



# Membership Summit

August 5, 2023



## CREATE HOPE in the WORLD

**Butch Hughes**

District Membership Chair

**Carol Burdette, PDG**

District Innovative Clubs Chair

District Learning Leader

*Renée C. Stubbs*

District Governor

2023-2024



## Welcome

### *Let's Create Simply Irresistible Clubs!*

Today, we plan to focus on our new Rotary theme by sharing ways you can Create Hope for our Rotary Organization by sharing the Gift of Rotary with others.

Our RI president Gordon McNally is very concerned with our membership.

He is concerned with keeping the members we have and engaging our members so that they will not want to leave us.

President Gordan has asked us to emphasize mental health this year.

In his message, he shared the research on how volunteering with an organization improves our mental health and helps us live longer.

***Now how's that for a reason to Join Rotary?***

I am reminded of The Object of Rotary ... to foster and encourage the ideal of service.

So, what better way to help our friends and community than inviting them to share the Gift of Rotary?

We are part of an organization that brings HOPE to so many people in our community and the world.

With more members, we can do more.

Thank you for your dedication and commitment to Rotary.

Let us continue to foster hope, create a positive impact, and invite others to join us in making a difference.

Yours in Rotary Service and Fellowship,

*Renée C. Stubbs*

District Governor

Rotary International District 7750



Dear Club President and Membership Chair:

Around the world, incoming club presidents are gathering to learn, to connect with one another, and to plan for their year ahead. It's an exciting time as we all think about what we want to achieve in the coming Rotary year and how we can do it.

I want to ask you to remember an important insight as you plan and prepare. Recent Rotary research confirms what we already knew but haven't always articulated; members' overall satisfaction is most closely related to their club experience.

It's simple really; what a member experiences in their club matters, and you play a vitally important role in that. As a club leader, you have the unique opportunity to make sure that members feel welcomed and included, have opportunities for personal growth and leadership development, can make meaningful connections, and are contributing to service in significant ways.

I want Rotary to become known as an organization that takes care of its members as well as the communities we serve. When you engage members and deliver value, your club will be stronger, more attractive, and more fun. I'm excited for our year as Rotary leaders.

Together, I know we will Create Hope in the World.

Best regards,  
R. Gordon R. McNally  
President, Rotary International 2023-24



District 7750 Membership Summit  
August 5, 2023

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## Club Membership Plan

***NOTE: DMC Butch will send a digital copy to each Club Membership Chair and Club President***

Club Name: \_\_\_\_\_

**Due: Sept. 1, 2023**

To: District Membership Chair  
Butch Hughes  
bhughes864@yahoo.com

Current Membership: \_\_\_\_\_ Members

Average Annual  
Attrition: \_\_\_\_\_ Members

Membership Goal by  
June 30, 2024 \_\_\_\_\_ Members

This is a growth of \_\_\_\_\_ Members

Growth + Attrition \_\_\_\_\_ New Members required to meet the goal

**You can locate this data in the Membership Success Center in DACdb.**

Ask your Club President how to navigate to the MAP Icon in DACdb. (In the PrePETS handbook)

**Our Membership Challenges** -- What are the membership challenges facing our club?

☐ High Attrition rate? ☐ Low Attraction Rate? ☐ Maintaining existing growth momentum?

## Club Membership Plan Continued

### **Intended Outcome: An Irresistible Club = Retaining Members & Attracting New Members**

How will we improve our club experience so members want to join & remain in Rotary? How will we make our service projects more meaningful? Intentional strategy(ies) we will use:

|                                |  |
|--------------------------------|--|
| Who's responsible/accountable? |  |
|--------------------------------|--|

### **Prospect Identification (Lead Generation)** -- What is our plan for prompting members to think of candidates AND for inspiring members to contact them? Intentional strategy(ies) we will use:

|                                |  |
|--------------------------------|--|
| Who's responsible/accountable? |  |
|--------------------------------|--|

### **Attracting Members** -- How will we present our club to prospects? How will we tell the Rotary story? Intentional strategy(ies) we will use:

|                                |  |
|--------------------------------|--|
| Who's responsible/accountable? |  |
|--------------------------------|--|

### **Onboarding New Members** -- How will we ensure that new members understand Rotary, our club, its expectations and opportunities for service? Intentional strategy(ies) we will use:

|                                |  |
|--------------------------------|--|
| Who's responsible/accountable? |  |
|--------------------------------|--|

## Membership Action Plan Online Tools for Membership

### Please Share with your Club Membership Chair

At its core, a Rotary club is a membership organization, and it takes **members** to deliver community service – locally, regionally and globally.

Consistent growth ensures a vibrant, impactful organization that can make a difference, both locally and globally for decades to come.



Using the MAP tool, once you've set a membership goal, the Progress Dashboard provides you a monthly updated snapshot of your pace of attracting new members, compared to the pace needed to meet your membership growth goals, plus replace those likely to leave over the year.

Start by setting a membership goal for your club, using the Membership Goal link on the left. Considering your club's recent membership history, what's a reasonable growth goal? Something in the range of 5%-10% is reachable for most clubs -- Just enter that growth rate in the goal setting worksheet. Alternatively, you can enter a numerical membership goal and the growth percentage will be calculated for you.

Once you've set a membership goal, the Progress Dashboard provides you a monthly updated snapshot of your pace of attracting new members, compared to the pace needed to meet your membership growth goals, plus replace those likely to leave over the year.

### If the MAP Icon does not appear on your DACdb Dashboard.

- Open DACdb
- Click on the **District** at the top of the webpage.
- Click on the **little gear icon** in the top right corner of the page.
- From the new window, look at the blue rectangles and find **MapSys**.
- **Drag** the blue **MapSys** rectangle to the row of yellow rectangles.
- **Click Set my Configuration** in the bottom right of the window.



### Another Useful membership tool is Club Statistics

In DACdb

My Club Tab

Click on the **Club Statistics Icon**

Membership Demographic information



## Membership is Our Priority

### The Big Question

*If you were a prospective member today, which club in your area would you most want to join?*

#### Something to talk with your club about

Meeting Time: \_\_\_\_\_

Meeting Location: \_\_\_\_\_

It costs \_\_\_\_\_ per year to be a member of the Rotary Club Of \_\_\_\_\_

This much per month \_\_\_\_\_

The **Value Proposition** for joining the Rotary Club of \_\_\_\_\_ is...

Is your Rotary Club exclusive or inclusive? How do the answers to the above items affect who can become a Rotarian in your community?



## CREATING A WELCOMING CULTURE

Think about your club.

*If you were a prospective member today, which club in your area would you most want to join?*

Use the chart below to identify what qualities of that club would make you interested in it.

