

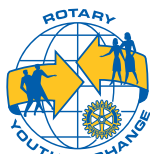
A ROTARY PRIMER

# GLOBAL OUTLOOK

A ROTARIAN'S GUIDE TO **NEW GENERATIONS**



# ROTARY'S STUDENT AND YOUTH PROGRAMS



## INTERACT

## ROTARY YOUTH EXCHANGE

## ROTARACT

## ROTARY YOUTH LEADERSHIP AWARDS (RYLA)

## AMBASSADORIAL SCHOLARSHIPS

## ROTARY PEACE CENTERS

	INTERACT	ROTARY YOUTH EXCHANGE	ROTARACT	ROTARY YOUTH LEADERSHIP AWARDS (RYLA)	AMBASSADORIAL SCHOLARSHIPS	ROTARY PEACE CENTERS
<b>What it is</b>	A network of service clubs for junior high and high school students	A way for exchange students and host families to share cultures	A network of community- and university-based service clubs for young adults	A leadership training program for young people	The Rotary Foundation's oldest program, dedicated to international understanding	A program of study in peace and conflict resolution for future leaders
<b>Participants</b>	Ages 12-18	Ages 15-25	Ages 18-30	Ages 14-30	Undergraduates, graduate students, and professionals	Graduate students and professionals
<b>Year started</b>	1962	1929 (officially adopted 1974)	1968	1960 (officially adopted 1971)	1947	1999
<b>Estimated participation</b>	300,000 members and 13,000 clubs in 140 countries and geographical areas	8,000 students in 80 countries and geographical areas	194,000 members and 8,400 clubs in 170 countries and geographical areas	Varies annually*	700 students from 70 countries and geographical areas each year	Up to 100 fellows at seven universities each year
<b>Typical events</b>	Local and international service projects and fundraisers	Tours, international youth camps, and school activities	Service projects and professional development activities	Seminars, camps, and workshops	Presentations to Rotary clubs, cultural orientation	International summits and seminars
<b>How Rotarians can get involved</b>	Partner with other clubs in your district to organize an Interact event.	Arrange a districtwide social function for exchange students in your area.	Create a joint professional development project with a local Rotaract club.	Hold a workshop at your district's next RYLA event.	Volunteer to become a sponsor counselor for an outbound scholar.	Create a public relations campaign to attract qualified candidates.

\* Current RYLA participation rates were not available at the time of publication.

# ALUMNI: FUTURE ROTARIANS?



**3%**  
of Rotarians  
are alumni of  
Rotary programs.

**90%**  
of alumni say they  
have attended a  
Rotary club meeting  
at some point.



**66%**  
of alumni say they  
are interested  
in joining Rotary.



**58%**  
of clubs say they  
don't recruit program  
alumni as members.



**33%**  
of qualified Rotaract  
alumni interested in joining  
Rotary are invited.



**80%**  
of alumni who became  
Rotarians say they were  
actively recruited by their club.



**81%**  
of alumni who became  
Rotarians have held a club  
leadership position.





**You could be forgiven** for thinking that the last thing young people want to do is join Rotary. They have no attention span. They're self-absorbed and materialistic. They're impatient, rude, and thankful. And they're probably the most disloyal generation the world has ever seen.

Although sensationalist descriptions like these sell magazines, they aren't accurate. Contrary to the negative press Generation Y has received, this group, born between the early 1980s and late 1990s, represents an important opportunity for Rotary. Unlike Generation X (born in the mid-1960s to early 1980s), Generation Y wants to be part of something bigger. Together, its members crave community, want to make a difference, and have the confidence and self-esteem to believe they can. What's more, they are ambitious and actively seek opportunities to network and connect with mentors to gain a competitive edge in their careers.

Rotary represents much of what's important to Generation Y. Many young people – and Rotarians – just don't know it. Three ideas could help you engage them and usher in the next generation of club members.

**1) LOOK BACK** The most common question Rotarians ask me as they look to attract younger members is "Where can we find them?" My response is that you probably don't need to search for young people to invite into your club. You probably already know them.

