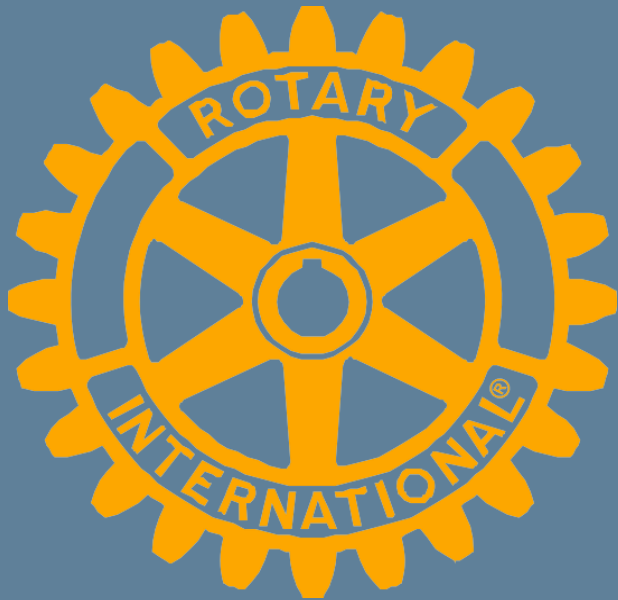


NAME

CLUB



District 5550
The Magic of Rotary is in our Action



Magic of Rotary is in our Action Plan

March 2025

Dear district leaders:

Welcome to the Magic of Rotary is in our Action Plan leadership seminar! The sessions are designed to prepare you to lead in the year ahead and to provide opportunities for you to build relationships that may result in project partnerships or exchanges.

Use every opportunity to get to know your fellow participants and explore new ideas. We encourage you to introduce yourself and to share your experiences — how you engage members, manage change, and share the impact of Rotary with the world.

You can learn a lot from one another! We hope you take advantage of your time and your experience throughout the assembly to build meaningful relationships that will last long after the time together has ended.

This workbook is your most important resource for the sessions. Use it in every session to write the ideas you hear. We also encourage you to ask questions during your sessions and to remember that the learning facilitator might not have all the answers but will help you find them.

At the end of the day, reflect on your sessions and continue developing your goals. After DLS, your workbook will continue to be a valuable reference for you, filled with the great ideas, strategies, and resources you'll use in the coming year.

I wish you success during this event and during the exciting year ahead.

Sincerely,

Wayne Jacobsen
District Governor
District 5550
2025-2026

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ADVANCING OUR ACTION PLAN

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Understand why the Action Plan is a framework to
 - enhance members' engagement
 - increase impact
 - expand your reach
 - increase your ability to adapt

The ROTARY ACTION PLAN

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we work together to build a stronger world, **Rotary's Action Plan** — our strategic plan — is leading our organization to form more meaningful connections and make a more sustainable difference through service. Using the plan's four priorities as a guide, we're fulfilling the vision of Rotary International and The Rotary Foundation: creating healthy clubs, providing engaging experiences for all, and uniting people to take action with us to create lasting change.

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making

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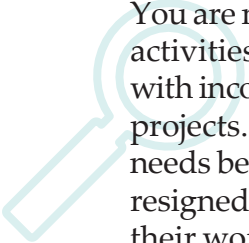
How does this vision statement resonate with you?

What words are important?

Why is the Action Plan important to Rotary's future?

How will you use the Action Plan to guide planning for your club?

ACTION PLAN CASE STUDY



You are meeting with members of your club, and they tell you that club meetings and activities don't hold the same excitement that they used to. The club is struggling with inconsistent attendance at club meetings and low participation in service projects. Members have said that the service projects don't reflect the community's needs because the club repeats the same projects every year. Two members recently resigned because they lost interest in the club and struggled to balance Rotary with their work and home life.

CAN YOU ARTICULATE ANY IDEAS:



Enhance participant engagement

Example: Develop a member satisfaction survey to learn what members want from the club.



