

STATE OF ROTARY MEMBERSHIP

As of 1 July 2017

[Presenter name]
[Date]



MEMBERSHIP OVERVIEW

1 July 2017

1,202,936 MILLION MEMBERS

Down 482 from 2016

35,656
CLUBS

Up 257 from 2016

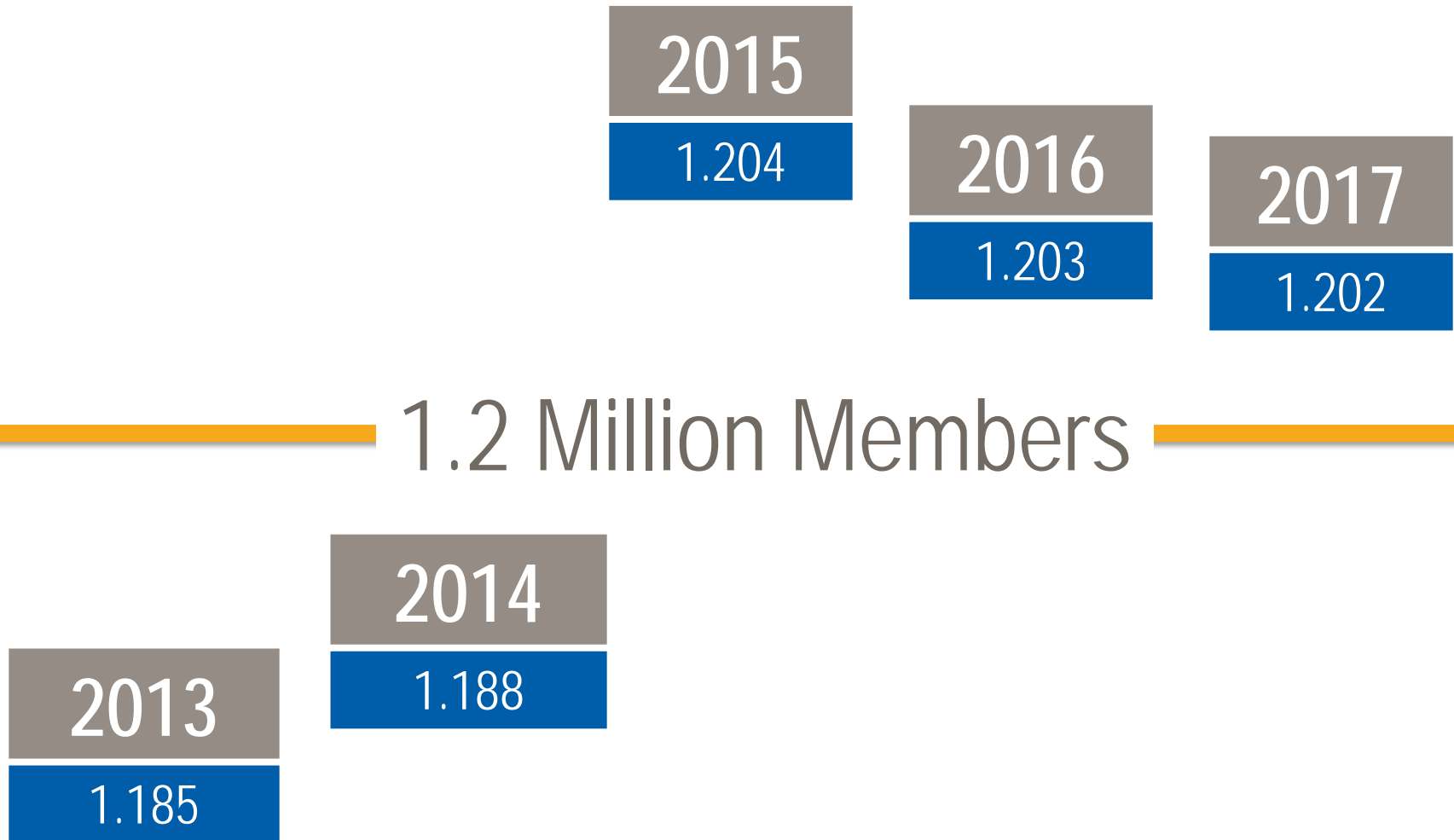