Club in my district that I would join if I were a prospective member:

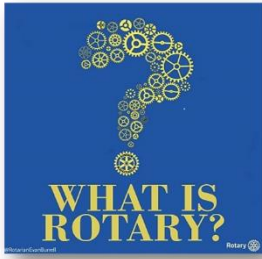
| Aspects of the club culture   | How does the club achieve this? |
|---|---------------------------------|
| <b>Club environment:</b><br><i>How does this club make people feel included? How does the club make people feel comfortable being themselves?</i>   |                                 |
| <b>Accessibility:</b><br><i>How easy is it for people with disabilities to participate in club meetings and activities?</i>   |                                 |
| <b>Fellowship:</b><br><i>What makes this club fun? How do members show that they care about each other?</i>   |                                 |
| <b>Service:</b><br><i>How is this club making a difference?</i>   |                                 |
| <b>Image:</b><br><i>How is this club perceived in its community? Operations: How often does the club meet? Are its meetings organized and its expectations clear? How strict or flexible is the experience?</i> |                                 |

## How Much Does It Cost to be a Rotarian?

**Really not that much!**

International Dues are \$92.49 per year 2023-24  
 District Dues are a total of \$50.00 per year 2023-24  
 Total: \$142.49 per year  
 That's \$11.88 per month

*Are your club dues and assessments causing potential members to politely decline membership in Rotary?*



Have you considered other membership options, such as Service Only Option, Family Option, or Associate Option? Remember, these are not membership types. They are membership options, and the member is quantified as an Active member only if they are paying international and district dues.

### **Rotary Talking Points: What is Rotary?**

What will you say when someone asks, “What is Rotary?” How will you convey **in your own words** how Rotary helps you to JOIN LEADERS, EXCHANGE IDEAS, and TAKE ACTION?

Here are some sample responses:

- *Rotary brings together people who step forward — leaders — who take on important issues for their communities.*
- *Rotary connects business and community leaders who discover and celebrate diverse perspectives to create positive change in our communities.*
- *Rotary is made up of people around the world working together to clean the environment, end polio, improve our communities, and accomplish many extraordinary things every single day.*

### **ROTARY UNITES LEADERS**

- Rotary brings together leaders who use their combined expertise to tackle some of the toughest challenges in their communities.
- Rotary harnesses the strength and experience of professional and community leaders from nearly every country in the world.

### **ROTARY EXCHANGES IDEAS**

- At Rotary, we discover and celebrate our diverse perspectives during club meetings, conferences, service projects, and social events.
- Rotary finds a place for your expertise and passion. Whether you want to lead a project or participate in one, Rotary welcomes your involvement.

### **ROTARY TAKES ACTION**

- Rotary creates positive change in communities around the world through our service projects.
- From stocking food pantries to providing clean water and improving maternal health, Rotary clubs join forces to carry out impactful and sustainable projects in communities around the world.

### **THROUGH ROTARY**

- We build lifelong relationships
- We honor our commitments
- We connect diverse perspectives
- We apply our leadership and expertise to address social issues.

## Flexible Active Membership Options

<https://my.rotary.org/en/club-flexibility-faq>

Many of the traditional rules and requirements that Rotary clubs have had historically, such as weekly meetings, attendance requirements, morning or lunch meetings, traditional classifications, and high costs, have limited who is able or willing to join. When we join together different perspectives and backgrounds, professions and areas of expertise, talents and resources, we can see challenges in new ways and identify creative solutions.

Any Rotary club wishing to try a new approach can do so by amending its bylaws as permitted by the [Standard Rotary Club Constitution](#). But clubs can also continue to follow their current requirements for meetings, attendance, structure, and categories of membership. Have a conversation with your club members to determine whether flexible options can help to address your club's membership needs.

### [In what ways are clubs changing their meeting format?](#)

Clubs are demonstrating innovation and flexibility by replacing the traditional speaker and meal meeting format with a variety of new formats. Some clubs are rotating where they meet by holding gatherings in a member's home, a local restaurant, or other "offsite" locations such as a local business. Some clubs are meeting virtually or allowing some of their members to call into the in-person meeting. Many clubs are using meetings to plan and conduct their service projects and fundraisers, and having social events to get to know other members better. Consider surveying your members to see what new formats they would be interested in.

### [What are the advantages of changing the meeting format?](#)

Changing the meeting format not only gives members a variety of club experiences, but also keeps them engaged and active in the club. It can also be more appealing to guests to have hands-on, fun, productive meetings that connect with Rotary's values and mission. This form of flexibility also makes it easier for some members to attend meetings virtually when they would not have been able to attend in person. We recommend asking current and prospective members what they hope for in a club meeting experience.

### [How frequently should clubs meet?](#)

Clubs should offer opportunities to meet twice per month at minimum. Those meetings could be traditional meetings, social outings, service projects, etc. Clubs that wish to meet more often can do so.

### [Are clubs allowed to remove attendance requirements?](#)

**Yes.** Clubs are encouraged to relax attendance expectations or not have them at all. Our research shows that rigid rules and policies are a barrier to attracting new members and engaging current ones. Further, it excludes younger professionals who have developing careers and young families. Attending meetings is an opportunity, not an obligation.

### [Does our club secretary still need to send monthly attendance reports to the district governor?](#)

Rotary International does not collect attendance reports, which were originally thought of as a way to gauge how engaged members are and how healthy the club is. Some districts continue to follow this method. However, we can measure club health in other ways – for example, by how many members are involved in a project, club leadership role, or by how many beneficiaries have benefitted from your club's service. Ask your

district governor what is preferred, and whether a report is needed or whether the information can be captured and shared using Rotary Club Central.

### What membership options exist?

There can be as many types of membership as are created by clubs. Some popular examples are corporate, family, or younger professional membership. However, a club is free to design different membership types that attract diverse members, as long as it's documented how they differ from traditional membership in their club bylaws. The Rotary International database does not track membership types – only whether a member is active or honorary.

### How do younger professional memberships work?

Some clubs have designed a membership type for younger professionals with a more affordable dues structure, and more flexible expectations for participating. Clubs that create this type of membership recognize that younger members can play an integral role in the future of their club, but may not have the financial resources or available time to attend weekly meetings at this point in their careers.

### How do family memberships work?

Family membership – also called spouse or partner memberships – are similar to corporate membership, in that there is often a primary member and one or more alternate members. Often times, the alternate members are young adult children of the primary member or a partner or spouse. Clubs that offer this type of membership typically offer a reduced rate for the alternate member(s) as an incentive to join. The alternate members can attend in the primary member's place or come along with their family member Rotarian. Alternate members may be active, RI-dues paying members or not, depending on how the club chooses to structure this membership type.

### How do corporate memberships work?

Your club is free to offer alternative membership types of any kind, as long as new members are counted as individuals — corporate members in this case — rather than the corporations that sponsor their membership. If the members pay RI dues, they will be included in your club's official membership count and receive all the benefits that other active, dues-paying members enjoy.