Expand the club's reach

Example: Identify demographics of community members who aren't already a part of the club and

**Increase the club's impact**

Example: Conduct a community assessment to learn what service projects would be most meaningful to the community.

**Increase the club's ability to adapt**

Example: Survey current members to learn what club processes can be improved or streamlined.

THREE-YEAR ROLLING GOALS FOR CLUBS

How many total members does your club want by the end of the Rotary year?

How many members will participate in club service activities during the Rotary year?

Does your club have an up-to-date strategic plan?

How can you apply the Action Plan to your Club's goals and then make progress toward them?



ROTARY'S PUBLIC IMAGE

How can our public image and awareness efforts help us expand our reach?

What is Rotary's brand?

A brand is a perception. It's how others think of us, not how we see ourselves.

IDENTIFYING ROTARY'S VALUE

Can you clearly communicate the value of joining your club to any individual. Develop a value statement that describes the value of membership.

Example: Our Rotary club offers you an opportunity to make a positive impact locally and globally as part of a welcoming group that helps you build your leadership skills, make friends, and have fun!

CONSIDER THE FOLLOWING PROMPTS

► Rotary has enriched the lives of members in my club in many ways, but this moment stands out:

► Because of their engagement with Rotary, members now

► Our volunteer work with Rotary has changed the world or our local community in these ways:

► Through Rotary, I've seen members learn to

► They've been able to use this in their careers by

ADAPTING YOUR MESSAGE

Knowing the people in your audience is a critical component of sharing Rotary's value. What are they interested in? What will resonate with them? How will you adapt your value statement to fit their interests?

NEEDS AND INTERESTS OF THIS GROUP	MESSAGE TO SHARE ROTARY'S VALUE
A group of community members said their ideal club would focus on leadership and professional development .	
A group of colleagues at the same company are looking to build better relationships and make a difference in their community together.	
A group of members said their ideal club would be focused on maternal and child health efforts locally and abroad.	

	What opportunities will you have in the coming year to tell stories that promote our brand and the value of membership?
	How will you be an effective and motivating ambassador for Rotary?

THE CLUB EXPERIENCE



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Explain the importance of club experience as the primary driver of member satisfaction
2. Help clubs evaluate and adapt their club culture to attract and engage members
3. Identify strategies to engage younger audiences

Why do members join your Rotary Club?

Why do members in your Club stay in Rotary?

MEASURING AND IMPROVING THE CLUB EXPERIENCE

Rotary research from recent member surveys provides insight into why Rotary and Rotaract club members join and why they stay.

WHY ROTARY MEMBERS JOIN	WHY ROTARY MEMBERS STAY
1. Community service 2. Friendship 3. International service 4. Professional connections	1. Friendship 2. Community service 3. International service

WHY ROTARACT MEMBERS JOIN	WHY ROTARACT MEMBERS STAY
1. Develop leadership skills 2. Community service 3. International service	1. Community service 2. Develop leadership skills 3. Friendship

WHY ROTARY AND ROTARACT MEMBERS LEAVE
1. Club environment and culture 2. Unmet expectations 3. Financial and time commitments

My key takeaways:

CLUB EXPERIENCE MATTERS THE MOST

Several recent Rotary International research efforts have confirmed that the single most important factor in member satisfaction is the club experience.

ELEMENT OF CLUB EXPERIENCE	EXAMPLE OF HOW MY CLUB IS DOING THIS WELL:	STRATEGIES FOR HOW MY CLUBS CAN IMPROVE:
Meeting enjoyment: Members have fun, feel that they are being included, and feel that they belong.		
Confidence in club leadership: Members feel that they have input in the club and that club leaders are open to their ideas. They trust that leaders are making good decisions for the club.		
Personal growth opportunities: Members feel that their club and Rotary offer ways for them to develop skills and to grow.		
Connections: Members feel that they have formed valuable relationships through Rotary.		
Meaningful service: Members feel that the service their club does makes a difference in the world and in their community.		

How can your club increase the likelihood that members will stay in your club?

