

# Rotary Large Club Conference



Rotary Large Club Conference October 14-15, 2021  
Supporting the Environment Rotary's 7th Area of Focus  
Nathan Thomas

## **The biggest threat to Rotary clubs:**

Venue pricing, lack of technology, membership engagement, membership development, lack of effectiveness with committees, collection of dues, relevance, burnout among members, lack of recruitment, increase, most young people do not consider themselves as Rotary; networking is essential to bring young professionals (YP's) in but not for them to stay,

## **Challenges**

15-year decline in Rotary membership in the western world  
DDF went from 100% to 80% matching.  
Many clubs lose their meeting venue, lack gender equality, the average age is 60  
Old guard vs. new guard viewpoint  
Diversity and unspoken tension between young professional and veteran Rotarians  
Clubs voiced the 4-way test should be continually applied  
Rotarian prospects will need to transition from do-gooders to joining the club  
People and priorities  
How to apply apathy and reinvigorate the club during the pandemic  
Retention  
Increase in membership  
Financial instability  
Keeping members engaged with committee projects  
Need new YP's to see eye to eye with veteran members.  
Need diversity in membership  
The price of lunches should be reduced to make more affordable and possibly increase membership  
Missing link 18-30 transition and students moving from Interact to Rotaract

## **Suggestions:**

Make the club fun, relevant, increase diversity, identify crisis, more visibility in the community, increase flexibility, and promote service instead of Rotary meetings,  
Send YP's and Rotaract to conferences to get their buy into the club  
Mentorship programs (YP's and Rotaract members work side by side with committee chairs)  
How to engage younger members  
Need to develop assimilation program

## **Nathan Thomas**

Millennials, Gen Y, and Gen Z are interested in the environment.

Sustainability is relevant to young professionals.

Rotary is flat lining in the USA; there has been a 15-year decline

The Key is to make Rotary relevant to Millennials, Gen Y, and Gen Z by adopting sustainability projects

June 2, 2021, RI added environment as the 7th area of focus

Many projects are failing in the field of infrastructure

TRF grants have changed

From diesel fuel to so for example- water wells powered by diesel fuel (expensive and high maintenance)

Entry cost is a problem for YP's

Meeting conflicts for YP's. Nate's YP club meets two times a month at 6:00 pm.

The missing link in the clubs are the 18-30 and 30-50-year-olds

The global grant process can be lengthy; consider partnering up with outside agencies and stakeholders. With less funding, Rotary is being forced to collaborate with external financial forces.

Make clubs more appealing.

Give YP's a seat at the table

Find a way to convert Rotaractors to Rotarians

With less funding, Rotary is being forced to collaborate with outside financial forces.

YP's want to join Rotary clubs. We have to get the messaging right.

By 2050 projected the global population is estimated at 9.6 billion

Many people vote with their feet and quietly leave.

### **Increase funding by:**

Identifying new partners

Partnering with other Rotary clubs helps to get grants approved.

In the future, sustainability will be more critical to getting grants approved.

Sponsor YP's on International trips

Increase rotary visibility in the community

Partner with colleges, corporations, etc.

Missing link 18-30 transition from interact to Rotaract

Notes taken by Toni C. Otchere, Director at Rotary Club #17