In the same way that businesses predict future sales by looking at their pipeline of prospects, contacts, and past activity, Rotary clubs

could benefit from adopting a pipeline perspective of membership growth. In theory, there needn't be a shortage of young people who are prospective Rotarians. Every year, hundreds of thousands of youth are involved in programs run by local clubs and districts. Think about the young people in your community or district who have been affected by Rotary – whether they are alumni of Rotary Youth Exchange, Rotary Youth Leadership Awards, Interact, or Rotaract. Where are they today? Are they members of your club? Why not? Were they ever invited to join?

If you want to increase your club's membership, a good way to start is by reconnecting with the young people who already know you and have benefited from what you do. You may be surprised by how many are eager to give back. All they need is someone to ask them.

**2) START SMALL** It's true that, in general, young people are hesitant to make long-term commitments. Regardless of why this is the case, if you're looking to attract younger members to your club, you might find it more effective to invite them to participate in a short-term project rather than trying to persuade them to lock into a long-term membership. Chances are that as young people work with you on these smaller efforts, they will begin to understand Rotary's vision and start to develop relationships with other club members. These lasting relationships make the choice to join a less daunting one.

**3) BE BOLD** Today's young people often have a strong sense of service. Contrary to Generation Y's reputation for being self-centered, about 70 percent of its members volunteer every week, according to a 2005 study. If clubs want to attract this cause-driven and socially active group, they must demonstrate how being a part of Rotary allows young people to fulfill their driving ambition: to change the world.

Unfortunately, Rotarians don't do a great job of promoting all the amazing things their clubs do. Without adequate publicity, outsiders see Rotary as little more than a well-meaning social group whose members have weekly meals. To draw ambitious young people to Rotary, be bold. Tell them the inspiring story of an army of 1.2 million people who have mobilized worldwide to make a real, sustainable difference. It is this message and mission that will have the biggest impact.

The members of Generation Y are passionate, talented, and motivated. They belong in Rotary's ranks to continue the amazing work of the organization. It is up to clubs and club members to ensure these young people have the invitation – and inspiration – to do so.

*Michael McQueen is a speaker, social researcher, and best-selling author based in Sydney, Australia. Learn more on his website, [www.thenexgengroup.com](http://www.thenexgengroup.com).*

## RIPE FOR PICKING, GENERATION Y IS EAGER TO SERVE

by Michael McQueen





**When you get something,** give something. That was Corbett Parker's view after he spent a year in the Netherlands as a Rotary Foundation Ambassadorial Scholar. In 2008, two years after he returned, he founded the Rotary Club of Houston Skyline, Texas, USA, which now has several members who are also Foundation program alumni.

"Foundation alumni and Rotaractors are the two greatest membership sources for Rotary," Parker says. "You don't have to sell Rotary to them."

Clubs that successfully recruit Rotary program alumni use two main tactics. They start by cultivating relationships. Then they strive to meet the needs of alumni, who often are younger than the average Rotarian.

Parker recommends creating a strong local Foundation alumni association to help program graduates stay connected. "We have to have a middle ground between no relationship with Rotary, which many alumni have chosen, and full-fledged membership," he says. The Houston Skyline club regularly involves the Greater Houston Area Rotary Foundation Alumni Association in service projects and social events.

Grete Lavrenz, a former Rotaractor and a 2003-04 Ambassadorial Scholar to Wales, advocates building relationships with program participants early on. Her club, the Rotary Club of Twin Cities Nights (St. Paul), Minnesota, USA, gets involved in Rotary programs by sponsoring candidates, having members sit on selection committees, and inviting participants to speak at club meetings. The club gained several alumni members with this approach. Now, 12 of its 20 members are former program participants.