ENGAGING YOUNGER AUDIENCES

What can you do to understand the needs and interests of younger audiences in your region?

SCENARIO

A nurse who participated in Rotary Youth Exchange eight years ago has recently moved to your area. The nurse tells you they've had a number of negative experiences trying to find a club that makes them feel welcome and values their skills and perspectives.

Creating a youth advisory council is a great way to bring young voices to your district leadership team.

Does your club provide an engaging experience for younger audiences?

How will you help this young person find an experience that's right for them in your club?

How can you help your club to be attractive to younger audiences and make changes to be more inclusive and engaging?

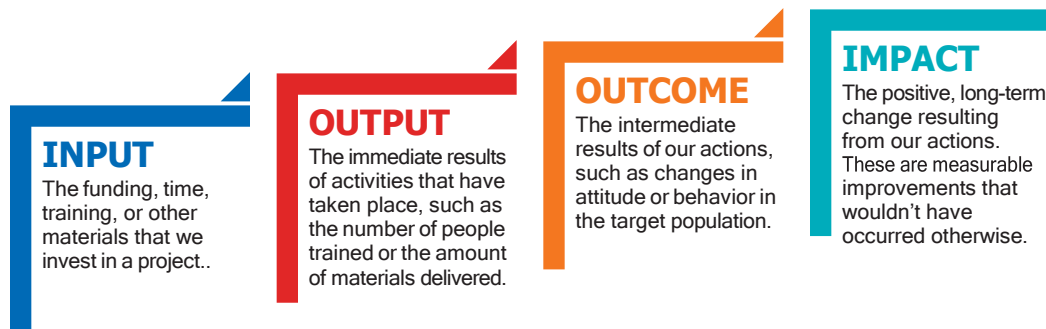
THE IMPACT OF OUR SERVICE

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Explain why measuring the impact of projects is critical to our work
2. Help members determine steps to take to develop sustainable projects focused on outputs, outcomes, and impact
3. Identify opportunities for storytelling focused on the outcomes and impact of our service

SERVICE AND IMPACT ROTARY'S BUILDING BLOCKS TO IMPACT



SERVICE PROJECT EXAMPLE

Throughout this session, we're going to explore an example of a real Rotary service project focused on water, sanitation, and hygiene in Guatemala.

The project was a Global Grant WASH project to decrease absenteeism of students and improve sanitation and hygiene to 23 schools. It was facilitated by the Ripple Effect Program and led by the Rotary Club of Nueva Guatemala and the Rotary Club of Moose Jaw Wakamow and supported by many partner clubs in District 5550 and other clubs in Districts in the United States.

Visit our new [Service Project Center](#) to share projects from your district and learn more about the good work others are doing locally and globally.

CONDUCTING A COMMUNITY ASSESSMENT

Why should every service project begin with a community assessment?

To begin their work, club members led a community assessment. They reported:

The WASH project was designed based on the needs assessment. Members of the eight Rotary Clubs in Guatemala collaborated with the RC of Nueva Guatemala in conducting on-site inspections and community assessments among schools' authorities, teachers, parents, and students. It was a comprehensive assessment of current conditions and needs to improve sanitation. The clubs found that schools lacked segregated bathrooms, proper toilets, have poorly maintained toilets, lacked soap, and lacked facilities to wash hands. Girls did not have an adequate and safe space for their menstrual hygiene and did not attend school during their menstrual cycle, affecting their school performance and self-esteem. Also, most schools lacked safe clean water to drink and to cook a school meal.

Additionally, in some schools, parents and the community were not aware of the current conditions of the students' hygiene practices or maintenance of infrastructure. During the assessment phase, the project team was able to highlight a cultural and educational problem regarding the importance of having clean, adequate, dignified, and safe sanitary facilities.

Based on the assessment, what activities could this project include?

BUILDING A TEAM AND CULTIVATING PARTNERS

Service projects can be strengthened through collaboration with groups internal to Rotary, including members of district resource networks and partner clubs and districts, and with groups outside Rotary, including local community-based organizations, governmental agencies, and Rotary's service and project partners, such as Ashoka, Habitat for Humanity, the Peace Corps, and ShelterBox.

