

# CLUBS REAP BENEFITS FROM FLEXIBILITY OPTIONS

It's been almost a year since the 2016 **Council on Legislation** vote gave Rotary clubs more freedom to decide when, where, and how they meet and the types of membership they offer. Clubs that have taken advantage of the new **club flexibility** options have reported increased membership; greater diversity in age, professions, and experience; and more engaged members.

Here are some of the ways clubs are staying relevant in their communities.



## FLEXIBLE MEETINGS

The Rotary Club of Singapore East replaced two of its monthly meetings with less formal gatherings focusing on service projects and fellowship.

These new meetings give Rotaractors and family members the chance to get involved, while keeping costs down for the club's younger members.



## REDUCED DUES

Quentin Wodon, president of the Rotary Club of Capitol Hill, Washington, D.C., USA, helped his club double its membership in six months by adopting a number of changes. One involved adding two new membership categories: one for young professionals, 35 and under, at half the regular dues, and one for spouses or partners, at one-third the cost.

The club grew from 18 to 36 members and has since reduced its regular dues as well, says Wodon, author of the **Rotarian Economist blog**.



## CORPORATE MEMBERSHIP

Corporate memberships give busy executives the chance to get involved in club projects and activities without committing to regular weekly meetings. The Rotary Club of Melbourne, Victoria, Australia, has 17

corporate members, from six businesses, who take turns attending the club's meetings.

Robert Fisher, the club's corporate membership chair, says corporate members have given the club access to professional networks and helped expand its expertise. "We believe we can have a significantly greater impact with their involvement," says Fisher.



## SHARED MEMBERSHIP

Peter Fitzgerald, president of the Rotary Club of Deerfield, Illinois, USA, says he likes how shared membership helps expand the club's presence in the community. Up to five people can share a membership, taking turns attending meetings. The club has 12 shared members from four governmental organizations.

Amy Falasz-Peterson, director of the Deerfield Public Library, shares a membership with three staff members. "It gives my staff the chance to meet people in the

community that they might not meet otherwise," she says. "It's working really well for us."

- + Discover five ways to use the new flexibility
- + Find answers to frequently asked questions
- + Share your ideas on a discussion group



Fernando Pinto Nercelles explains the advantages of being a member of both Rotary and Rotaract, another flexibility measure the Council on Legislation adopted, in his **blog post for Rotary Voices**.

### ATTEND

#### 31 March

To save on **registration** for the 2017 Rotary International Convention in Atlanta, Georgia, USA, 10-14 June

#### 30 June

For clubs and districts to **submit** proposed resolutions to the Council on Resolutions

#### 31 December

For district governors to **submit** proposed enactments to the Council on Legislation

### NOMINATE

#### 15 March

For district governors to nominate clubs for the **Significant Achievement Award**

### NOTICES

Rotary has changed its official travel management company to Raptim Humanitarian Travel. **Learn how this will enhance your Rotary travel.**

### SUBMIT

#### 31 May

For peace fellow candidates to submit an **application** to their Rotary district for the Rotary Peace Centers program

A **full-length PDF version** of the Official Directory is available with a My Rotary account. Only an abbreviated print version of the directory is now available; it can be purchased through [shop.rotary.org](http://shop.rotary.org).

#### 30 June

For district governors to submit Council representative selections