### Exhibit A

## NORTH AMERICA MEMBERSHIP HISTORICAL DATA

Rotary Year	Starting Membership (1)	Existing Members Terminated (2)	New Members Admitted (3)	New Members Terminated (4)	Calculated Membership Total (5)	Terminated Members in SAR Report (6)	Membership at Year End (7)	Total Terminated Members (8)	Net reduction (9)	% Reduction (10)	Members Who Wore A Pin (11)	Attrition (12)
2007 - 08	406,260	-36,862	45,508	-2,427	412,479	9,401	403.078	-48,690	-3,182	-0.78%	451.768	-10.7777%
2008 - 09	403,078	-41,003	43,420	-2,833	402,662	8,732	393,930	-52,568	-9,148	-2.27%	446,498	
2009 - 10	393,930	-38,806	43,511	-2,747	395,888	9,717	386,171	-51,270	-7,759	-1.97%	437.441	-11.7204%
2010 - 11	386,171	-39,234	42,967	-2,959	386,945	9,102	377,843	-51,295	-8,328	-2.16%	429,138	-11.9530%
2011 - 12 (13)	377,843	, -	<b>,</b>	,	,.	-, -		- ,	-,		-,	
Average	397,360	-38,976	43,852	-2,742	399,494	9,238		-50,956	-7,104	-1.75%		
Totals		-155,905	175,406	-10,966		36,952		-203,823	-28,417	-6.99%		

Footnotes:

1 - Published July 1 starting SAR membership for USA, CAN and CI

2 - Number of Starting Membership that left Rotary during year

3 - Number of New Membes who joined Rotary during year

4 - Number of New Members who left Rotary during same year

5 - A calculated total which is a total of the Starting Membership and the number of new members, less the terminated existing members and terminated new members

6 - The number of members who were terminated during the July - September period as clubs files their annual SAR report

7 - The number of members after subtracting the terminated members in the SAR reports from the calcuated membership

8 - A calculated total number of members lost each year - Existing Terminate, New Members Terminated and Terminated in SAR report

9 - Net change in membership - Starting Membership less Membeship at Year End

10 - The percentage of change between Starting Membership and Membership at Year End

11 - The total number members who wore a Rotary pin in the respective year - Starting Membership plus New Members

12 - The percentage of the number of Total Terminated Members versus the Members who wore a pin

13 - Only data available for current 2011/12 Rotary year is Starting Membership

Report data based on club retention report generated for U.S., Canada and Caribbean

Existing and New Member Attrition Rates									
	% loss	% retention							
Average annual existing members loss*	-9.81%	90.19%							
Average annual new members loss*	-6.25%	93.75%							
* This number is approximate as we cannot split the	figures								
of the July-Sept losses reports into Existing Members									
and new members									

North America Statistics	
Number of Zones in North America	11.5
Number of Districts in North America	167
Number of Clubs in North America	8,791
Average Number of New Clubs created each year ( 5 year avg.)	78
Average Number of Terminated clubs each year (5 year avg.)	65

