

Rotary International 2011-14 Associate Member Pilot Program

Results of the discussions held by the membership committee held on Monday 11th July 2011 as approved by the Board

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 with a Rotary club, its members, its programs and projects, and the expectations of club membership with the intent of becoming a full 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

Associate Member 2
November 2010, beginning 1 July 2011

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 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 new membership:

1. **Approval.** Prospective members interested in an associate member category will be approved by the Rotary club through a process identified by the club.

Same process as current membership application – except it does not require full club approval. That will happen if and when they seek full membership of the club. Membership process will thus be. Application form completed by club member, discussed by membership committee, interviewed by two club members, recommendation then made to Board and then Board approval or otherwise.

2. **Term.** An individual can hold the position of associate member for a period identified by the club.

This will be for 12 months from approved application. The membership committee may invite the Associate to apply for full membership. The membership committee may grant an additional year associate status depending on circumstances.

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. Makeups will be determined by the club.

There will be a minimum of one luncheon per month unless the Associate has applied for and received leave of absence. That includes make up at other clubs including Rotoract. Associates are encouraged to attend all other functions and events put on by the club. They will be invoiced in the same manner as a full member.

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).

Their classification will be Associate membership. No other classification is required. Our club fulfills the classification required to meet RI Constitution but it is not a significant factor in our club membership make-up.

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.

Agreed

6. **Badges.** Badge references will be determined by the club.

Associates do not receive a Rotary badge. They will receive that if and when they move onto full membership. An appropriate and permanent associate badge will be presented to them when they join.

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.

Associate members do not have a vote in the club unless it is an internal associate member basis such as planning an associate member function.

8. **Holding office.** Associate members are not entitled to hold any club officer position but are encouraged to work with club committees.

Associates will be encouraged to join a Rotary committee but will not serve on the Board

9. **Financial obligations.** Associate members may have the following financial obligations:

(a) Initiation fee: If used, an amount determined by the club.

50% of joining fee at the time of joining. Only 50% to be paid when moving up to full membership

(b) RI dues: Because associate members are not official members of the club, RI dues do not apply.

Agreed

(c) Annual dues: An amount determined by the club.

50% of the cost at the time of joining. That is \$15 a month at the current subscription level.

(d) Meal/beverage costs: An amount determined by the club.

Full cost reimbursement of meal at the rate set for full members.

(e) Change of membership status from associate to active: An amount determined by the club.

If Associates move from associate to full membership during their first year, they will be

rewarded for the balance of the period to either 1st July or 1st January whichever comes first by payment at the discounted rate. They will move to full payment from those dates.

(f) **Optional contribution to The Rotary Foundation:** If used, an amount determined by the club.

Treated the same as full members. It is optional.

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.

As discussed in item 2 above and concur with the above.

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.

Associates will get the same information as full members.

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.

Associates will not be getting Rotary Down Under magazine.

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.

Associates will be covered

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.

Agreed

15. Termination. The process for terminating the membership of an associate member will be determined by the club.

Same rules apply for full members.