After creating a strong base to recruit from, clubs must ensure they can accommodate alumni. For Fonia Wong, a former Rotaractor and Group Study Exchange participant, the meeting times of most Hong Kong Rotary clubs were an issue. "Many Hong Kong clubs

meet at lunch, and it is impossible for young people to leave the office before 19:00," she says. So, Wong and several other Rotaractors started the Rotary Club of Central, which meets at 19:30. Eleven of the club's 33 members are alumni.

The biggest obstacle to recruiting program alumni, and younger members in general, is often financial. Pauline Henderson-Ferguson, charter president of the Rotary Club of Sarnia-Lambton After-Hours, Ontario, Canada, was a member of another club for years, but the C\$1,000 annual dues and \$750 cost to join were a burden. Dues at her current club are only \$200 a year, kept low by an optional meeting meal, and there is no cost to join. "A lot of people I asked to join Rotary I had been asking for years, and then this new club gave them the opportunity to join without the huge financial commitment," she says.

The Houston Skyline club gives members under 35 a US\$200 discount on dues each year. But Parker doesn't let younger members off the hook. "We do hands-on service projects. If I don't get your money, I want your time," he tells them.

Alumni and other younger members tend to have more time than money, but clubs can take advantage of the effort they're willing to

put in. The Central club in Hong Kong incorporates a service project into the last meeting of the month. Chartered in June 2009, the club has been working on a long-term initiative to help migrant children assimilate into their new environment. "It's less about giving money and more about doing service," Wong says.

But, even with these adjustments, retaining younger members can be difficult. "One of the biggest challenges for people in Rotary in their 30s and 40s is that they are going through major life changes – getting married, having children – and it's a challenge for the younger clubs to keep people," says Lavrenz, whose fellow club members range from 30 to 50 years old.

Welcoming families to meetings has helped the Sarnia-Lambton After-Hours club attract younger Rotarians who have children. Crayons and coloring books are part of the club's supplies, and the cafe meeting venue offers a kids meal. "This is an excellent opportunity for families to spend time together and to teach our children the importance of Service Above Self," says Henderson-Ferguson. As a result, two of the older children who attended meetings with their parents joined Interact.

Recruiting alumni can be as simple as asking someone to join or as complicated as forming a new club with features that fit the lifestyle of younger people. But, with Rotary programs churning out over 100,000 alumni every year, these are ideas that every club can implement.

*Susie Ma is a Chicago-based freelance writer and past contributor to Global Outlook.*