# Exhibit **B**

# NORTH AMERICA MEMBERSIHP PLAN QUANTITATIVE OBJECTIVES

		Attracting New	v Members			Rete	ention	_
							Total	_
1 Starting	Inc	remental - New		Total New	Members Who		Terminated	Membership at
nbership	Base (1)	Clubs (2)	Diversity (3)	Members	Wore A Pin	% Loss	Members	Year End
71,000	44,000	555	3,516	48,071	419,071	11.0000%	46,098	372,974
72,974	46,000	1,181	3,516	50,698	423,671	9.7500%	41,308	382,363
82,363	50,500	1,390	3,516	55,406	437,770	8.5000%	37,210	400,559
	nbership 71,000 72,974	nbership         Base (1)           71,000         44,000           72,974         46,000	L Starting Incremental - New nbership Base (1) Clubs (2) 71,000 44,000 555 72,974 46,000 1,181	nbership         Base (1)         Clubs (2)         Diversity (3)           71,000         44,000         555         3,516           72,974         46,000         1,181         3,516	I Starting nbership         Incremental - New Base (1)         Total New Clubs (2)         Total New Diversity (3)           71,000         44,000         555         3,516         48,071           72,974         46,000         1,181         3,516         50,698	I Starting nbership         Incremental - New Base (1)         Total New Clubs (2)         Members Who Members           71,000         44,000         555         3,516         48,071         419,071           72,974         46,000         1,181         3,516         50,698         423,671	I Starting nbership         Incremental - New Base (1)         Total New Clubs (2)         Members         Members Who Wore A Pin         % Loss           71,000         44,000         555         3,516         48,071         419,071         11.0000%           72,974         46,000         1,181         3,516         50,698         423,671         9.7500%	I Starting nbership         Incremental - New Base (1)         Total New Clubs (2)         Total New Diversity (3)         Members         Members Who Wore A Pin         Total % Loss         Terminated Members           71,000         44,000         555         3,516         48,071         419,071         11.0000%         46,098           72,974         46,000         1,181         3,516         50,698         423,671         9.7500%         41,308

Footnotes

1 - Average New Members Per Year is 44,000, or 5 new members per the existing 8791 clubs. The objective is to increase this by .25 each year

2 - Incremental Membership by increasing the rate of new clubs from current 46.7% level, to 60% in 2012/13, 75% in 2013/14 and 80% in 2014/15: difference between the average of 78 clubs/1950 charter members and projected goal

3 - Increase membership from diversity by adding an average of .4 members per 8761 clubs each year

Plan Summary	Base Using	3 Year Total	
	Current Avg.	From Plan	Difference
Membership Growth From Additional New Members	132,000	154,175	22,175
Additional Membership Growth from a Reduction of Terminated Members	153,000	124,616	28,384

# North America Membership Plan Retention Plan 2012-2015

Zones (RC)

Promote available resources outlining membership benefits.

#### RETENTION: EXHIBIT C

**Rotary International Staff** 

Emphasize benefits of Rotary that keep members in Rotary.

#### ROTARY INTERNATIONAL: NORTH AMERICAN MEMBERSHIP STRATEGIC PLAN District

speak to the "exclusive benefits" of Rotary club membership.