Your club can have different policies for these members' other financial obligations (club and district dues, meal costs, etc.), attendance requirements, or service expectations, as long as these policies are reflected in the club bylaws. Learn more in our [Guide to Corporate Membership](#). *(Please go to the website and download the documents. Good information, Application and more)*

## Rotary Club Models

***Does the time your Rotary club meets or the number of times per month your club meets cause a potential member to not join your club?***

## Rotary Club Models

<https://my.rotary.org/en/club-flexibility-faq>

### **What Rotary club models are there?**

Club models simply refers to the way a club chooses to operate. The beauty of flexibility is that each club is free to define its own internal way of life within the framework set by the constitutional documents. Some trends that have emerged are included in [this document](#).

Please see the document on the Rotary Website for details

Club models to consider:

Service Only Club

Focus Group Club, such a Literacy, Environment, Young Professionals, and more

### **How does a satellite club work?**

Satellite clubs are branch clubs of a sponsor club. The satellite club members are Rotarians and considered members of the sponsor club. Only eight members and the support of a sponsor club are needed to start a satellite club. They often offer a different club environment or meeting time and location from their sponsor club. Like a Rotary club, satellite clubs hold regular meetings, have bylaws and a board, and get involved in community service projects. The sponsor club provides advice and support. In some cases, satellite clubs may grow and apply to become a separate Rotary club. Satellite club members are Rotarians. Officially, they are members of the sponsor club. For more information, see the [Guide to Satellite Clubs](#) and the [Satellite Club Frequently Asked Questions](#).

### **How could my club benefit from creating a satellite club?**

Starting a satellite club offers the additional benefits of expanding project possibilities, visibility, and the impact of Rotary in your community. Satellite clubs can also attract members who want a different or more affordable club experience or bring Rotary to communities that might not be able to support a standalone club and serve as transitional Rotary clubs.

## CLUB MODELS



Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves. The criteria for membership are simple. For Rotary clubs, a member needs to be an adult; for a community-based Rotaract club - age 18 and over, who demonstrates good character, integrity, and leadership; has a good reputation within their business, profession or community; and willing to serve in the community or have an impact elsewhere in the world. All clubs share similar values and a passion for service, but no two clubs are the same because each community has its own unique needs.

| Club Model                                     | Description  | Appeals to  | Minimum number of charter members |
|--|--|---|-----------------------------------|
| <a href="#"><u>Traditional Rotary Club</u></a> | Professionals and aspiring leaders who meet regularly for service, connections, and personal growth  | People looking for connections, service opportunities, and traditions   | 20                                |
| <a href="#"><u>Satellite Club</u></a>          | A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board   | Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area<br>Learn more in the <i>Rotary Guide to Satellite Clubs</i> | 8                                 |
| <a href="#"><u>E-Club</u></a>                  | A Rotary club that meets primarily online  | People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience   | 20                                |
| <a href="#"><u>Passport Club</u></a>           | A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year | People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people<br>Learn more in the <i>Rotary Guide to Passport Clubs</i>       | 20                                |
| <a href="#"><u>Corporate Club</u></a>          | A club whose members (or most of them) work for the same employer  | Employees of an organization who want to come together to do good in their community  | 20                                |
| <a href="#"><u>Cause-Based Club</u></a>        | A club whose members are passionate about a particular cause and focus their service efforts in that area  | People who want to connect with others while addressing a particular set of problems.   | 20                                |
| <a href="#"><u>Alumni-based Club</u></a>       | A club whose members (or most of them) are former Rotary or Rotary Foundation program participants   | People who have participated in Rotary outside of a club  | 20                                |
| <a href="#"><u>Rotaract Club</u></a>           | A club that is sponsored by a Rotary club and often works with that club on projects<br>Can be a university-based or a stand-alone club                  | People who want to serve their communities and have fun through service.<br>Learn more in the <i>Rotaract Handbook</i>  | 12                                |

All club models meet at least twice each month.



## SAMPLE of a Club's Membership Option

### SHARED MEMBER PROGRAM (This could be renamed as Associate, Family, Service only etc.)

Feedback from numerous Rotary surveys and focus groups has repeatedly shown that prospective members and current younger Rotarians require flexibility in their Rotary club membership.

In 2016 the Rotary Council of Legislation included in the suggested club constitution and bylaws that clubs consider more options for membership types.

The Shared Membership Program will allow a business, school system, or family in the club's area to become a member of the Rotary Club of Newberry through an established membership approval process, and to appoint up to 2 designees as the individuals attending club meetings, serving on projects, voting on club matters, and serving as club officers and on club committees, and so on.

### PREMISE

A shared membership category will increase the club's ability to attract and retain a qualified and diverse professional base within the community.

### DEMONSTRATED RESULTS AND MEASURES from other Rotary Clubs

#### Increase

- Club membership recruitment and retention
- Support to The Rotary Foundation (program participation and fundraising)
- Successful service projects (community and international)

#### Improvement

- Leadership and engagement opportunities for members
- Participation in club activities
- Gender balance in the clubs' membership
- Overall diversity within the club's membership

#### Decrease

The average age of club membership



# Rotary



Rotary Club of \_\_\_\_\_

## ***Shared Membership Application***

We (I) apply for (*Family or Associate or Cooperate or Service only, or shared, or etc.*) membership in the Rotary Club of \_\_\_\_\_ and authorize our consideration by the Board of Directors. If approved, we authorize publication of our organization's name and representing officers and classification in the \_\_\_\_\_ Rotary club's newsletter for consideration by the club membership. We agree to abide by the requirements of membership and to pay the initiation fee and annual dues promptly.

If Applicable.

Company or Firm Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Website Address: \_\_\_\_\_

## ***Primary Member***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Home Address: \_\_\_\_\_

Home City/State/Zip: \_\_\_\_\_ Home/mobile Phone: \_\_\_\_\_

Birth date including year: \_\_\_\_\_

## ***Additional Shared Membership***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Home Address: \_\_\_\_\_

Home City/State/Zip: \_\_\_\_\_ Home/mobile Phone: \_\_\_\_\_

Birth date including year: \_\_\_\_\_

## ***Additional Shared Membership***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Business Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Home Address: \_\_\_\_\_

Home City/State/Zip: \_\_\_\_\_ Home/mobile Phone: \_\_\_\_\_

Birth date including year: \_\_\_\_\_

Signature of Primary Member: \_\_\_\_\_

Date: \_\_\_\_\_





## Rotary Club of \_\_\_\_\_ Shared Membership Guidelines

The Shared Membership Program will allow a business, school system, or family in the club's area to become a member of the Rotary Club of Newberry through an established membership approval process, and to appoint up to 2 designees as the individuals attending club meetings, serving on projects, voting on club matters, and serving as club officers and on club committees, and so on.

