



Attracting and Keeping Young Rotarians

Make it easier and more attractive for young members to join your club:

- If you have young members in your club already, have them recruit from their age group or to be speakers at your club meetings.
- Consider young people in the 25-35 age group for membership, based on demonstrated leadership and community service accomplishments rather than professional status.
- Invite a “silent shopper” to look at your club from the eyes of potential members under the age of 30. They will help you determine what changes are necessary if your club wishes to attract these individuals to join.
- Think about a Club in a Club strategy to build a group of younger members working together for Roatry

Many Rotary International Presidents joined when they were in their twenties or early thirties. Rotary is for young people. There are myths to overcome such as they can't afford it, they will want to change things, they don't work as hard. The truth is that young people are just as capable of paying Rotary dues as Paul Harris was. If it has value, they will pay for it. However, they will want to make changes and they will want their opinions considered and recognized so be ready for it. They will work just as hard on a project they believe in as any Rotarian has in the past. Younger Rotarians will choose to pick different projects. They like to be involved with education or playgrounds as opposed to parks or other beautification projects. They are also very interested in involvement at an international level.

Ideas for Attracting and Retaining Younger Members

- **Induct several young members at once, instead of recruiting them one at a time.** If your club has no younger members, inducting several at the same time gives these new members an immediate peer group in the club.
- **Conduct service projects that are likely to appeal to younger members.** It has been found that volunteers in two age groups, 25-35 and 55-65, do the same amount of service work. Younger volunteers were more likely to focus on areas such as education, sports and family related topics.
- **Recruit Rotaractors, GSE team members and other Rotary program alumni.** Their participation in RI programs shows that they already know about Rotary and are interested in pursuing its mission.
- **Consider lowering the total cost of membership in your club.** Some younger members have trouble meeting the financial obligations of club membership. To combat this problem, some clubs have lowered their fees or have a meal only once or twice a month instead of every week.
- **Consider waiving certain fees or expenses for the first year or two.** Younger members who aren't yet fully invested in Rotary may be more apprehensive about committing to all of the financial obligations of club membership. Once they become involved in your club and dedicated to Rotary's mission, they may be more willing and able to pay the full amount.

- **Make sure meetings are efficient, productive and fun.** Younger members, who often have competing priorities, are more interested in attending meetings that are conducted efficiently with a good balance of hands-on projects plus having fun while they are doing it.
- **Focus on "up-and-comers."** Managers on their way to becoming important business and professional leaders are often interested in the networking and professional development benefits of Rotary. Getting them invested in Rotary now can help ensure their dedication when they reach top-level management or ownership. The mentorship and leadership development potential will also be appealing.
- **Listen to and act on ideas of younger members.** Better yet, put them in charge. Maintaining the status will bore and discourage them. Younger members will be more likely to stay in your club if their opinions are valued, if they can take on leadership roles and if they are treated immediately as "full members" of the club, rather than someone on probation.
- **Communicate your weekly meetings with Facebook and Twitter.** Be sure your website is updated several times each week and features young people doing Rotary projects.
- **Establish a membership sub-committee of young members,** turn them loose to develop and implement their own ideas then stand back.