886 NEW CLUBS

Down 38 from 2016

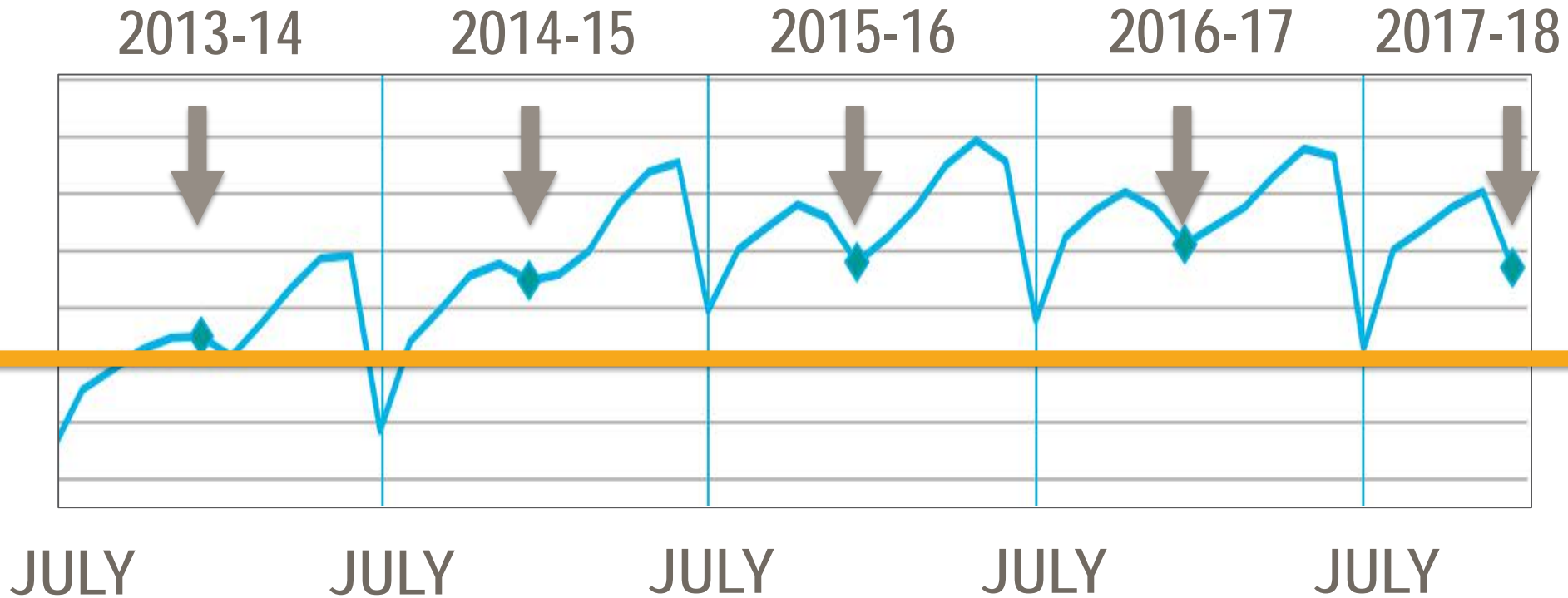
AVERAGE CLUB
SIZE: 34

Most common: 20
Median size: 27

5 YEAR MEMBERSHIP TRENDS, 1 JULY



YEARLY TRENDS: CLUB INVOICING (JULY & JANUARY)