**1. Approval.** Members joining through a shared membership may become members of the Rotary Club of \_\_\_\_\_ through the same approval process established by the club in the club bylaws. Article eleven.

**2. Inductions.** All persons joining through a shared membership are formally inducted into the club as established by the club.

**3. Attendance.** All members joining through a shared membership are encouraged to be as active and engaged as possible. Participation in club projects is expected.

**4. RI registration.** Each member will be listed as an **official active member** of the Rotary Club and Rotary International.

**5. Badges.** Badge references will be the same as an individual member.

**6. Votes and quorum.** For the purpose of general meetings and club matters, shared membership members voting will be the same as an individual member. As official members of the Rotary Club of Newberry members would apply toward RI election voting.

**7. Holding office.** Each member as an individual, can hold any office in the Rotary Club of \_\_\_\_\_ to which a member is elected in the normal way.

**8. Financial obligations.** The financial obligations of a shared membership may be as follows:

(a) Initiation fee. Each member will pay the initial fee.

(b) RI dues: Payable for each member as stipulated in RI Bylaws 17.030. Each member

(c) Annual club dues: An amount determined by the club. Each member.

(d) Meal/beverage costs: The primary member will be charged for meals. In the case that others named in the shared membership attend the club meeting they will be charged per meal. If the primary member does not attend, one of the other designated member(s) may attend and not be charged for a meal.

(e) Optional contribution to The Rotary Foundation.(f) Tickets for the annual Community Prayer Breakfast.

*(Make changes as needed)*

- Each individual will have a \$35 one-time initial fee if he/she has never been a Rotary member in any club.
- Each membership (regardless of the number of individual members) will have a \$45 annual assessment to support two of our club service projects.
- 1 member is \$100 a quarter (\$400 annually)
- 2 members is \$150 a quarter (\$600 annually) Plus extra meal if both attend
- 3 members is \$200 a quarter (\$800 annually) Plus extra meals if more than one attends

**9. Bulletin and communication.** Each member will receive the club's bi-weekly bulletin/newsletter and regular club communications.

**10. Receipt of *Rotary*.** The Rotary magazine will be sent to each member at the prevailing cost.

**11. Liability coverage.** All members will be included under the respective club liability insurance while participating in any approved club activities or projects.

**12. Participation in youth activities.** All members are expected to abide by all restrictions, policies, and procedures with respect to club activities involving youth.

**13. Termination.** The process for terminating the membership will be the same as an individual member as stated in the club bylaws article twelve.

**14. Primary Member Termination.** In the event the Primary Member is terminated, one of the shared members may assume the financial responsibilities of the Primary Member or another Primary Member may apply for membership in the Primary role within 90 days. Or the shared members may each assume regular individual membership. If the shared members do not wish to participate financially as an individual member or Primary member then they will be terminated.

# HOW TO SHARE ROTARY WITH OTHERS



## RECOGNIZE THE OPPORTUNITY

DON'T BE SHY AND LOOK FOR SIGNALS THAT SOMEONE IS SERVICE ORIENTED.

## AVOID THE JARGON

KEEP IT SIMPLE. FOCUS ON THE WHY WE DO INSTEAD OF ROTARY'S STRUCTURE OR LINGO.



## FIND THE "PASSION" CONNECTION

LISTEN AND IDENTIFY WHAT PASSIONS YOU SHARE. HOW DOES THAT CONNECT TO ROTARY?



## KEEP IT REAL & LOCAL

ANSWER QUESTIONS WITH YOUR PERSONAL EXPERIENCES & LOCAL PROJECTS. TALK ABOUT FRIENDSHIPS, NETWORKING, AND ROTARY'S VISION.



## SHARE YOUR STORY

SHARE YOUR LOVE FOR ROTARY AND WHY YOU ARE HOOKED ON SERVICE.

## FOLLOW UP

YOU CAN'T SHARE EVERYTHING IN ONE SITTING. IF YOU FEEL THERE WAS INTEREST, DON'T FORGET TO FOLLOW UP.



Rotary



PEOPLE OF ACTION

## Discover Rotary



SERVE TO CHANGE LIVES

Sept. 2, 5:15pm

Half Full on Main St. on the parking lot side

Join us for a Discover Rotary event to learn about how Rotary serves our community and the world. Information on how you can become a valuable member of our organization will be provided.

Also plan to stay for a social time to meet some of our members.

CONTACT: Renee Stubbs, newberryrotaryclub@gmail.com  
Membership Chair



## WE'RE LOOKING FOR...

Community Minded People  
Passionate & Fun People  
Practical & Resourceful People  
Helpful People

If you're one of these people, then get in contact to see how you can change the world starting in your very own community!

If you would like a version of this Invite to Discover Rotary that you can edit, Contact DG Renée



Rotary  
Club of Newberry



Service Above Self

## Membership section of The Rotary Club Constitution/By Laws

Complete Rotary Club Constitution can be downloaded from the District 7750 website or the Rotary International Website [www.rotary7750.org](http://www.rotary7750.org) under Club Leadership Library-Club President [www.rotary.org](http://www.rotary.org)

*Note: Form the Rotary International Bylaws: 2.030. The Standard Rotary Club Constitution. All clubs shall adopt the standard club constitution, including any future amendments to it.*

### Article 8 Membership

#### Section 1 — General Qualifications.

This club shall be composed of adult persons who demonstrate good character, integrity, and leadership; possess good reputation within their business, profession, and/or community; and are willing to serve in their community and/or around the world.

#### Section 2 — Types.

This club shall have two types of membership, active and honorary. Clubs may create other types in accordance with section 7 of this article. These members are reported to RI as either active or honorary.

#### Section 3 — Active Members.

A person who possesses the qualifications in article 4, section 2(a) of the RI constitution may be elected as an active club member.

#### Section 4 — Satellite Club Members.

Members of a satellite club of this club shall also be members of a club until the satellite club is admitted to RI membership as a Rotary club.

#### Section 5 — Prohibited Dual Memberships.

No member shall simultaneously (a) belong to this and another club other than a satellite of a club, or (b) be an honorary member in this club.

#### Section 6 — Honorary Membership.

This club may elect honorary members for terms set by the board, who shall: (a) be exempt from paying dues; (b) not vote; (c) not hold any club office; (d) not hold classifications; and (e) be entitled to attend all meetings and enjoy all other privileges in the club, but have no rights or privileges in any other club, except to visit without being a Rotarian's guest.

#### Section 7 — Exceptions.

The bylaws may include provisions that are not in accordance with article 8, sections 2 and 4 - 6.

### Article 9 Club Membership Composition Section 1 — General Provisions.

Each member shall be classified in accordance with the member's business, profession, occupation, or community service. The classification shall describe the principal and recognized activity of the member's firm, company, or institution, the member's principal and recognized business or professional activity, or the nature of the member's community service activity. The board may adjust a member's classification if the member changes positions, professions, or occupations. Section 2 — Diverse Club Membership. This club's membership should represent a cross section of the businesses, professions, occupations, and civic organizations in its community, including age, gender, and ethnic diversity.