District resource networks — groups of mentors with technical knowledge and project-planning skills, led by district international service chairs — can help connect project planners with experts both inside and outside Rotary to enhance projects. District resource networks comprise members of Rotary Action Groups and The Rotary Foundation Cadre of Technical Advisers, Rotary alumni, and others.

In the case of the Ripple Effect project, the host club, with help from its district resource network, built a team that included:

- School management committees composed of school officials, parents, and community members
- An international sponsor, the Rotary Club of Moose Jaw Wakamow (D5550)
- Financial support from 9 districts in the form of District Designated Funds (DDF) from 14 Rotary clubs in Canada and the United States, and an Endowment gift from Guatemala
- Local Foundation Castillo Cordova (FCC)-Health and Hygiene training
- Eco-Filter Company provided a filter for each school grade and kitchen
- Municipality of Zacualpa supported correct project execution
- Local technical experts on water, sanitation, and hygiene
- Local expert Manager in project management, public relations, financial management, education and training, monitoring and evaluation, and information technology

How can your club team work together to support service efforts and share project outcomes?

How can you encourage your club to identify opportunities for partnerships?

What kinds of roles can local partners play in service work?

MEASURING OUR IMPACT

When we talk about Rotary's impact, we're referring to the positive, long-term change that results from our action. The Ripple Effect team took the information from the community assessment and designed a project to maximize positive results. In the activity below, identify the project's inputs, outputs, outcomes, and impact.

The project sought to:

Create a safe, healthy, and sustainable school environment through the construction or improvement of sanitary facilities and the installation of water filtering and purifying systems. As part of the project, twenty-three schools were supported.

Results included:

- Wash stations installed in 23 schools, enabling students to practice proper hygiene
- Segregated bathrooms with toilets in 23 schools, improving sanitation facilities and contributing to a healthier school environment
- Each school gained access to safe water sources, ensuring safe, clean water for drinking and for meal preparation

The project was designed to improve sanitary conditions to help reduce student absenteeism due to diarrhea and other gastrointestinal diseases. The project included enhancing the sanitary practices of staff members, teachers, and students. It also promoted the adoption of good water, sanitation, and hygiene habits in the community, because children can become agents of change within their families and among friends. This new knowledge helped prevent the spread of diseases caused by deficient sanitation and hygiene practices.

The project resulted in 4,883 students getting direct access to improved sanitation facilities and improved sources of drinking water. In addition, 100's of teachers, administrative staff members, and parents learned improved hand-washing, hygiene, and menstrual hygiene management practices. As a result, school absences related to gastrointestinal diseases, diarrhea, and waterborne illnesses were reduced significantly.

MATCH THE BUILDING BLOCKS			
INPUT	OUTPUT	OUTCOME	IMPACT
	7 new or updated latrines, 8 new urinals, and 9 new hand-washing stations; 35 students, teachers, staff members, and parents who learned better hygiene management		
	1,388 people with access to improved sanitation facilities and sources of drinking water, improved community hygiene management		
	Continued reduction of rates of waterborne illnesses in the community, reduction in school water-related absences to zero, increase in graduation rates		
	Toilets, latrines, pipes, sinks, faucets; volunteers' and technical experts' time; funds used to purchase materials		



BEGINNING WITH THE END IN MIND

Sustainability is the capacity for project outcomes to be maintained locally and to serve the community's continuing needs long after a project has been implemented. Designing projects that are sustainable is key to increasing our impact. The Toileton team established an education, monitoring, and evaluation system for the project.

The project team organized school management committees, which are governing bodies that took over the responsibility for maintaining facilities and providing education after the project was completed. These committees, composed of school officials, parents, and community members, learned how to oversee the appropriate use and maintenance of the sanitation facilities and equipment.

