

Rio Rancho Rotary Sunrise



Innovative & Flexible Pilot Program

Purpose

- The Innovative and Flexible Rotary Club Pilot Program will focus on letting clubs self-determine their operations to fit better with the needs of their members and community. It will also encourage clubs to conduct numerous tests.



Purpose cont.

- Try out different meeting logistics (time, date, location, online, use of social media, club event or social activity, and so on)
- Improve club leadership and oversight
- Create relevant and creative membership qualifications and requirements
- Update Rotary terminology to current language
- **Shift the focus from meeting attendance to member engagement**



Purpose cont.

- Clubs would be authorized to make changes to the Standard Rotary Club Constitution and to their Rotary Club Bylaws in any area other than **RI membership dues requirements.**



Demonstrated Results and Measures

- *Clubs participating in this pilot would demonstrate results in the following areas:*
- **Increase** in
 - Club visioning, brainstorming, gap analysis, and identifying solutions and next action steps
 - Club members wishing to serve in leadership roles
 - New initiatives (Rotary programs, social activities, fundraising, etc.)
 - Creation of signature club projects that can be sustained
 - Member satisfaction

Demonstrated Results and Measures cont.

- Total membership number
- Membership recruitment
- Membership retention for new members and existing members
- Membership diversity (gender, age, ethnicity, and classification)
- Spouse or family participation in club activities

Demonstrated Results and Measures cont.

- Use of social media to engage and involve members
 - LinkedIn Discussion Groups
 - Facebook
 - Youtube
- Club visibility and public recognition throughout the local community
- Support to The Rotary Foundation (program participation and fundraising)

Membership Ideas

- Corporate Membership
 - Establish community alliances with HP, Intel, NM Mustangs and other Non-Profits
- Social Membership
- Honorary Member (Active)
- Family Membership

Meeting Location & Options

- Chamisa Hills Meal Options
 - Continue to pay quarterly dues to include meals.
 - Reduce quarterly fees and members can pay for meals per meetings as desired.
- Locate different meeting locations with lower meeting cost.

Other ideas

- Alternate meeting locations
- Add more social meetings/events on a monthly/quarterly basis
- Have dedicated meetings to involve the family
- Vocational meetings at vocations place of business



Questions???