**RULE OF 85 changed in 2013** 65 years old and have served as a Rotarian for at least 20 years.

Google search Rotary Red Badge programs and you will find many more ideas for this



The Membership Committee would like to propose a Red Badge Program for our club. This is a successful mentoring and retention program for many Rotary Clubs. Please Google "Rotary Red Badge". As our club and community grows it is not always obvious at meetings who our newest members are. Also, our newest members are statistically the ones at most risk of leaving. We hope that the Red Badge will encourage the new member to quickly become engaged and help our veteran members recognize, welcome and assist our newest members on their Rotary journey.

Thank you for your consideration,  
Membership Committee

---

## **Red Badge Program or Red Ribbon**

### **Purpose:**

The Red Badge Program will encourage newly inducted members to become engaged in the many aspects of the Rotary Club of \_\_\_\_\_. Members who quickly become involved in club activities, become more connected to the club and Rotary International.

Also, current members can easily recognize a newer member and ensure that they are welcomed and involved.

### **Process:**

All incoming members will be given a Red Rotary Badge. They will receive their Blue Badge through completing several easy and enjoyable activities that will involve the member in various club activities.

The sponsor will also receive the sheet given to the new member so that they can assist as needed.

### **Red Badge (Ribbon) to Blue Badge Activity:**

- Attend New Member Orientation
- Serve as a greeter at least one time
- Log into DACdb and upload photo and current information
- Assist at a club project or fundraiser
- Attend a club After Hours Social Event
- Attend club meetings regularly



Rotary Club of \_\_\_\_\_



Dear \_\_\_\_\_,

Welcome to the Rotary Club of \_\_\_\_\_!

We are honored to have you become part of the world-wide Rotary family.  
Your 'Red Badge' identifies you as a new Rotarian and recent inductee to the club.

Working with your sponsor, please complete these opportunities as soon as you can and obtain initials of the appropriate Rotarian for each item as it is completed.

*We hope that you find the activities easy, enjoyable, and helpful in  
beginning your Rotary Journey.*

The goal is to attain the "Blue Badge" status within 3 months of your membership induction. We will have a special recognition for you at that time!

### Red Badge to Blue Badge Activities:

| Activity<br>(see back of this sheet for explanations)   | Date | Signature of Rotarian<br>verifying the activity |
|---|------|---|
| • Attend New Member Orientation(required)   |      |   |
| • Serve as a greeter at least one time.<br>(Schedule with the club secretary)   |      |   |
| • Log into DACdb and upload photo and current information.<br><a href="http://www.Rotary7750.org">www.Rotary7750.org</a> then click LOG IN Tab.<br>(we will do this at orientation) |      |   |
| • Assist at a club project or fundraiser  |      |   |
| • Attend a club After Hours Social Event  |      |   |
| • Attend club meetings regularly<br>(try not to miss more than 2 per quarter)   |      |   |

Name: \_\_\_\_\_ Sponsor: \_\_\_\_\_

Return to the Membership Development Chair upon completion

**Activity:** *The following activities are designed to assist you in building relationships among our members and learning about Rotary.*

### **New Member Orientation**

At orientation you will meet with the orientation committee to extend your learning from Discover Rotary to better understand the details of our club's community service, details about the Rotary Foundation, how dues are assessed and paid, attendance, and opportunities to become engaged in Rotary service and activities beyond our club.

### **Setting up a DACdb Club and District Database account**

At Orientation we will assist you with setting up their DACdb log in and mobile access. DACdb account will allow you to have online access to the list of members of our club and their contact information as well as photos of club members. Having a DACdb account will assist you with easy access to district newsletters and helpful information about Rotary. Access will also provide you with the district calendar so you may register for district events.

### **Serving as a greeter at a club meeting**

Assisted by a veteran member, serving as a greeter will help current members get to know you and vice-versa.

### **Assist at a club project or fundraiser – Rotarians are “People of Action”**

Participating in a club project or fundraiser is a great way to build relationships with other members while working together to serve our community.

### **Attend a club After Hours Social Event**

An After Hours Social Event is planned every quarter. These events bring members together for networking and conversation. They are also an opportunity to bring a friend to meet our members.

### **Attend club meetings regularly**

The 4-F's of Rotary are Food, Fellowship, Fun and the Foundation! Attending meetings is important to making these happen for members. Our meetings allow for time to network and share some “Health and Happiness”. The programs are selected to be educational about our community and Rotary. Our meetings bring members together for our common cause - to better serve our community. Members should strive for “regular” attendance.



## MEMBERSHIP

# ROTARY'S MEMBERSHIP EXPERIENCE

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave? Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of our members. The most recent survey offers insights on prospective, current, and former members.

### PROSPECTIVE MEMBERS

#### ..... WHY THEY JOIN .....

- Participate in local service projects 40%
- Participate in international service projects 31%
- Gain personal development and training opportunities 27%



#### .....WHAT YOU CAN DO.....

- Contact them when they express interest
- Give them a positive orientation experience
- Engage them in local and international service projects

### CURRENT MEMBERS

#### ..... WHY THEY STAY .....

- Participate in local service projects 46%
- Enjoy friendship and fellowship 41%
- Connect with people outside their work and social circles 29%



#### .....WHAT YOU CAN DO.....

- Display leadership in action
- Be a vibrant club
- Engage people at all stages of membership

### FORMER MEMBERS

#### ..... WHY THEY LEAVE .....

- Cost or time constraints 34%
- Club environment and culture 32%
- Unmet expectations 17%



#### .....WHAT YOU CAN DO.....

- Assess your club
- Work on building a diverse club
- Practice flexibility and innovation

Read more about the survey results in the [Global Executive Summary](#).

Gender breakdown reflects participants who did not specify a gender. Age breakdown includes only the top three responding categories. Respondents were asked to rank in order of preference and could respond to more than one.



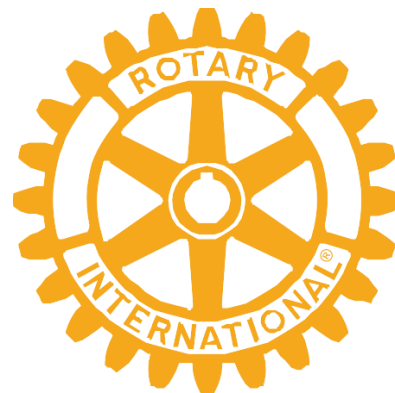
# CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.



Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.

# PROPOSING NEW MEMBERS



New members bring fresh perspectives and ideas to your club, expand your presence in the community, and help ensure your club is strong and vibrant. You've got some great potential members in your area — it's just a matter of finding them. Here are some suggestions to get the conversation started.