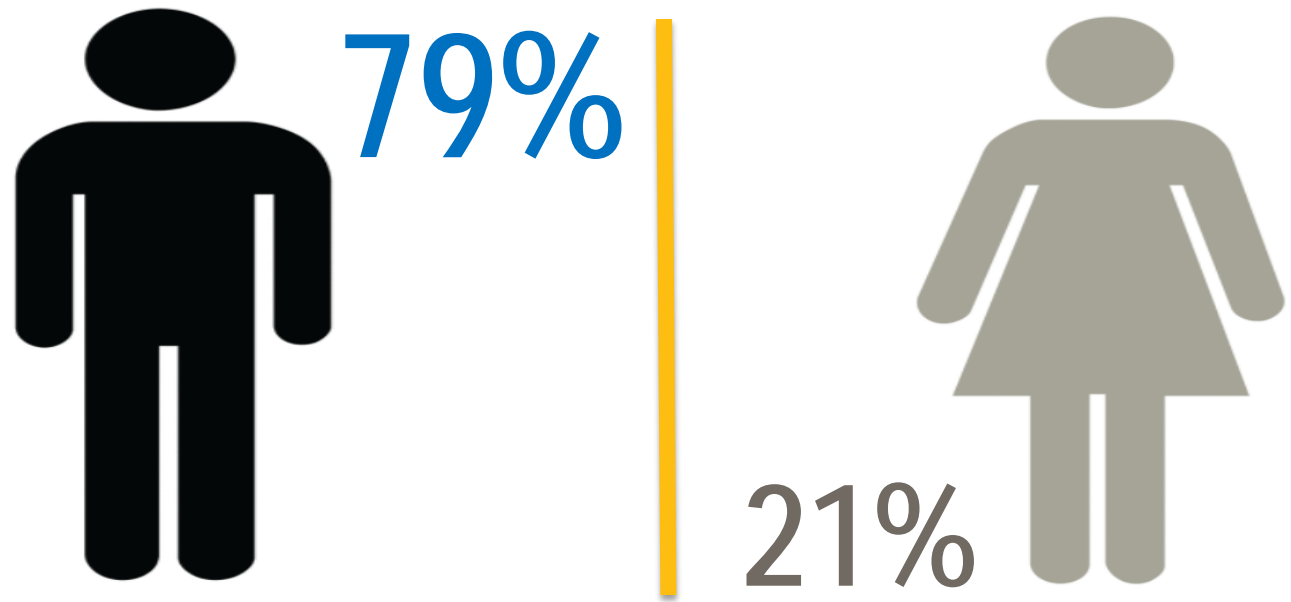
+24,081 MEMBERS

1 July to 28 February 2018

WORLDWIDE MEMBERSHIP DISTRIBUTION

REGION	2017	2007
Asia	32%	25%
USA, Canada, and the Caribbean	29%	34%
Europe, Africa, and the Middle East	24%	25%
Latin America	8%	8%
Great Britain and Ireland	4%	4%
Australia, New Zealand, and the Pacific Islands	3%	4%

GENDER
SUMMARY:



AGE
SUMMARY:

RANGE	
Under 40	5%
40-49	9%
50-69	27%
Over 70	14%
UNREPORTED	45%

WHO JOINED?

150,000 PEOPLE JOINED

1 JULY
MEMBERSHIP

1,202,936

WHO
RESIGNED?

150,000 MEMBERS LEFT

12% HAVE BEEN MEMBERS FOR
LESS THAN A YEAR

WHY DO MEMBERS LEAVE?

Too expensive/
too much time

Club
environment

Unmet
expectations

31%

21%

15%

46%

Would **NOT** recommend their club

35%

Would **NOT** recommend Rotary

MAKE MEMBERSHIP A PRIORITY

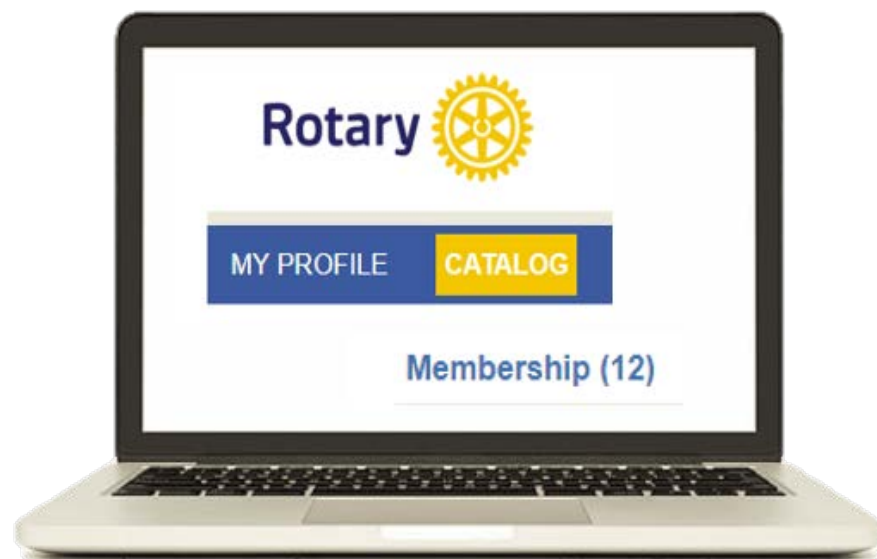
ASSESS YOUR CLUB

EMBRACE & ENCOURAGE FLEXIBILITY

TAKE ACTION ON MEMBERSHIP LEADS

ONLINE RESOURCES AND TRAINING

- Club Health
- Membership Assessment Tools
- Attracting New Members
- Engaging Members
- New Member Orientation
- Membership Plans



EMBRACING CLUB FLEXIBILITY

ALTERNATIVE:

MEETING FORMATS

MEETING TIMES &
FREQUENCY

MEMBERSHIP TYPES

5 REASONS TO CHECK YOUR MEMBERSHIP LEADS

WHO IS YOUR
NEXT MEMBER?



18,000+ Leads per year

50% Have a personal connection to Rotary

63% Are under age 40

35% Are women

60% + Are NEVER contacted



MY.ROTARY.ORG → MANAGE → CLUB & DISTRICT ADMINISTRATION



CLUB.INNOVATIONS@ ROTARY.ORG



A photograph of a man with a beard and a young boy sitting at a desk, looking at a book together. The man is wearing a grey sweater over a light blue shirt and a watch. The boy is wearing a white shirt. The background is a blurred classroom setting.

TOGETHER, WE

INSPIRE

Rotary



PEOPLE OF ACTION