

# 2022 Midwest PETS

## Growing Rotary by Forming New and Creative Clubs!

Saturday March 5<sup>th</sup>  
Morning Presentation



# 5 BENEFITS OF FORMING NEW CLUBS:



Grows Rotary **more quickly**



**Retains members** longer



Attracts **younger & more diverse** members



Makes Rotary **more visible**



**Increases** partnership opportunities

# GROW ROTARY MORE QUICKLY

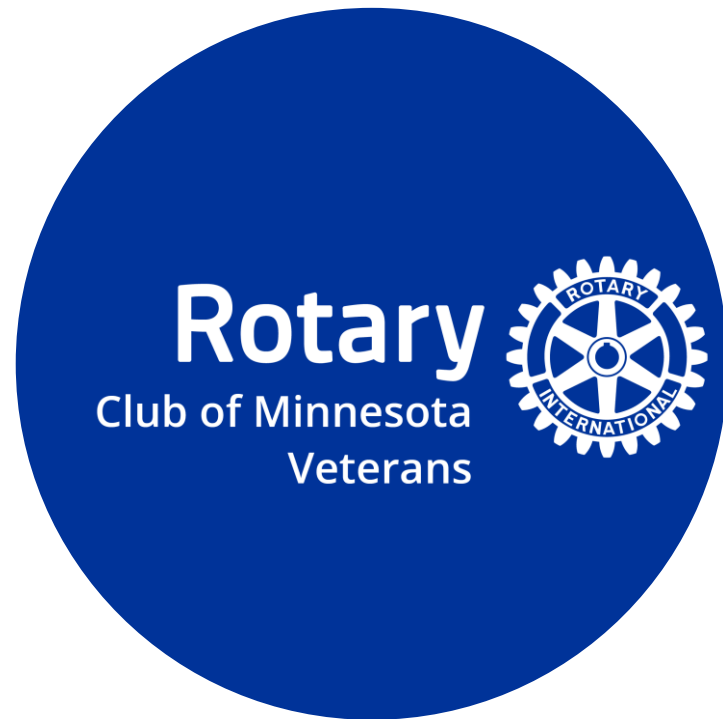
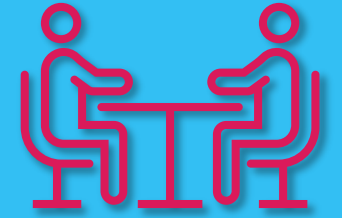


**Rotary**  
The Rotary Club of Network  
for Empowering Women



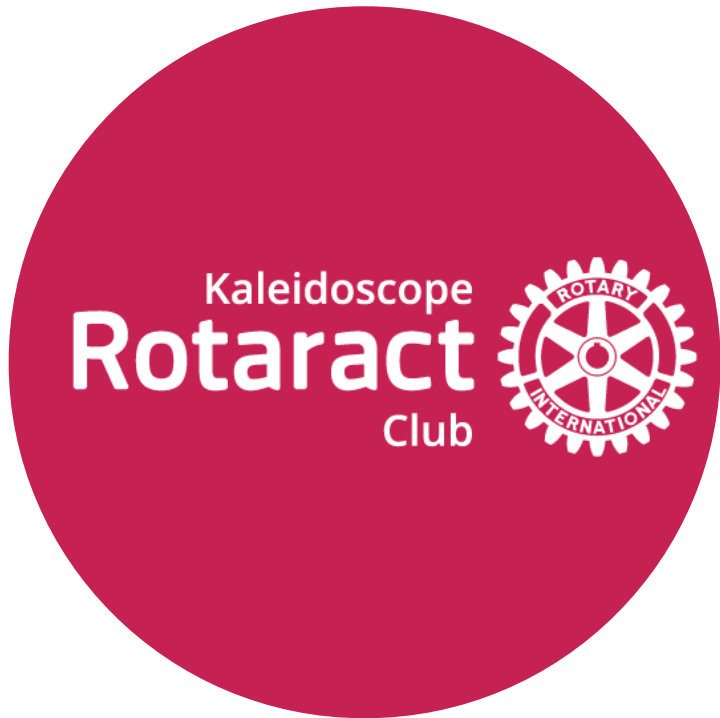
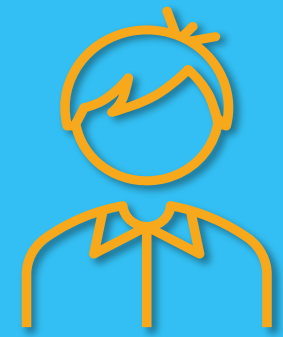


# RETAIN MEMBERS LONGER





# MORE DIVERSITY

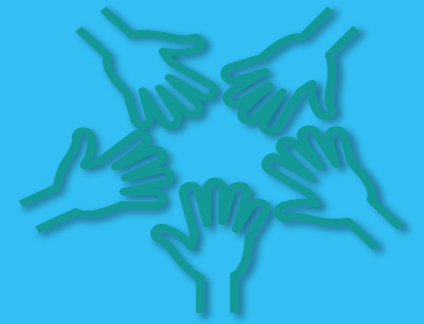


# THE CASE FOR DIVERSITY:

During my DG D5950 added 80 additional new female members, increasing the percentage of female members from **30% to 32.25%** - mostly from three new clubs:

1. The Twin Cities Eco Club had **52% female members**;
2. The Rotary Club to End Human Trafficking had **61% female members**; and
3. The Rotary Club of Network for Empowering Women had **69% female members**.

