

PRESIDENTS/ SECRETARIES ELECT TRAINING SEMINAR



2017 PETS/SETS
Day Two





**ROTARY:
MAKING A
DIFFERENCE**

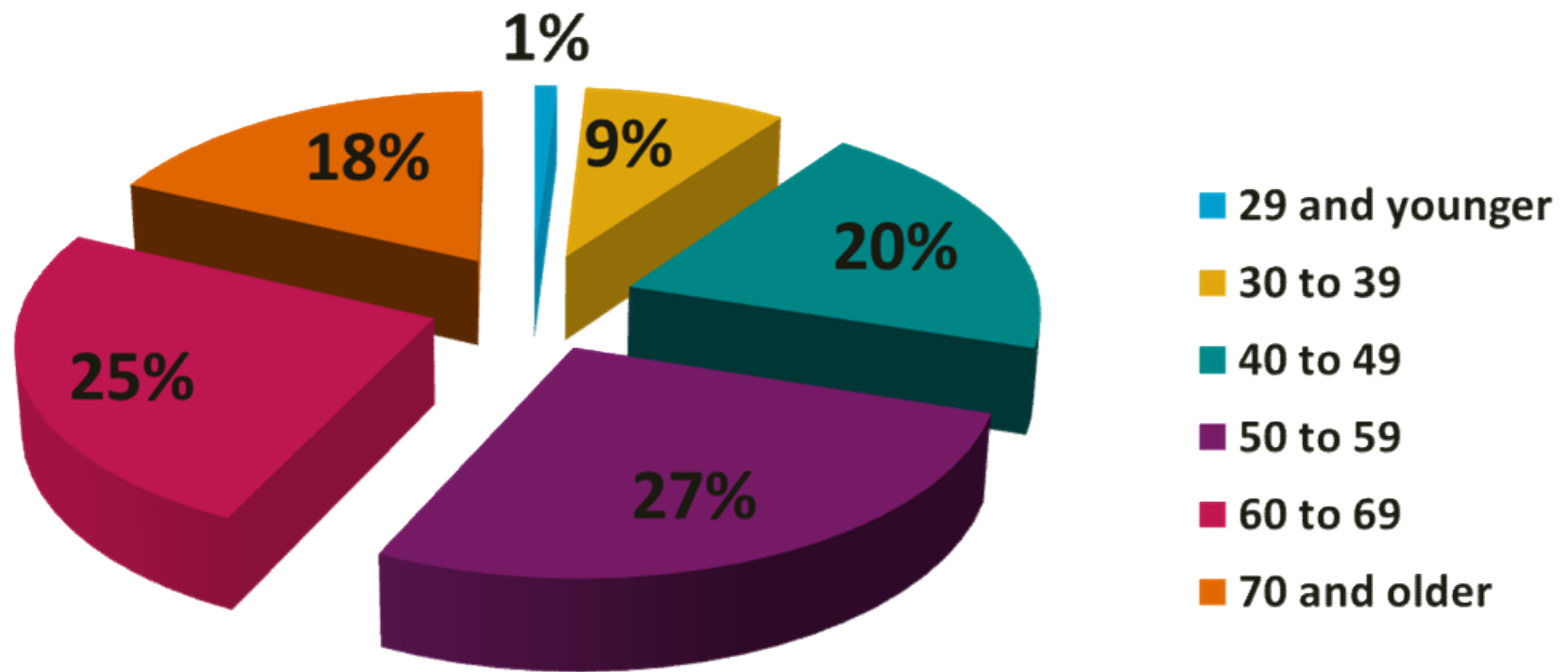


Rotary's Next Generation

Anna Van Adrichem-Rochon, District Membership Chair



Rotary Membership by Age Range--Worldwide Percent



Declined 12.5% in the last 10 yrs.



9.5 % just leave Rotary



Membership Retention



51 million (Gen X)



Born 1965-76



75 million (Millennials)



Born 1977-1998



77 Million Baby Boomers



Generation X

- Accept diversity
- Pragmatic/practical
- Self reliant
- Individualistic
- Reject rules
- Mistrust institutions
- PC's - use technology
- Multi-task
- Friends are not family

Millennials

- Celebrate diversity
- Optimistic/realistic
- Self inventive
- Individualistic
- Rewrite the rules
- Irrelevant of institutions
- Assume technology
- Multi-task fast
- Friends = family



Why Rotary has a hard time attracting Gen X & Millennials

1. They mistrust institutions or find them to be irrelevant. Rotary is an institution.
2. We do not use technology well.
3. We struggle with diversity.
4. We have lots of “rules” that seem entrenched.
5. We engage in group-oriented behavior.



Why Rotary is appealing to Gen X & Millennials

1. We are pragmatic and optimistic.
2. We offer a friend-oriented experience which can be structured and supportive.
3. We offer a place to learn and to both witness and practice 'life.'



Rotary has a core value which can
be the instrument of our future
membership success:

Service To Others



**Gen X and Millennials believe
in service...**

...but not the way we offer it.

Rotary



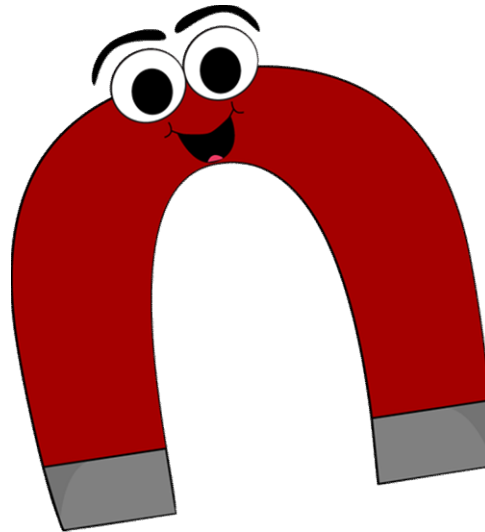
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“Young people value **causes** over specific organizations. They want to be involved in eradicating global poverty, combating human trafficking, or cleaning up a local watershed. It’s not just about joining the Kiwanis Club or the Rotary Club.

**Case Foundation, 2013 Millennial Impact Report, fourth annual*



Service can be our primary magnet, and the way to connect is our belief that service to others is intrinsic to a meaningful life.



Rotary



ROTARY:
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Gen Xers believe in friends, not family &
Millennials believe friends are family.

***The future of Rotary
depends on our
success.***



Engaging Your Members

Anna Van Adrichem-Rochon, District Membership Chair

Ken Durand, Jr., AG Seaway East

Rotary



BREAK



Conflict is for the Birds!

Rotary



Working Together

Save the Date

District Training Assembly – April 8

Rotary Leadership Institute – April 29

Rotary Foundation Walk – May 13



Celebrating Together

Save the Date

Rotary International Convention
Atlanta, Georgia, June 10-14

Meet the 2017-2018 District Governor/Changeover Dinner
Massena, NY, June 21

District Conference – Akwesasne Mohawk Casino Resort
Hogansburg, NY, Sept. 29-30

The Million Dollar Dinner – Ottawa, Nov. 4



Let's have Fun on Our Journey!

*Friendship
Partnership
Leadership
Stewardship
Fellowship*





**ROTARY:
MAKING A
DIFFERENCE**

**Let's Recognize
Our 2017-2018 Club Presidents!**

