

Rotary International

2011-14 Associate Member Pilot Program

Purpose

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. This pilot is structured to research alternatives and options for Rotary membership and the resulting impact on membership trends and the club's overall effectiveness.

The Associate Membership Pilot Program will allow an individual to become associated and acquainted with a Rotary club, its members, its programs and projects, and the expectations of club membership with the intent of becoming an active member within a designated period of time.

Premise

An associate membership category will increase the club's ability to attract and retain a qualified and diverse professional base within its community. It will also allow an individual to become familiar with the club, its members, its programs and projects, and the expectations of membership, thereby positively influencing recruitment and retention trends and improving the club's overall effectiveness in the community.

Timeline

1 July 2011 - 30 June 2014

Demonstrated Results and Measures

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

Increase in

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

Improvement in

- Leadership and engagement opportunities for members
- Gender balance in the club membership
- Overall diversity within the club membership

Decrease in the average age of the club membership

To evaluate the effectiveness of this pilot program, clubs will be expected to provide the following data:

- Number of associate members that have expressed interest and have been accepted into the club
- Number of conversions from associate to active membership
- Length of time individuals have remained associate members before converting or terminating their association with the club
- Number of conversions that have terminated their membership and why they have terminated their membership

Program Considerations

Clubs may consider implementing the following measures when setting up this membership category:

1. **Approval.** Prospective members interested in an associate member category will be approved by the Rotary club through a process identified by the club.
2. **Term.** An individual can hold the position of associate member for a period identified by the club.
3. **Attendance.** The attendance requirement for an associate member will be established by the club, as well as participation in club-sponsored service projects and club social events. Make-ups will be determined by the club.
4. **Classification.** The associate member is assigned a specific classification. Because an associate member is not an official member of the Rotary club, this classification is not included in the classification limits set forth in the RI Constitution, Article 5 Section 2(b).
5. **RI registration.** The associate member will not be listed as an official member of the Rotary club. The associate member will be listed as an associate member of the Rotary club.
6. **Badges.** Badge references will be determined by the club.
7. **Votes and quorum.** For the purpose of general meetings, the club will decide on an associate member's ability to vote on club matters. Because they are not official members of the Rotary club, associate members would not apply toward RI election voting.
8. **Holding office.** Associate members are not entitled to hold any club officer position but are encouraged to work with club committees.
9. **Financial obligations.** Associate members may have the following financial obligations:
 - (a) **Initiation fee:** If used, an amount determined by the club.
 - (b) **RI dues:** Because associate members are not official members of the club, RI dues do not apply.
 - (c) **Annual dues:** An amount determined by the club.
 - (d) **Meal/beverage costs:** An amount determined by the club.

- (e) Change of membership status from associate to active: An amount determined by the club.
- (f) Optional contribution to The Rotary Foundation: If used, an amount determined by the club.

10. **Changing status.** The length of time an individual can retain the position of associate member will be decided by the club. The costs and process for converting from an associate member to an active member of the club will be established by the club (as noted above).
Note: A current member of the Rotary club may not convert his/her membership status to associate member.
11. **Bulletin and communication.** The club will decide whether an associate member receives the club's weekly bulletin/newsletter and regular club communications; clubs are strongly encouraged to communicate with associate members regularly.
12. **Receipt of *The Rotarian* or Rotary regional magazine.** If a club decides to have an associate member receive the relevant RI magazine, the club will determine whether the cost will be assumed by the club or associate member.
13. **Public liability cover.** The associate member will be included under the respective club liability insurance while participating in any approved club activities or projects, if applicable.
14. **Participation in youth activities.** The associate member is expected to abide by all restrictions, policies, and procedures with respect to club activities involving youth.
15. **Termination.** The process for terminating the membership of an associate member will be determined by the club.