## HOW CLUBS TURN ALUMNI INTO MEMBERS

**By Susie Ma**

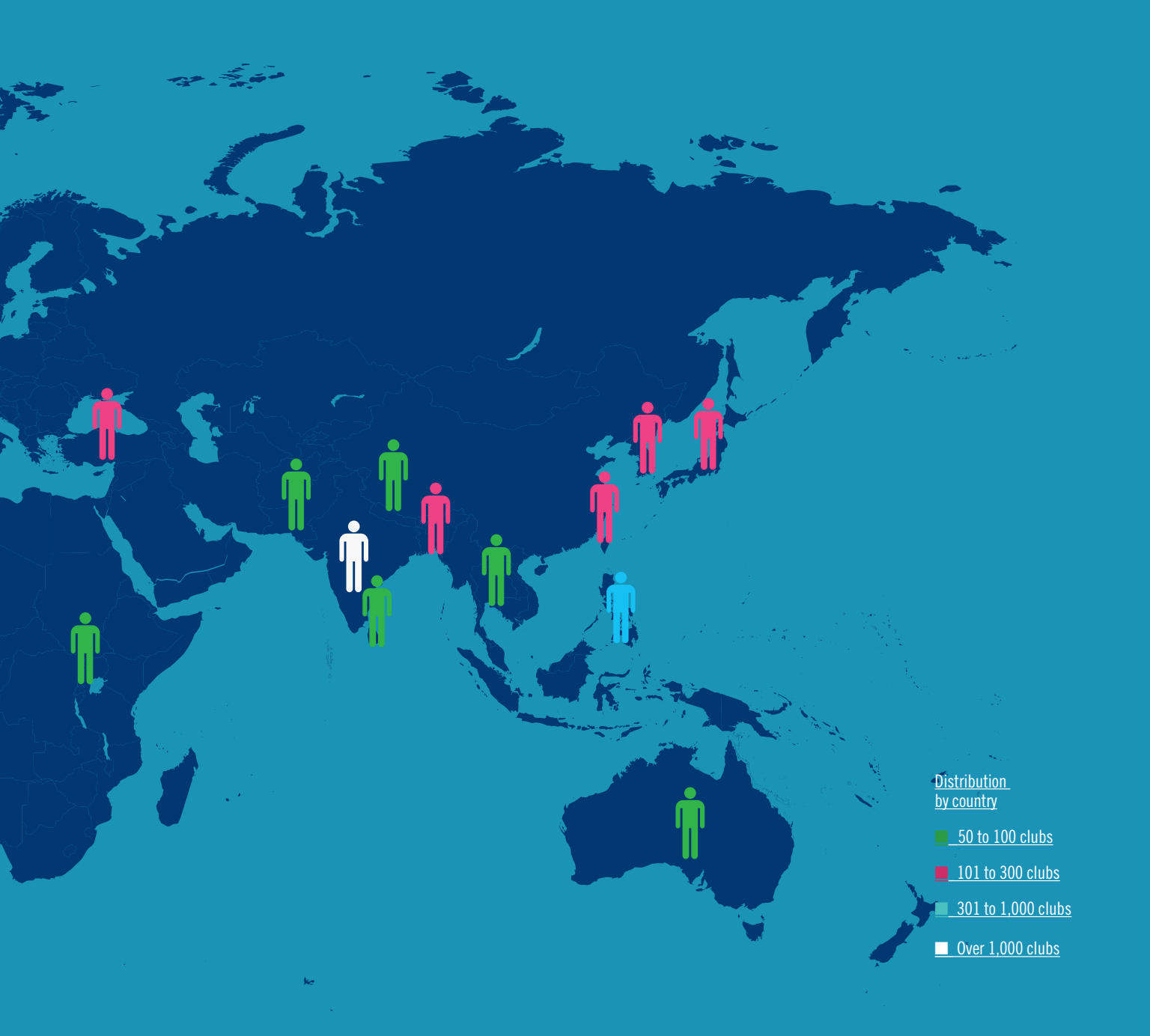


## Rotaract worldwide

Rotaract is one of Rotary's fastest-growing service programs, with 8,440 clubs in 516 districts and 170 countries and geographical areas. The 28 countries and geographical areas represented here have more than 50 clubs each.

### Number of Rotaract clubs by country and geographical area (as of 29 December 2010)

Algeria 9	Bolivia 18	Congo, Democratic Republic of the 10	England 88	Guyana 6
Anguilla 1	Bosnia-Herzegovina 4	Congo, Republic of the 1	Equatorial Guinea 1	Haiti 7
Antigua and Barbuda 1	Botswana 2	Cook Islands 1	Estonia 2	Honduras 12
Argentina 241	Brazil 680	Costa Rica 11	Ethiopia 15	Hong Kong 36
Armenia 2	British Virgin Islands 1	Côte d'Ivoire 13	Fiji 3	Hungary 8
Aruba 1	Bulgaria 37	Croatia 8	Finland 4	Iceland 1
Australia 68	Burkina Faso 7	Curaçao 1	France 80	India 2,129
Austria 21	Burundi 1	Cyprus 9	French Polynesia 1	Indonesia 38
Azerbaijan 2	Cameroon 6	Czech Republic 9	Gabon 2	Ireland 5
Bahamas 4	Canada 72	Denmark 9	Germany 170	Israel 12
Bahrain 1	Cape Verde 1	Djibouti 1	Ghana 18	Italy 417
Bangladesh 220	Cayman Islands 2	Dominica 1	Greece 24	Jamaica 26
Barbados 1	Central African Republic 1	Dominican Republic 27	Grenada 1	Japan 287
Belarus 3	Chad 1	Ecuador 23	Guam 1	Jordan 7
Belgium 55	Chile 32	Egypt 44	Guatemala 13	Kazakhstan 1
Belize 5	China 2	El Salvador 4	Guernsey-Channel Islands 1	Kenya 26
Benin 6	Colombia 74		Guinea 1	Korea 140



