

Establishing a Rotary Satellite Club

District 9630 Guidelines

Introduction

Following the 2013 Council on Legislation a Rotary club is now able to establish its own Satellite Club. There is no limit on the number or type of Satellite Clubs that may be formed by the Sponsor or Host Club. The aim is for each satellite club to become a chartered Rotary Club, rather than a long term alternative meeting venue of the sponsor club.

Satellite Clubs will be an extension of the Sponsor Club and offer an alternative meeting time and place to the Sponsor Club. A member of a Satellite Club is a member of the Sponsor Club and subject to the same rules as any other member. Financial dues may be the same for both clubs but the Satellite Club may negotiate with the Sponsor Club to charge a different cost for weekly meetings. The Satellite Club may use a different formula to determine their member's fees (weekly and annual) provided the Sponsor Club agrees and it provides a positive cash flow.

The RI Board has set a minimum of eight (8) members to form a Satellite Club. The Satellite Club will elect a Chairman and Board to lead the club and run its weekly meetings, however **the administrative, membership and financial returns of the Satellite Club are the responsibility of the Sponsor Club.**

The aim of the Satellite Club Program approved by the 2013 COL is to develop new clubs. These can be E-clubs.

This new policy does not replace the Satellite Club Pilot Project. The Pilot continues through 2014 and is testing multiple times and/or places for one Rotary Club. Clubs in the Pilot are encouraged to stay in the pilot until its end

Establishing a Satellite Club

Satellite Clubs are formed to assist in chartering new clubs. This could be in:

- Rural and remote areas or communities with small populations
- Large metropolitan areas in allowing for the establishment of additional clubs to provide several meeting times and locations
- Different demographic groups such as young people where the established Rotary club doesn't suit them or isn't attractive to them

In all these situations, the area should be capable of potentially supporting a Rotary Club of at least 20 members

Establishing a satellite club is similar to chartering a new Rotary club with the following differences:

- **The Satellite Club needs a minimum of eight (8) members** and should be capable of operating independently
- **The Satellite Club shall meet weekly. This is a requirement of all Rotary Clubs worldwide**
- **The privileges and obligations of Rotary membership apply equally** regardless of which club they attend
- There is **no Charter issued for the Satellite Club** however the Sponsor Club should devise a special induction ceremony to recognise the unique relationship between the Sponsor and Satellite Clubs and their members

- The **Sponsor and Satellite Clubs are permanently linked as the members of both clubs belong to the Sponsor Club.** That tie can only be broken if the Satellite Club charters as an independent club
- The Satellite Club can have direct official business or contact with Rotary International, Rotary District 9630 or the District Governor. **All official Rotary business may be facilitated through the Sponsor Club**
- The Satellite Club does not currently have direct access to Rotary Club Central; only the Sponsor Club executive can add, change or delete information. **Individual members will be able to access “My Rotary - member access” normally.**
- **Details of any additions to membership should be provided directly to data@rotary.org for including on the RI database and cannot be added by the satellite or sponsor club’s officers.**
- The **Satellite Club may operate under its own Constitution, By-Laws and Rules in collaboration with the Sponsor Club** These must follow the Standard Rotary Club Constitution and the Recommended Rotary Club Bylaws with RI approval of the incorporation.
- The dues charged by the Satellite Club must be set with the advice and approval of the Sponsor Club
- The **Satellite Club shall establish its own Board and club officers.** The Board should comprise a Chairman, Immediate Past Chairman, Chairman Elect, Secretary, Treasurer as well as other Directors as required. The Board will be elected annually by the Satellite Club members and be responsible for the day to day organisation and management of the club. The Board of the Sponsor Club has the final say in case of disagreements. It is recommended that the leadership of the Satellite Club have a position on the Board of the Sponsor Club.
- The **Satellite Club decides its own meeting time and place**
- The **Satellite Club shall submit an annual report to the Sponsor Club** reporting on its membership, activities and programs. Subject to the arrangements between both clubs, the **Satellite Club shall submit a financial statement and audited accounts for inclusion in the Sponsor Club’s reports for its Annual General Meeting.** The Satellite Club will provide any other report as may be reasonably required from time to time by the Sponsor Club
- **The two clubs should enjoy a close working relationship with regular joint Board meetings.** This will be strongly recommended for the long-term future and wellbeing of both clubs (particularly the Satellite Club) as the Board of the Sponsor Club has the final authority where there are disagreements

The recommended procedure to start a Satellite Club is:

- It is the responsibility of the Sponsor Club Board to investigate the merits of a Satellite Club. The President should lead a discussion at a club forum to discuss the merits and support for forming a Satellite Club. **The Club is encouraged to hold a plebiscite with members under the normal club rules.**
- **The application process does not have to be approved by the District Governor as the Sponsor Club may apply directly to RI for recognition of the satellite club.** However, the support of the District Governor is encouraged
- The **Sponsor Club will decide why, who and how they will establish a Satellite Club.** This will determine the approach, marketing and targeting of members for the club. The method used to form a small Satellite Club in a neighbouring rural town will be significantly different to a city club targeting ex-Rotaractors or 30-somethings. So it is **important to create a marketing plan based on your target audience.**
- Appoint a champion and committee to be responsible for the research and establishment of the Satellite Club.

