

Rotary



**Rotary Opens
Opportunities**

2021 Membership

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District Innovative Club Advocate

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Rotary Opens Opportunities



*We all viewed in
the same moment*

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NETFLIX

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OBJECTIVES

Why Clubs Must Change

How They Can Change

Action Steps

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TEN YEARS AGO

Clubs

52

Members

2,834

TODAY

49

2,449

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**IN PAST 10 YEARS
MEMBERSHIP DECLINED 13.5 %**

16 Clubs lost 20% of members

5 Clubs were disbanded

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MEET PEOPLE

WHERE THEY

ARE, NOT

WHERE YOU

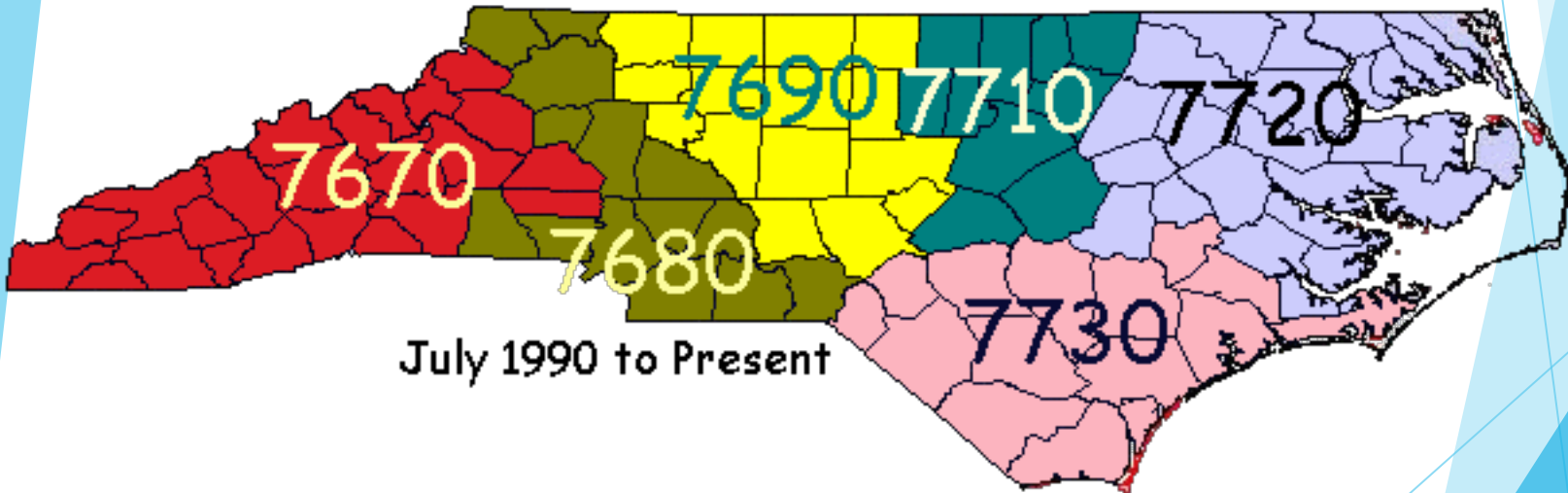
WOULD LIKE

THEM TO BE

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[Back](#)



[Map All](#)

Clubs

Monday

Burlington, NC	5:45 PM
Crescent (Greensboro)...	12:30 PM
Furnitureland, NC	12:00 PM
Reidsville, NC	12:00 PM
Siler City, NC	12:00 PM

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Cities with ONLY ONE Rotary Club

1. Archdale-Trinity
2. Carthage
3. Clemmons
4. Eden
5. Graham
6. Jamestown
7. Kernersville
8. Madison
9. Mocksville
10. Mount Airy
11. Pittsboro
12. Reidsville
13. Siler City
14. Thomasville
15. Troy

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GENERATIONAL DIFFERENCES

	Traditionalist	Baby Boomer	Generation X	Millennial
<i>Birth Years</i>	<i>1900-1945</i>	<i>1946-1964</i>	<i>1965-1980</i>	<i>1977-1994</i>
Assets	<ul style="list-style-type: none"> • Experience • Dedication • Loyalty • Emotional maturity 	<ul style="list-style-type: none"> • Service oriented • Dedicated • Team perspective • Experience 	<ul style="list-style-type: none"> • Adaptability • Techno-literacy • Independence • Willing to buck the system 	<ul style="list-style-type: none"> • Collective action • Optimism • Ability to multi-task • Techno-savvy
Liabilities	<ul style="list-style-type: none"> • Reluctant to buck the system • Uncomfortable with conflict 	<ul style="list-style-type: none"> • Not necessarily budget minded • Uncomfortable with conflict 	<ul style="list-style-type: none"> • Skeptical • Distrustful of authority 	<ul style="list-style-type: none"> • Need for supervision and structure • Inexperience
Motivations	<ul style="list-style-type: none"> • Connecting their actions to the overall good of their organization 	<ul style="list-style-type: none"> • Leaders who get them involved and show them how to make a difference 	<ul style="list-style-type: none"> • Permission to work on their own schedule 	<ul style="list-style-type: none"> • Connecting their actions to their personal career goals
Preferred methods of communication	<ul style="list-style-type: none"> • Written 	<ul style="list-style-type: none"> • Verbal • Personal Interaction 	<ul style="list-style-type: none"> • Voicemail • Email 	<ul style="list-style-type: none"> • Instant messages • Text messages • Email

SOURCE MURPHY, SUSANA (2007) LEADING A MULTIGENERATIONAL WORKFORCE, AARP, ACCESSED AT [HTTP://ASSETS.AARP.ORG/WWW.AARP.ORG/ARTICLES/MONEY/EMPLOYERS/LEADING_MULTIGENERATIONAL_WORKFORCE.PDF](http://assets.aarp.org/www.aarp.org/articles/money/employers/leading_multigenerational_workforce.pdf)

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HOW WE GROW LONG TERM?

Expand Traditional Clubs

Create Satellite Clubs

Establish Cause Base Clubs

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Why Satellite Clubs?

Only Requires 8 Members

Less Startup Cost

Less Administrative Work to Create

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Examples of Cause Base Clubs

Veterans

First Responders

Golf Enthusiasts

Spanish Speaking

Social Justice

Young Professionals

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SUCCESS STORIES

Golf

Retirement Community

Young Professionals

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MEMBERSHIP OPTIONS

Service Choice

Family

Corporate

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ACTION STEPS

Complete a Club Health-Check

Create a Plan with Club Leadership Team

Explore Areas for New Opportunities

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