Kosovo 2  
 Kyrgyzstan 1  
 Latvia 2  
 Lebanon 19  
 Lesotho 1  
 Lithuania 5  
 Luxembourg 1  
 Macao 6  
 Macedonia, Former Yugoslav Republic of 3  
 Madagascar 10  
 Malawi 3  
 Malaysia 47  
 Mali 5  
 Malta 1  
 Mauritania 2  
 Mauritius 11  
 Mayotte 1

Mexico 205  
 Moldova 1  
 Monaco 1  
 Mongolia 5  
 Montenegro 1  
 Montserrat 1  
 Morocco 22  
 Mozambique 3  
 Nepal 67  
 Netherlands, The 57  
 New Zealand 13  
 Nicaragua 4  
 Niger 2  
 Nigeria 275  
 Northern Ireland 5  
 Norway 12  
 Pakistan 56  
 Panama 7

Papua New Guinea 1  
 Paraguay 18  
 Peru 103  
 Philippines 589  
 Poland 20  
 Portugal 52  
 Puerto Rico 7  
 Réunion 5  
 Romania 34  
 Russia 34  
 Rwanda 1  
 St. Kitts and Nevis 1  
 St. Lucia 2  
 St. Martin 1  
 St. Vincent and the Grenadines 1  
 Samoa 1  
 San Marino 1

Scotland 8  
 Senegal 2  
 Serbia 18  
 Seychelles 1  
 Singapore 21  
 Sint Maarten 1  
 Slovakia 4  
 Slovenia 6  
 South Africa 41  
 Spain 34  
 Sri Lanka 61  
 Suriname 3  
 Swaziland 4  
 Sweden 16  
 Switzerland 19  
 Taiwan 118  
 Tanzania 16  
 Thailand 63

Timor-Leste, Democratic Republic of 1  
 Togo 3  
 Trinidad and Tobago 15  
 Tunisia 17  
 Turkey 140  
 Turks and Caicos Islands 2  
 Uganda 55  
 Ukraine 16  
 United Arab Emirates 2  
 United States 611  
 U.S. Virgin Islands 2  
 Uruguay 27  
 Venezuela 30  
 Wales 1  
 Zambia 6  
 Zimbabwe 8



### A recruiter's monthly to-do list

Jin is her Rotary club's membership committee chair. The club would like to recruit young people as members during the next Rotary year. Fortunately, Jin has a plan.

**JULY** Jin makes a list of Rotary program alumni who have visited her club in the past. She searches the Internet for their contact information.

**SEPTEMBER** A returning Ambassadorial Scholar speaks at a club meeting. Jin adds his contact information to her list.

**OCTOBER** Jin creates a social networking page for her club and connects with local alumni. *One alumnus expresses interest in joining Rotary, and Jin invites her to attend a club meeting.*

**NOVEMBER** Jin attends a Rotaract club meeting to talk about her club's latest service project. She invites the Rotaractors to give her their contact information and to check out her club's social networking page.

**DECEMBER** Jin organizes a family of Rotary meeting for Rotarians and their friends and family. She invites everyone from the contact list and all the subscribers from the social networking page.

**JANUARY** The family of Rotary meeting is a hit. Jin makes sure she has contact information for all the young people who attend. *A former Interactor reconnects with his club's Rotarian adviser and accepts an invitation to become a Rotarian.*

**FEBRUARY** Jin's club plans a food drive. She sends a call for volunteers to her contacts.

**MARCH** The Rotarians and young volunteers have a great time at the food drive. *Two young people are invited to join the club, and one accepts.*

**APRIL** Jin's club holds a second family of Rotary meeting, and Jin continues to add contacts to her list for next year.