FCC and the municipality of Zacualpa were to ensure the funds for the long-term maintenance and supplies. In support of these committees, the Ripple Effect sponsor clubs remained involved for 12 months after the project was completed and conducted monitoring activities, such as on-site supervision of the premises, and meeting with committee members as needed.

The school management committee was trained in the importance of water conservation, sanitation, maintenance and care of the sanitary infrastructure.

The Municipality of Zacualpa (in the 7 schools of Zacualpa) and Fundación Castillo Córdova (in the remaining 16 schools) were to ensure operation, rehabilitation and replacement costs (including water filters) as well as the learning and capacity building for the long term.

Why is it important to design sustainable projects?

How will you prepare your team to determine whether a successful project is ready to be scaled up?

The [Increase Your Impact learning plan](#) in the Rotary Learning Center explains how to design projects that achieve results and implement activities on a larger scale.

TELLING THE STORY OF OUR IMPACT

We want people around the world to know about our impact. Use the opportunities you have in your role to tell people about the impact of Rotary, which can attract new participants, partners, and donors.

Imagine you are the Ripple Effect project lead. You have completed the project and met all your intended targets. It is time to tell the story of the project's success.

The Rotary Impact Handbook walks clubs and districts through planning their projects with measurement in mind so members can meaningfully share their project results.

What messages should be shared to publicize the success of this project?

Why should our stories focus on sharing project results and the positive outcomes the project has had on the people we serve?

BEING A CHANGE LEADER

We believe that for change to be successful, change leaders must always engage those who will be affected by the transition. From the start, change leaders and their teams should keep these people at the center of their plans.

A three-part focus on commitment, communication, and coaching can ensure that people remain the most important elements of a change initiative.



 ASSESS	Before any action is taken, the change leader should be able to describe the need for change	What to ask: What problem is the change solving? What to do: Understand the environmental influences for the change and write an initial statement clarifying the desired outcome.
 DESIGN	Next, the change leader will design a change strategy.	What to ask: What is our vision for success? What is the new way people will do things? What to do: Write a vision statement, assemble a change team, and decide what organizational tools are needed for success.
 BUILD	In this phase, the change leader develops the roadmap for the change.	What to ask: How, and how often, should I communicate with stakeholders? Who needs training when? What to do: Create a communications and training plan.
 IMPLEMENT	The change is put in place. The change leader must support people, adjust benchmarks if necessary, and respond to resistance.	What to ask: Is the change team ready to lead? Are the people affected prepared for this change? What to do: Support people throughout the change with commitment, coaching, and communication. Respond to resistance thoughtfully
 SUSTAIN	Ensure the change will last.	What to ask: Are the structures in place for this change to continue after the change team disbands? What to do: Invest in necessary technology and resources and ask for the commitment of future leaders and team members.

DEFINE A DESIRED CHANGE IN YOUR CLUB

ASSESS:

What problem are you solving with Change?

Describe the desired Outcome:

DESIGN

What is your vision for success? What is the new way people will do things?

Write a vision statement, who is your change team, and decide what organizational tools are needed for success.

BUILD

How, and how often, should you communicate with stakeholders? Who needs training when?

What is your communications and training plan

IMPLEMENT

Is the change team ready to lead? Are the people affected prepared for this change?

How do you support people throughout the change with commitment, coaching, and communication. Respond to resistance thoughtfully

SUSTAIN

Are the structures in place for this change to continue after the change team disbands?

Invest in necessary technology and resources and ask for the commitment of future leaders and team members.

How will this CHANGE add value to the member experience in your club?

OUR YEAR AHEAD

REFLECTING ON YOUR EXPERIENCE

What are the most important things you learned during the assembly?

LOOKING AHEAD

How will you use the Action Plan to guide your club's work?

How will you work with your club's leadership team to ensure continuous improvement during and after your term?

PLANNING FOR THE YEAR AHEAD



Let's take some time to work on completing the following Charts.

Between sessions, work on completing the chart.