## SHARE WHAT ROTARY MEANS TO YOU

- + Share why you value your Rotary membership:
  - We share common interests and have fun.
  - We make a positive impact in our community through service projects.
  - We're part of a global network of friends.
- + Emphasize professional benefits with colleagues:
  - We share business connections and expand our professional networks.
  - We have opportunities to develop professional skills.
- + Share Rotary videos and photos of meaningful initiatives with your social media network.
- + Wear your Rotary pin to initiate conversations about your involvement with Rotary.



## SHARE INFORMATION ABOUT YOUR CLUB AND ROTARY

- + Encourage interested prospects to learn more about Rotary clubs and Rotary on your club website and Rotary.org.
- + Offer a club brochure that highlights recent service projects and social events.
- + Bring them along to a club meeting or your club's information session for prospective members.
- + Invite friends, family, co-workers, and colleagues to a club activity or project.

If a prospective member expresses interest in joining your club, make sure they understand expectations of membership, including club fees.



## PROPOSE A NEW MEMBER

Once you've found a great candidate, follow your club's process for proposing a new member.

### WEB RESOURCES

Need a procedure for proposing new members? Consult the **Manual of Procedure**.

Don't have a club brochure? Create one with a template in **Rotary's Brand Center**.

Find materials and tools to help you bring in members at [www.rotary.org/membership](http://www.rotary.org/membership).



JOIN LEADERS: [www.rotary.org/myrotary](http://www.rotary.org/myrotary)

254-EN—(515)

### **HOW DO YOU COMMUNICATE THE BENEFITS OF JOINING YOUR CLUB?**

In talking to prospective members, do you consider their interests and needs when you explain the benefits of Rotary membership? Here are some popular benefits that Rotary members worldwide have associated with being a part of a Rotary club:

- Making a positive impact in one's community through service projects
- Establishing business connections, lasting friendships, and mentor relationships
- Developing professional skills, such as event planning, public speaking, and fundraising
- Including family members in service projects and events and getting children involved in youth programs in the community or abroad
- Creating a global network of friends, especially when traveling
- Getting discounts on a variety of services through the Rotary Global Rewards program

The following scenarios show how you can use a prospective member's interests as a starting point for introducing Rotary

# Recipe for a Successful Rotary Membership Event

A successful Rotary Membership Event (Rotary Information Hour, Discover Rotary, etc.) starts with the right framework. This is a "business seminar", rather than a Rotary meeting, social hour, networking event, etc. Think about how you'd organize a new product introduction event for your company's prospects or customers.

Besides advance planning, a successful membership event has several essential ingredients, most of which occur before the event:

## Pre-Planning

1. Enter the event on the DACdb club calendar. Better yet, set it up as Online Registration, where members can register themselves and their guests to simplify logistics
2. Make members accountable to bring prospects. This is not the same as "ask members to bring prospects". Accountability means that each member has committed to show up with at least **one** prospect in tow.
3. Execute one or more intentional strategies to help members think of prospects
  - a. Invitation Card at each member's place at the next meeting, with instructions to invite someone and report contact info to the Membership Committee
  - b. "Who Do You Know" exercise at a Club Assembly
  - c. A targeted list of business or community leaders, with someone responsible for contacting each (assigned at Club Assembly)
4. Members report their confirmed prospects **in advance** of the event - at least a week, to the Membership Committee. That lets you know which members have come through with a committed prospect and which haven't -- time for you to contact those and remind them they need to bring a prospect. At a minimum:
  - a. Name
  - b. Email
  - c. Mobile Phone #

**Important:** All Prospects are entered in DACdb as "Potential Members" and included in Email distributions of the club's E-Bulletin or E-Newsletter, both before and after the event. Enter the member who invited them in the "Sponsor" field.

5. Membership Committee **emails** prospects with a **reminder** and all event info - time, place, dress code (probably business casual), etc. 2-3 days **before** the event (personalize with DACdb Pmail)
6. Membership Committee **texts** each prospect a short reminder the **morning of** the event

## Event Day

The event itself should be practiced in advance and well executed. Essentials:

1. **Sign-in sheet** at the door -- Name, Email, Mobile Phone and Sponsor (who invited them). Make certain that someone is responsible for not only getting guests to sign in, but also to add walk-ins and contact data you collect to their Potential Member profiles in DACdb after the event.

2. **Refreshments** -- Perhaps served as prospects and members arrive
3. **Agenda** -- VERY simple agendas work best
  - a. **Introductions** -- Emphasize "30 seconds" each: (intent is 10 minutes, max.)
    - i. Name
    - ii. Vocation (or past, if retired)
    - iii. For prospects, "What sparked your interest in Rotary?"
    - iv. For members, "What attracted you to Rotary, and what's kept you coming back?" Host or MC goes first, setting an example within the 30-second time.

### **Follow-Up**

Sponsors are primarily responsible for phone follow-up, same day or next day, inviting them to join and asking "what's your decision-making timetable?", and reporting same to Membership Committee. Additionally:

1. Follow-Up Email, thanking prospects for attending - same day or next day
2. Phone call from President or Membership chair within 2 days, asking if any questions and inviting them to join
3. Sponsor continues to follow up until we get a "Yes", "No" or "Not Now".
  - a. **Yes** -- proceed with Membership Proposal process
  - b. **Not Now** -- Keep as Potential Member and in "drip marketing", sending your E-Newsletter or E-Bulletin by PMail once or twice a month.
  - c. **No** -- Terminate from DACdb to drop them out of your prospect list

### **Repeat**

This is a playbook you can run two, three or four times a year. One club has a membership event every month, just before a regular meeting. Members will have prospects who can't make a given date. If you go ahead and schedule the next one out a few months, many times they can get a commitment for the alternate date.

# Rotary Fellowships and Action Groups

<https://www.rotary.org/fellowships>



## Retention/Engagement Strategy

**Encourage members of your club to get involved in Rotary activities beyond the club experience.**

Rotary Fellowships are international groups that share a common passion. Being part of a fellowship is a fun way to:

- make friends around the world,
- explore a hobby or profession,
- and enhance your Rotary experience.

