membership requirements will remain the same with the satellite as with the sponsor/host club.
- Small, weak, and struggling clubs will suspend their charter until such time as they are viable and able to sustain and maintain operations as an independent club.

### **Demonstrated Results and Measures**

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

#### **Increase in**

- Club membership recruitment and retention
- Club outreach throughout the area
- Support to The Rotary Foundation (by participation in programs and donations)
- Successful service projects (community and international)
- Member participation in club activities

#### **Improvement in**

- Leadership opportunities for club members
- Gender balance in the club's membership
- Overall diversity within the club's membership

**Decrease** in the average age of the club membership