EXAMPLE

SESSION 1: ADVANCING OUR ACTION PLAN

GOAL:

Promote the connection between the presidential message and Rotary's Action Plan during club meetings

ADVANCING OUR ACTION PLAN

GOAL:

How will you involve others and recognize their work?

How will you monitor progress and measure success?

Does this goal require a plan to manage change?

How does this goal relate to our Action Plan?

How will this goal add value to the member experience in your district?

INCREASE IMPACT

GOAL:

How will you involve others and recognize their work?

How will you monitor progress and measure success?

Does this goal require a plan to manage change?

How does this goal relate to our Action Plan?

How will this goal add value to the member experience in your district?

THE CLUB EXPERIENCE	
GOAL:	
How will you involve others and recognize their work?	
How will you monitor progress and measure success?	
Does this goal require a plan to manage change?	
How does this goal relate to our Action Plan?	
How will this goal add value to the member experience in your district?	

EXPANDING OUR REACH

GOAL:

How will you involve others and recognize their work?

How will you monitor progress and measure success?

Does this goal require a plan to manage change?

How does this goal relate to our Action Plan?

How will this goal add value to the member experience in your district?

District 5550 Rotary Club of EXPAND OUR MEMBER AND COMMUNITY ENGAGEMENT							
Strategic Focus	Actions / Tactics (How)	Lead	Others Involved	Resouces	Impact	Measurement	Timeline
	Specific actions /Actions / Tasks / Activities	Who will Lead	Board Committees / Members	People, \$, time, expertise, partner support, etc.	What results do we hope to achieve?	How will we measure Success	
SHIFT FOCUS FROM GAINING NEW MEMBERS TO DELIVERING VALUE and engaging							
FOCUS ON SUPPORTING AND MENTORING OUR MEMBERS to offer new opportunities for personal growth and professional connection							
Inspiring more Rotarians and Community Members to take Action							

District 5550 Rotary Club of							
Strategic Focus	EXPAND OUR REACH						
	Actions / Tactics (How)	Lead	Others Involved	Resources	Impact	Measurement	
	Specific Actions/ Tasks / Activites	Who will lead	Board / Committees / Members	People, \$, time, expertise, partner support, etc.	What results do we hope to achieve?	How will we measure Success	Timeline
Collaborate with new groups in your community either through service projects or social events							
How does Club Collaborate with new Groups							
How does club Become More Welcoming							
How does club Attract Community Leaders who Share our Values							
What will Club do to tell Our Story							

District 5550 Rotary Club of INCREASE OUR IMPACT							
Strategic Focus	Actions / Tactics (How)	Lead	Others Involved	Resources	Impact	Measurement	Timeline
Strategy For Educating Members	Specific Actions/ Tasks / Activites	Who will Lead	Board / Committees / Members	People, \$, time, expertise, partner support, etc.	What results do we hope to achieve?	How will we measure Success	
DEVELOP A STRATEGY for educating members about the importance of impactful service projects.							
Strategic Focus	Actions / Tactics (How)	Lead	Others Involved	Resources	Impact	Measurement	Timeline
Engage with Community	Specific Actions/ Tasks / Activites	Who will Lead	Board / Committees / Members	People, \$, time, expertise, partner support, etc.	What results do we hope to achieve?	How will we measure Success	
ENGAGE WITH COMMUNITY to determine the top needs in our community (Community Assessment). Learn about needs and strengths and identify the key decision-makers							
Strategic Focus	Actions / Tactics (How)	Lead	Others Involved	Resources	Impact	Measurement	Timeline
CELEBRATE SUCCESSES and be open to new opportunities for impact.	Specific Actions/ Tasks / Activites	Who will Lead	Board / Committees / Members	People, \$, time, expertise, partner support, etc.	What results do we hope to achieve?	How will we measure Success	

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ASSEMBLY RESOURCES

General Resources

[Rotary's Learning Center](#)
[2025 Rotary International Convention in Calgary, Canada](#)

Advancing Our Action Plan

[Action Plan resources](#)
[What Clubs Can Do flyer](#)
[Strategic Planning Guide](#)
[Communication Guide](#)

