

STATE OF ROTARY MEMBERSHIP

As of 1 January 2019



The State of Rotary Membership — 2018-19 midyear update

No two clubs in the Rotary world are the same, and yet many of them share similar membership challenges. The [State of Membership Midyear Update](#) reports on how we are doing halfway through 2018-19 and suggests ways to address some common membership challenges so we can finish the year strong.

The 15-slide PowerPoint presentation can be shown as it is, or you can easily regionalize it to create a custom presentation for your members. Consider sharing it at PETS or other in-person training events.

Courageous leadership

Forty percent of club leaders say that “attracting new members” is the biggest challenge their clubs face. But is recruitment the issue? Or is it actually learning how to create healthy clubs that offer a vibrant membership experience, one that is irresistible to both members and visitors? Using stories of transformation from Rotary and in their professional careers, trainers

[Louisa Horne and Doug Logan](#) outline [one strategy](#) for making necessary changes to the club experience while including members in the process.

Join us for the webinar Courageous Leadership on Wednesday, 27 March, 14:00-15:00 Chicago time (UTC-6). [Register and see when the webinar is in your time zone](#). All registrants will receive the recording and slides.

Help your club earn a Rotary Citation

Learn how you can track your club's achievements and report them to Rotary using resources such as Club Administration, Rotary Club Central, and Rotary Showcase, and ultimately earn a Rotary Citation. View and download citation achievement guides for [Rotary clubs](#), [Rotaract clubs](#), and [Interact clubs](#) for details.



Start a Rotaract Club

Club and district leaders: Do you want to start a Rotaract club? Check out these [10 steps](#) that will guide you in the process. You can also view a [webinar](#) or take the [online course](#) in the Learning Center to learn why community-based Rotaract clubs are so great, how easy they are to start, and how getting involved in Rotaract can inspire and engage Rotary members, too.

Club innovation: Far-flung fellowship

The [Rotary Club of District 7040 Passport](#) is for residents of Ontario, Nunavut, and Quebec in Canada and New York state in the United States — a huge area. The club meets through video conference calls, and members can also attend meetings of clubs anywhere in the district to count toward their meeting commitment. What is your club doing to reinvent itself? Tell us your story at club.innovations@rotary.org.



Membership Minute is a bimonthly newsletter that provides the latest membership trends, strategies, best practices, and resources to help strengthen membership in your clubs. The newsletter is sent to Rotary coordinators, district governors, district membership chairs, club membership chairs, club presidents and subscribers. Please forward this to anyone who may be interested.

One Rotary Center, 1560 Sherman Ave., Evanston, IL 60201-3698, USA

© Rotary International