- The committee should research the possible locality, meeting day and time, membership demographic, community need, etc.
- The **Satellite Club will meet on a different day, at a different time and at a different location** from the Sponsor Club.
- The committee should advertise for interested people through the Sponsor Club, other local clubs, local community leaders, community groups, newspapers, etc. List all prospective members with contact details, classification, etc.
- **Set a date for an information/interest meeting.** Ensure the timing and conduct of this meeting is suitable to the prospective members.
- **Follow the standard protocol for conducting an interest meeting.** The only variation is that prospective members are invited to join a new Satellite Club rather than an established club. A number of standard forms, letters, etc. are available for this purpose (they will need some minor changes).

Please contact Win Salmon on 0417 799 362 or winsalmon@bigpond.com or Gary Haora on 0448 886 380 or garyhaora@bigpond.com for more information.

- There are a number of advantages in joining a Satellite Club versus an established club or chartering a new club. Ensure the prospective members understand the difference:
 - *No time-consuming wait for Charter, get straight down to business*
 - *Administration, membership, club financials, SAR's, etc. are the shared responsibility of the Sponsor Club and Satellite Club.*
 - *The club starts with a blank sheet and can build its own priorities and traditions over time.*
 - *There are some basic requirements that all clubs follow (Satellite, E-Club and traditional clubs) but the format, timing, procedures, etc. are set by the new club (in negotiation with the Sponsor Club)*
- **Have the membership nomination forms (White Cards) available on the night and sign up all who are interested.** The normal Rotary rules for nominating new members apply. The Sponsor Club Board should **approve the nominations** and members have the right of review and comment before the applicants can be advised that they have been successful. **Remember the Satellite Club members are part of the Sponsor Club unless and until the Satellite Club decides to charter.**
- **Organise a follow-up meeting for all those who signed up or are interested.** Further discuss how Satellite Clubs work and lead a general discussion on the future of this club. Ask for suggestions on where and when the Satellite Club may meet. Open discussion on possible club names and explain the requirements of RI re naming format. Explain the leadership requirements and look for possible leaders. Remember this is about the new Satellite Club and its members. **Their opinions and comments are paramount as this will be their club** (with Sponsor Club support) and should be run as much as possible how they want.
- **Continue this process weekly.** Hand control of meeting to the leaders as soon as they are elected by their peers. Where appropriate introduce procedures and structure to the meetings, committees, etc.
- **Apply to Rotary International for approval of the Satellite Club through Club & District Support (Parramatta).** This document should be signed by Sponsor Club AND Satellite Club with list of names of prospective members. (Forms available on RI and District websites)
- **Once members have been approved for induction, set an Induction Night. This should be a BIG AFFAIR!** You are starting a new club within your club and this should be reflected in the effort on the night. Invite partners, District Governor, Assistant Governor, District Leadership Team, District Membership Committee and other important members of your community.

- Induct members in a similar manner to a charter club. Develop a unique ceremony and present a special contract or agreement (signed by DG, President and Chairman). Present framed certificate to all members.
- The **champion and committee should continue to attend the new Satellite Club as mentors for at least twelve months.** The executive and Board members of the Sponsor Club should assist their counterparts in the Satellite Club. The relationship between the two clubs is critical to the success of the new club. This relationship is longstanding and must be based on mutual respect and trust.
- Organise weekly “*Rotarian Behind the Badge*” so that members get to know each other quickly.
- **Board members of the Sponsor Club should assist and mentor their counterparts in the Satellite Club where appropriate.** This is an interesting balancing act; your club has decided to establish a Satellite Club. Whether this is because of deficiencies or limitations in your club or gaps in our Rotary community that is better filled by a new Satellite Club; we must allow the new club to find its own place and set its own rhythm, traditions and procedures. So we must **walk a careful path when we are advising the new club on the established way your club does things versus allowing the new club to set their own standards.**
- Arrange a “New Member Information Meeting” to explain some of the programs of Rotary. Organise a visit to District Headquarters and invite the District Governor to attend. Invite all members to attend the District Conference so that the new members will see something of Rotary beyond the Club.

Special considerations

- The Sponsor Club and its Satellite Club/s must meet together at least once per quarter.
- The naming protocol is as follows:
 - Rotary Satellite Club of (Sponsor Club Name) (additional qualifier), State, Country*
 - Example: *Rotary Satellite Club of Timbuktu Saturday, Queensland, Australia*
 - Rotary Satellite E-Club of (Sponsor Club Name) (additional qualifier), State, Country*
 - Example: *Rotary Satellite E-Club of Timbuktu Saturday, Queensland, Australia*
- *The additional qualifier may be intended/chosen as the club’s name when it is able to charter independently.*
- **The Satellite Club is strongly encouraged to set its own goals at all levels of service.** It is to be noted that they will not be able to enter these goals in Rotary Club Central until such time as they become chartered in their own right
- **The Sponsor Club should have updated its Constitution, By-Laws and Rules** post the 2013 COL to incorporate the changes which include satellite clubs.
- **The Sponsor Club should revise its location description to include the location of its proposed Satellite Club**
- In summary, the **Sponsor Club must ensure that all members comply with all the obligations and rules of Rotary membership** regardless of which club they attend. The clubs must have a close relationship with regular communication to ensure a happy and harmonious existence.

Win Salmon
Director – Membership
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