Sharing the Value of Rotary

[Member Interest Survey](#)
[Prospective member flyer](#)
[Club model ideas and examples](#)
[Brand Center](#)
[People of Action messaging](#)
[Enhancing Our Public Image page](#)
[Messaging Guide](#)

The Club Experience

For all membership resources, visit rotary.org/membership.
[Membership Assessment Tools](#)
[Member Satisfaction Survey](#)
[Designing Your Rotary Experience](#)
[Club Health Check](#)
[Online Membership Leads course](#)
[What Makes Up the Club Experience?](#)
[State of Membership presentation](#)
[Club model ideas and examples](#)
[Engaging Younger Professionals toolkit](#)
[Young Leaders in Action newsletter](#)
[Youth Programs page](#)
[Rotary programs page](#)

Coaching for Inclusivity

[Diversity, equity, and inclusion resources](#)
[Rotary's Diversity, Equity, and Inclusion Code of Conduct](#)
[DEI terms and explanations](#)
[Club diversity assessment](#)

The Impact of Our Service

[Rotary Impact Handbook](#)
[Conducting Community Assessments](#)
[Developing Effective Projects page](#)
[Rotary's areas of focus page](#)
[Vocational Service in Action](#)
[District Committees page](#)
[Rotary Service in Action blog](#)
[Rotary Service newsletter](#)
[Engage With Rotary video](#)
[Rotary Action Groups page](#)
[Rotary Community Corps page](#)
[Intercountry committees](#)
[Project Fairs page](#)
[Rotary's Partnerships page](#)
[Cadre of Technical Advisers page](#)

Doing Good in the World

[End Polio Now](#)

[Global Polio Eradication Initiative \(GPEI\)](#)

[The Rotary Foundation Reference Guide](#)

[Rotary's Endowment](#)

[Giving & Grants newsletter](#)

For all grants resources,

visit rotary.org/grants.

[Making a Difference With Rotary Grants flyer](#)

[A Guide to Global Grants](#)

[Rotary's Programs of Scale](#)

[Grant Competition Handbook](#)

[Rotary Healthy Communities Challenge](#)

[Community Action for Fresh Water](#)

[Paul Harris Society](#)

Our Year Ahead

[Rotary's Action Plan and You course](#)

[Building Consensus course](#)

Regional Session With Senior Rotary Leaders

[Our Leaders](#)

CLUB TYPES, FORMATS, AND MODELS



All Rotary and Rotaract clubs share similar values and a passion for service, but each offers a unique experience. When you start a club, you'll need to choose a club type, a meeting format, and a club model. Look at the needs of your community and the club's prospective members to decide which kind of club would be best.

CLUB TYPE: First, determine whether your new club will be a Rotary club, a Rotaract club, or a satellite Rotary or Rotaract club.

Club type	Description	Appeals to	Charter member minimum
Rotary club	Professionals and other leaders who meet regularly for service, connection, and personal growth Read about a successful Rotary club.	People who are looking for friendship and service opportunities Learn more in the Starting a Club online course.	20 required
Rotaract club	Adults who take action through community and international service, learn leadership skills, and develop professionally Read about a successful Rotaract club.	People, especially younger professionals and university students who want to develop leadership skills, find innovative solutions to pressing issues, and have fun through service Learn more in the Rotaract Handbook .	12 recommended
Satellite club	A section of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor club Read about a successful satellite club.	Those who want a club experience or a meeting format or time other than what's offered by other clubs in the area but also appreciate the support and partnership of another club Learn more in the Guide to Satellite Clubs .	8 for a satellite Rotary club; no minimum for a satellite Rotaract club

MEETING FORMAT: Next, determine whether your club will meet in person, online, or both.