Below is a list of a few of the Rotary Fellowships. More are added each year.

|  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Amateur Radio</li> <li>• Antique Automobiles</li> <li>• Argentine Culture</li> <li>• Badminton</li> <li>• Bathhouse</li> <li>• Beard and Moustache</li> <li>• Bee</li> <li>• Beer</li> <li>• Bird Watching</li> <li>• Bowling</li> <li>• Camping</li> <li>• Caravanning</li> <li>• Chess</li> <li>• Comedy</li> <li>• Computer Users</li> <li>• Corporate Social Responsibility</li> <li>• Cricket</li> <li>• Cruising</li> <li>• Cultural Heritage</li> <li>• Curling</li> <li>• Cycling</li> <li>• Doll Lovers</li> <li>• Draughts (Checkers)</li> <li>• E-Clubs</li> <li>• Editors and Publishers</li> <li>• Educators</li> <li>• Empowering Women</li> <li>• Entrepreneurs</li> <li>• Home Exchange</li> <li>• Honorary Consuls</li> <li>• Horseback Riding</li> <li>• Hunting</li> <li>• Healthcare Professionals</li> </ul> | <ul style="list-style-type: none"> <li>• Internet</li> <li>• Italian Culture</li> <li>• Jazz</li> <li>• Kites</li> <li>• Latin Culture</li> <li>• Lawyers</li> <li>• Leadership</li> <li>• LGBT+</li> <li>• Magicians</li> <li>• Magna Graecia</li> <li>• Marathon Running</li> <li>• Metalhead</li> <li>• Military Veterans</li> <li>• Motorcycling</li> <li>• Music</li> <li>• Old and Rare Books</li> <li>• Palmwine</li> <li>• Past District Governors</li> <li>• Peace Fellows</li> <li>• Photographers</li> <li>• Pickleball</li> <li>• Public Health</li> <li>• Quilters and Fiber Artists</li> <li>• Railroads</li> <li>• Recreational Vehicles</li> <li>• Rotary Global History</li> <li>• Rotary Heritage and History</li> <li>• Rotary Means Business</li> <li>• Rotary on Pins</li> <li>• Rotary on Stamps</li> <li>• Rowing</li> <li>• Rum</li> <li>• Scouting</li> </ul> | <ul style="list-style-type: none"> <li>• Scuba</li> <li>• Shooting Sport</li> <li>• Singles</li> <li>• Skiing</li> <li>• Social Networks</li> <li>• Strategic Planning</li> <li>• Surfing</li> <li>• Table Tennis</li> <li>• Tennis</li> <li>• Total Quality Management</li> <li>• Travel and Hosting</li> <li>• Triathlon</li> <li>• Urban Gardening</li> <li>• Vintage collectibles</li> <li>• Wellness and Fitness</li> <li>• Whisk(e)y</li> <li>• Wildlife Conservation</li> <li>• Wine</li> <li>• Yachting</li> <li>• Yoga</li> <li>• Environment</li> <li>• Esperanto</li> <li>• Ethics</li> <li>• European Philosophy</li> <li>• Executive Managers</li> <li>• Fishing</li> <li>• Flying</li> <li>• Genealogists</li> <li>• Gin</li> <li>• Global Development</li> <li>• Go</li> <li>• Golf</li> <li>• Gourmet Cooking</li> </ul> |
|--|--|--|



## ***Find Your Passion in Rotary!***

The purpose of the Rotary Leadership Institute (RLI) is to strengthen your club and strengthen your life. Rotary provides an opportunity for all of us to provide service to our community and throughout the world (Service Above Self). With that service comes a learning experience in the areas of leadership, team building, planning, marketing, communication, and organization. RLI provides an opportunity to enrich that learning through sharing experiences and ideas with other Rotarians throughout the region.

### **The RLI Program**

The Zone 33 Rotary Leadership Institute conducts over 25 events each year in the states of Delaware, Maryland, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, and The District of Columbia. The program consists of the separate sessions, Part I, Part II, and Part III. Attendees progress through the three parts on separate days and complete the program at their own pace.

The workshop topics can be found in detail on the RLI website: [www.rli33.org](http://www.rli33.org)

Each session is highly interactive and provides many opportunities for participants to share their experience and ideas. The sessions are led by Rotary leaders who have been trained in the facilitation techniques that maximize the learning experience.

### **District RLI Chair – Carol Burdette**

Want your Rotary Club to learn more about the value of RLI?

District RLI Chair Carol Burdette is eager to speak to your Rotary Club. Contact her at [dg2018@rotary7750.org](mailto:dg2018@rotary7750.org). We plan to have three RLI events in 2022-23 in District 7750. If an area wants to host an RLI, all they need to do is secure a location and plan food, and we will organize the rest! They will have to guarantee at least 20 participants. RLI reimburses for the location cost and food.

### **RLI offers both Face to Face and Virtual events**

After several months spent transforming the RLI program for online delivery, we are off and running. The platform has been chosen; the faculty has been trained. The online delivery is

Each event is open to participants regardless of their home district.

If you have previously completed RLI, please encourage your fellow Rotarians to participate in this opportunity to learn about Rotary and share and network with fellow Rotarians across the Mid-Atlantic region.

\$35 for Virtual events and \$95 for in person. If 3 members from your club attend the 4th attends for FREE!

## Public Relations – Public Image and Rotary Branding

Brand refers to how an organization or product is perceived by those who interact with it. It also includes the way an organization makes people feel.

Increasing the public's understanding of our work helps Rotary expand its reach. Telling the correct stories for an audience can help promote our brand and the value of membership.

Nearly a decade ago, the Strengthen Rotary's Brand Committee, conducted in-depth research to better understand how the public viewed Rotary, our members, and our work. What we learned was that we needed to reposition the Rotary brand by ***focusing on clear, consistent messages and a unified visual identity.***

**A brand is more than just a logo, but a logo is a big part of our visual identity. When the public sees it throughout their community, they begin to think of Rotary members as people of action. Using the same visual elements unites Rotary, Rotaract, and Interact and allows us, as a diverse global organization, to tell our story with one voice.**

Based on the committee's recommendation, the Board of Directors approved new brand guidelines, which included how clubs should use the Rotary logo. Simply put, club logos should include the club name either above or below the Rotary logo, like this:



**The Rotary Brand Center is your GO TO resource for:**

Branding ideas  
Branding guidelines like color charts, fonts, ratios, etc  
Telling your Rotary Story  
Brochure Templates  
Club Logo Templates  
Rotary Partner logo Templates  
Premade videos  
And many more...

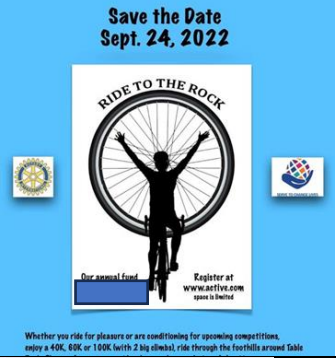
<https://brandcenter.rotary.org/>

Please be careful copying Rotary graphics from the internet. Many are not Brand Compliant.



**Please be mindful of using the Rotary logo.** The old Rotary Blue and gold wheel was retired in 2013 and should not be used on Rotary materials.