# MAKING ROTARY MORE VISIBLE

[TAKE ACTION](#)[CONTACT](#)[DONATE](#)

## can end it.

men and children have  
t wait, do something



**END HUMAN  
TRAFFICKING**



### Know the facts

Human Trafficking is the exploitation of a person for commercial sex or forced labor. It is the fastest growing and second largest criminal enterprise that impacts every community in the world.

[Learn More >](#)

### What you can do

Learn about how to raise awareness and help end it. Partner with a Rotary Club in your area to support their efforts (or join Rotary!) Support the initiative as a corporate sponsor.

[Learn More >](#)

### Resources

Find out what your club can do and how to get started. Find organizations and agencies who are working to end human trafficking in your area. Find a Rotary Club near you.

[Learn More >](#)

### GET HELP NOW

📞 1-888-373-7888

or call 911

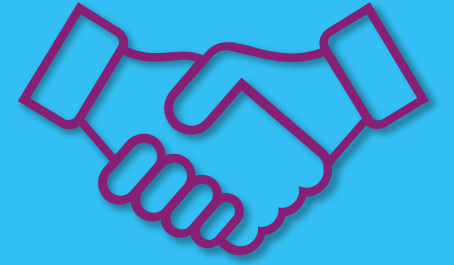
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# INCREASED PARTNERSHIP OPPORTUNITIES





# ROTARY CLUB TYPES

[Rotary.org/flexibility](https://Rotary.org/flexibility)



**ROTARY  
CLUB**

**ROTARACT  
CLUB**

**SATELLITE  
CLUB**

# ROTARY CLUB MODELS

[Rotary.org/flexibility](https://Rotary.org/flexibility)

**TRADITIONAL**

**PASSPORT**

**CORPORATE**

**CAUSE-  
BASED**

**ALUMNI**

**INTEREST-  
BASED**

**INTERNATIONAL**

# PASSPORT



## DIFFERENCE

**Members attend another clubs' meetings,**  
projects & fundraisers

## STRENGTHS

**Flexibility**, variety, affordability & building  
connections across the district

## FOR

**Frequent travelers** & those who enjoy a  
variety of club experiences



# CORPORATE



## DIFFERENCE

Most **members work for same employer**

## FOR

Employees of an organization who want to **give back** to their community

## CONSIDERATIONS

- Consider company's in-person meeting rules
- Club name cannot include company's name

# CAUSE-BASED



DIFFERENCE

Focuses on a particular **cause**

FOR

People who want to connect with others while **focusing on a particular issue**

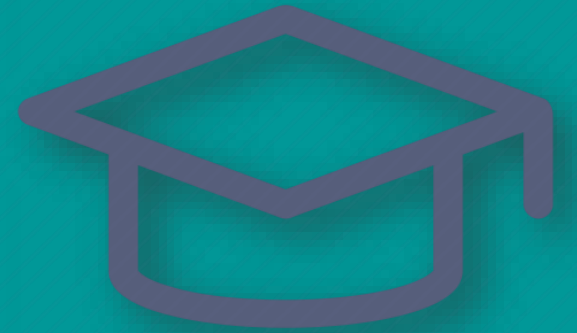
ACTIVITIES

Projects & speakers are **related to the cause**

FUELED

By members' **passions & community's needs**

# ALUMNI-BASED



**FOR** Former Rotary Global Friendship Exchange Participants,  
Peace Fellows, Rotaractors, Rotex & Rotary Program  
Participants, **INCLUDING:**

- Rotary Youth Leadership Awards
- Rotary Youth Exchange
- Rotary Scholars
- Rotary Community Corps



# INTEREST-BASED



DIFFERENCE

Focuses on a particular **interest or hobby**

FOR

Rotarians wanting to enjoy Rotary in a **specific way**

ACTIVITIES

Projects aligned with **interest**

FUELED

By members' interests

EXAMPLE

District 5970 Satellite eClub:  
Paths to Pollinators

# INTERNATIONAL



FOR

**Expats** & those who want international experiences

- Those who **speak a common language**

MEMBERS

From all over the world, and meet online

FOCUS

International **service, activities & connection**

OPPORTUNITY

Learn about **other cultures**

# 5 KEYS TO SUCCESS



A PASSIONATE CHAMPION



CAMARADERIE / FRIENDSHIP



SHARED DESIRE TO SERVE



STARTED WITH FRIENDS



NURTURED BY A CLUB OR DISTRICT



# CONSIDER STARTING CLUBS:

1. For Veterans
2. To address human trafficking
3. To address and end homelessness
4. For people with disabilities, or disability rights advocates
5. For people passionate about sustainability and the environment
6. Focused on supporting literacy
7. Focused on providing clean water and sanitation



**ANYWHERE PEOPLE  
CAN SERVE OTHERS**



**IMAGINE**  
**ROTARY**

# QUESTIONS

THERE ARE NO BAD ONES!



**THANK YOU &  
FOR HELP CONTACT:**

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