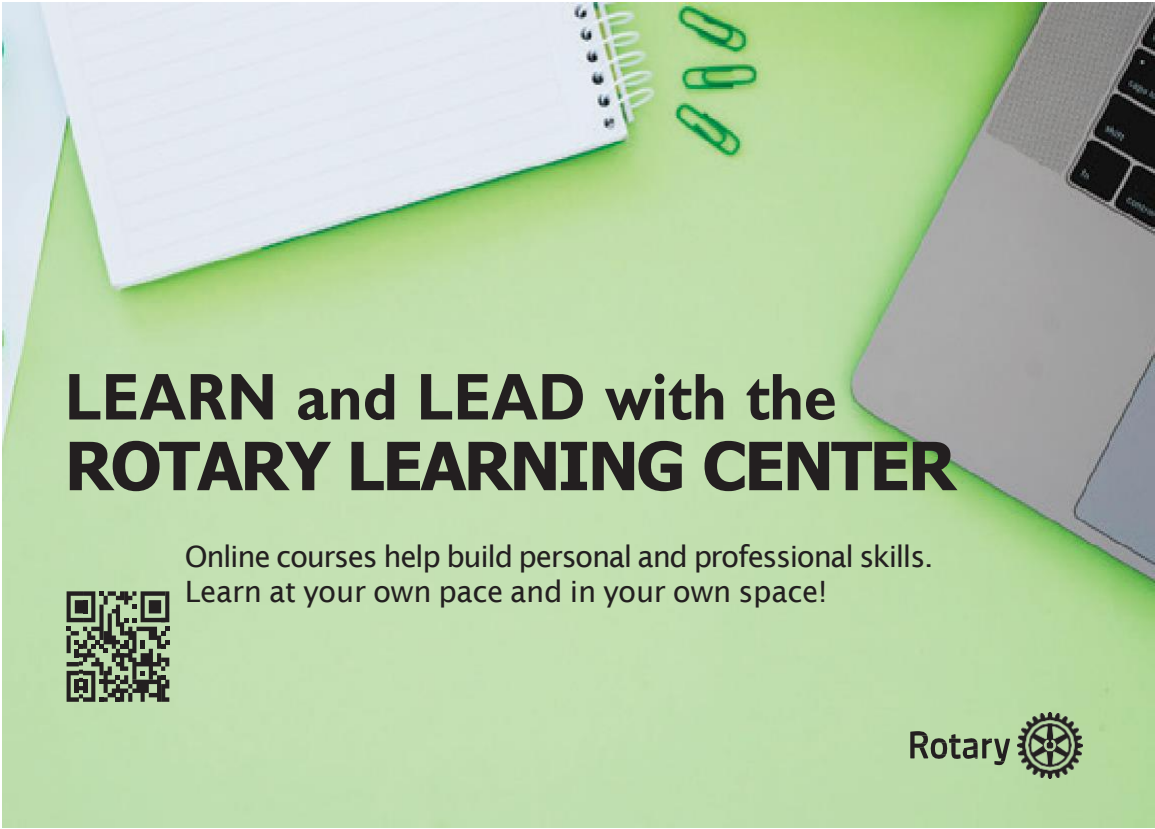
Meeting format	Description	Appeals to
In person	A club that meets in person	Those who consider face-to-face interactions an important part of the meeting experience or who aren't comfortable with or don't enjoy online meetings
Online	A club that meets primarily online Read about a successful club that meets online.	People who travel frequently, have circumstances that make it difficult to meet in person, or prefer an online experience Learn more about online club meetings .
In person and online	A club that holds some meetings in person and others online, or one that holds in-person meetings that some members attend virtually Read about a successful club that meets in person and online.	Those who have various needs or who want a mix of experiences

CLUB TYPES, FORMATS, AND MODELS



CLUB MODEL: Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
Traditional	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs Read about a successful traditional club.	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
Passport	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year Read about a successful passport club.	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs .
Corporate	A club whose members (or most of them) work for the same employer Read about a successful corporate club.	Employees of one organization who want to do good in their community
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area Read about a successful cause-based club.	People who want to connect with others while addressing a particular set of problems
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians Read about a successful alumni-based club.	People who have participated in Rotary
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
International	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries Read about a successful international club.	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings



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