The Rotary logo and Club Logos are ***easily created and downloadable in the Rotary brand center.*** Also, be careful when using an outside vendor to create Rotary items. You should share with them the correct codes for the Rotary Colors and branding guidelines for using our logo.

|   |  |
|---|--|
| <p>Excellent example of use of the club logo.<br/>Download from the Rotary Brand center so that correct fonts and proportions are used</p>  |    |
| <p>Rotary wheel covered. Also must also have Master brand somewhere on the graphic.<br/>Wheel cannot be used alone. <b>Wheel cannot be covered.</b></p>   |    |
| <p>Wrong Theme graphic for the year.<br/>Wrong Rotary Wheel. No longer use the blue and gold.<br/>Them graphics are only for Internal Rotary communications.<br/>Incorrect out of Date Rotary Wheel.<br/>Needs to have the master brand on the page.</p>            |   |
| <p>Rotary wheel should <b>not</b> appear alone. The Masterbrand needs to be on the page too.<br/>If they were trying to use the master brand then the Proportions are wrong.<br/>Need to go to the Rotary Brand Center and download the correct Club brand logo</p> |  |
|   |  |

# Your Logos at a Glance

DECEMBER 2020

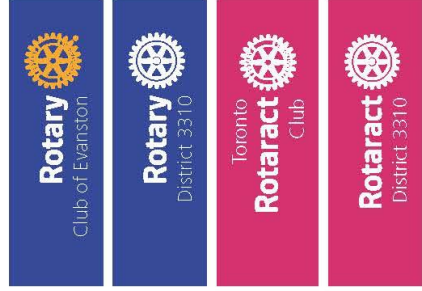
A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your logo on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

Reverse Options



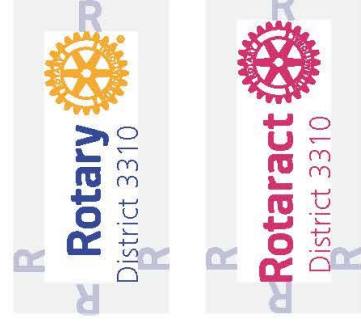
## CLUB, DISTRICT, OR ZONE LOGOS

| Masterbrand Signature   | Masterbrand Signature Simplified   |
|---|--|
| <p>Club Name above or below</p> <p><b>Rotary</b></p> <p>Club Name, District, or Zone below</p>                    | <p>Club Name above or below</p> <p><b>Rotary</b></p> <p>Club Name, District, or Zone below</p>   |
| <p>Examples</p> <p><b>Rotary</b><br/>Club of Evanston</p> <p><b>Rotary</b><br/>District 3310</p>                  | <p>Sunrise Kampala<br/><b>Rotary</b><br/>Club</p> <p><b>Rotary</b><br/>Zone 8</p>                |
| Rotaract Masterbrand Signature  | Rotaract Masterbrand Signature Simplified  |
| <p>Club Name above or below</p> <p><b>Rotaract</b></p> <p>Club Name, District, or Zone below</p>                  | <p>Club Name above or below</p> <p><b>Rotaract</b></p> <p>Club Name, District, or Zone below</p> |
| <p>Examples</p> <p><b>Rotaract</b><br/>Club of University of Chicago</p> <p><b>Rotaract</b><br/>District 3310</p> | <p>Toronto<br/><b>Rotaract</b><br/>Club</p> <p><b>Rotaract</b><br/>Zone 8</p>                    |

| Layout Examples   |               |   |       |   |   |
|---|---------------|---|-------|---|---|
|  <p>Swampscott<br/>Rotary<br/>Club</p> | club brochure |   |       |   |   |
|   |               |  <p>Rotaract<br/>District 3370</p> | flyer |   |   |
|   |               |  <p>Rotary<br/>Swampscott</p>      |       |  <p>Rotary<br/>Club of Extonston</p> | facebook*   |
|   |               |   |       |   | *exception the Mark of Excellence can be used for social media profile pictures |

\*exception: the Mark of Excellence can be used for social media profile pictures

Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

# Your Logos at a Glance

DECEMBER 2020

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo. The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

## RESOURCES

**BRAND CENTER:**  
[rotary.org/brandcenter](http://rotary.org/brandcenter)

**LEARNING CENTER:**  
[rotary.org/learn](http://rotary.org/learn)

**LICENSED VENDORS:**  
[my.rotary.org/licensed-vendors](http://my.rotary.org/licensed-vendors)

**SUPPORT CENTER:**  
[rotarysupportcenter@rotary.org](mailto:rotarysupportcenter@rotary.org)

## CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☐ Your club website
- ☐ Your club social media sites
- ☐ Banners and event signage
- ☐ Signage, including those located outside of your club meeting place or on city welcome signs
- ☐ Flyers and brochures
- ☐ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☐ Name badges
- ☐ Trading banners/flags

## LOCKUPS

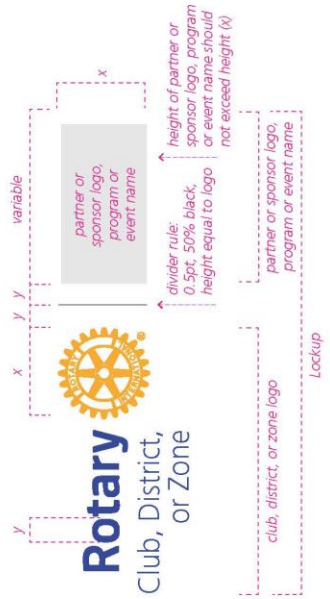
Logo Lockup Examples



Word Lockup Examples



Lockup Construction



## NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



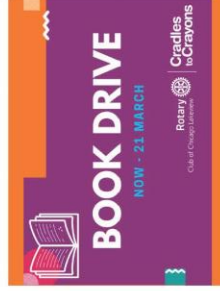
Club logo on installation



Multiclub sign



Rotaract club event



Rotary club event


## MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use the MOE, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.



The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.

## ONLINE RESOURCES

|  |  |
|--|--|
| <b>Membership Success Center</b><br><a href="https://www.dacdb.com/SecLogin3.cfm">https://www.dacdb.com/SecLogin3.cfm</a>  | <i>Enter your club membership goal before Sept 1. IN DACdb</i>  |
| <b>Rotary Club Central Membership Goal</b><br>My.rotary.org<br>Select manage >>Club Administration>>Rotary Club Central>> goal center from the left side, then EDIT to edit the goal. Club President only access | Enter your club membership goal in Rotary International Rotary Central   |
| <i>It is important to enter the club goals in each of these data bases.<br/> Also, your club receives points tpwards the Governors Excellecec Award/action plan</i>  |  |
| <b>Zone 33-34 Membership Resources</b><br><a href="https://www.rizones33-34.org/">https://www.rizones33-34.org/</a>  |  |
| <b>Rotary Club Models</b><br><a href="https://my.rotary.org/en/club-flexibility-faq">https://my.rotary.org/en/club-flexibility-faq</a>   |  |
| <b>Rotary Brand Center</b><br><a href="https://brandcenter.rotary.org">https://brandcenter.rotary.org</a>  | <b>Create Club Logos, brochures, Color charts, fonts etc and branding guidelines.</b>  |
|  |  |