START GUIDE FOR ALTERNATIVE MEMBERSHIP TYPES

This worksheet was completed by Tom Brown for submission to the Elmira Rotary Club Board of Directors. All suggested answers are in yellow.

Use this worksheet to decide which types of membership your club will offer. Document any change to membership types in your club's bylaws. We especially recommend that you amend the bylaws to reflect the answers to the asterisked questions.

Remember that Rotary International recognizes only active and honorary memberships. When reporting members to Rotary, assign any alternative membership types to one of those two categories.

1. What new type of membership does our club want to offer?*

   Corporate Membership

2. Why do we want to offer this new membership type? How would our club benefit? What membership issues do we expect it to address?

   This will allow corporations to help satisfy their need for corporate social responsibility. The scale and nature of many of the community projects undertaken by the Elmira Rotary Club provides a natural synergy for Rotary and corporate members. Progressive businesses recognize that community engagement is fundamental to developing links with stakeholders and widening the experience of management. The tricky part is aligning the management team with projects that are worthy of their skills and where, with the limited time available, they may make a real difference. With that in mind, the Elmira Rotary Club should be looking to foster greater links with Elmira and Chemung County businesses by developing corporate membership to satisfy this need.

   The benefits of a Corporate Membership type include:

   - Wider community engagement and recognition.
   - Corporate social responsibility projects
   - Flexible participation – nominated members may change as business demands
   - Leadership development for corporations and businesses
   - Networking – attendance at Rotary meetings, social events and project team meetings
   - Opportunity for Corporate Members to visit other Rotary clubs worldwide when travelling and develop international networks of business leaders in partner countries.

3. What are the potential drawbacks to this type of membership?

   As with any new program or change, there is the possibility of unintended consequences. However, this alternative membership type was part of RI's

innovations in membership pilot program that also resulted in e-clubs. So I do not see any potential drawbacks at this time.

4. What would be the eligibility requirements for this type of membership?*
   Any business with an office in Chemung County will be eligible for this type of membership

5. What club dues will members of this type be expected to pay?*
   See attachment: Corporate Member Dues Breakdown-DRAFT.pdf

6. Additional Program Considerations.
   a. Designees. Once a corporate entity becomes an eligible corporate member through the established approval process, it may appoint up to four persons to be its designees, one of whom must be a member of that entity's senior executive group; the others can be managerial or other individuals employed by the eligible corporation.
   b. Changing designees. The corporation to can change any of its designees so long as one of them is a member of the eligible corporation's senior executive group.
   c. Inductions. A corporate member designee will be formally inducted into the Elmira Rotary Club
   d. Attendance. It is recommended that at least one designate from the corporate entity attend a weekly meeting.
   e. Classification. The classification of the eligible corporation and its designees will be listed as a regular member with the District and Rotary International. [This classification will be counted toward the classification limits set forth in the RI Constitution, Article 5, Section 2(b).]
   f. Badges. Each designee with receive a membership badge.
   g. Votes and quorum. For the purpose of general meetings and club matters, designee voting is fully established for each member. As official members of the Rotary club, members would apply toward RI election voting.
   h. Holding office. Each designee, as an individual, can hold any office in the Rotary club to which the designee is elected in the normal way. The number of designees to hold an office at any one time will be **??????**.
   i. Conversion. A designee of the eligible corporation, while still an employee of the eligible corporation, may convert to an individual membership of the club at any time. Upon leaving the employ of the corporation, the designee can convert his/her membership to an individual membership.
   j. Receipt of The Rotarian or Rotary regional magazine will be provided by RI.
   k. Termination. The process for terminating the membership of a designee or the eligible corporation will be the same as a regular member.