Category

Membership

Club

to their members at club meetings and events and in club communications

Provide retention resources for clubs and the ability to access club 1 Provide tools to Rotary Coordinators to help train district leadership to: Overall 1 Establish retention goals to work toward annual retention plan. Promote tools and information to clubs regarding membership retention. 1 retention rates. Utilize tools and best practices to improve annual retention rate from year Conduct assessment and provide data on retention rates of clubs Include a section on measauring retention rates in the training curriculum throughout the district. Objectively assess retention statistics. for PETS. to year. Recognize retention is an opportunity that district leadership can address Existing clubs may, or may not, recognize or understand their lack of focus Create and use an annual retention plan to ensure a methodical review of Educate clubs on where to find their retention rates and how to monitor Provide historical data to clubs on retention rates (past five years) to help or success with retaining members, and they may not understand each member to determine if they are engaged and satisfied them. retention rates and the opportunities or actions to demonstrate improve. demonstrate trends. Encourage club use of new Annual Member Involvement Appraisal and Provide training to club and district leadership to help the clubs recognize other member engagement instruments available the importance of retention. Providing training focused specifically on membership retention. 2 Facilitate discussion forums and communication about club best practices Train club and district leadership how to access and evaluate retention Equally emphasize the importance of retaining current members in data. Communicate through and access supplemental training programs 3 Focus efforts of club leadership on retention and retention rates. addition to attracting new members. RLI, leadership assemblies, PETS. Facilitate discussion forums and communication about club best practices. Stress the importance of retention to Rotary as well as retention at the Equally emphasize the importance of retaining current members in Provide communications through existing member resources on strategies Provide training at PETS, District Assemblies, and Membership Seminars. club level addition to attracting new members at Rotary Institutes. and tactics to affect club demographics rovide training to club and district leadership on assessment tools and Help clubs detemine how to establish goals and action plans to increase Include material on retention and retention rates in training for zone. Provide club with their retention rates and statistics. how to use. retention. overnor and district leadership. Governors-elect training seminar, International Assembly, Rotary Use tools, training and best practices to help clubs focus on ways to retain Review and demonstrate the use of annual 'customer or member Provide training modules that can be used by districts to focus on 4 their members. satisfaction' surveys retention Coordinator and District Membership Seminars. Work with clubs to understand the benefits of allowing members to Provide sample "annual customer satisfaction survey" and information on Help districts include retention in vision facilitation and strategic planning. Provide guidelines for clubs to set annual retention goals. provide feedback about membership satisfaction 4 how to interpret and take action upon this information. Provide tools, programs and best practices for retention - education, Provide surveys for club use and train clubs how to take action on the rovide information and motivation to districts to help them recognize that Provide retention data to zone, district and club leaders to assist with goal information, mentoring, engagement. retention is beneficial to the clubs, districts and Rotary 5 setting and establishing an annual retention plan. results of the survey Include the topic of retention in club vision facilitation and strategic Provide assessment tools for clubs to evaluate membership engagement Provide ongoing retention data to zone, district and club leaders. and provide for membership feedback. Provide an avenue for sharing of success stories on membership retention planning. Club surveys Provide assessment tools for club and district use. Assist with establishing goals to improve retention rates. Club assemblies and focus groups. Help club leadership to recognize that their "primary customers" are their club members and the club must continue to make the club relevant and Educate clubs and members about retention goals and an annual Assist and educate districts on retention goals and an annual retention plan desired by its membership retention plan. 4 for their district and clubs. Conduct annual "customer satisfaction surveys" to identify and address opportunities to improve the club, and make it more relevant to existing members Promote and train members on retention rates and goal setting. Promote and train district leadership on retention rates and goal setting. 1 Implement new club membership leadership structure Implement district membership leadership structure Specific focus on membership retention. Committee 1 Provide recommended leadership and committee structure. Establish position for club membership retention chair and retention Establish subcommittees of the district membership committee: district committee separate from membership development chair and membership retention committee and district membership developmen Use of membership engagement and satisfaction surveys, interviews, Outline benefits of new committee structure and focus on retention Structure committee. committee assemblies positions. Utilize club trainer position to work with retention committee on retention Committee to work with District Trainer to focus on retention strategies, Communication and sharing of club and district successes with membership strategies and educating members. seminars and programs targeted to "engaging" members. 2 retention. Provide suggested committee structure as an option. 2 Establish activity goals focused on membership retention. 2 Provide ongoing retention training opportunities. Set goals for fellowship activities, club assemblies focused on Rotary education and Rotary benefits. Membership seminars, webinars, ocus dialogue on the "benefits of membership" and how these Train district leadership to express the benefits of membership in Rotary to Provide focus on membership benefits and direct correlation to Benefits of 1 Promote benefits of membership to Rotarians. opportunities can keep members from leaving Rotary incoming and current members. membership retention. Encourage clubs to express the exclusive benefits of membership in Rotary Train the trainer programs. Help membership committee understand and

Exhibit C

# North America Membership Plan Retention Plan 2012-2015

Category	Club	District		Zones (RC)		Rotary International Staff
		Describe many handling have file allowing district any main time.		1		
	Programming focused on "what's in it for me?" and providing value	Promote membership benefits through district communications: newsletter, Assistant Governor, club visits.	2	Focus on resources that promote the value of membership.		Communicate and share retention success stories.
	Frogramming locused on what's in it for mes and providing value			Personal development and training of members: public speaking,		communicate and share retention success stories.
				leadership training, project management, fund raising, non-profit		Provide materials for clubs that outlines the benefits of membership that
	Match opportunity for service to vocation.	Share best practices amongst the clubs		management, etc.		can be promoted in training functions.
	Focus on Vocational Service as opportunity to provide training and					Update all membership communications to include a focus on the
	development of membership. E.g., improving public speaking, leadership			Provide leadership and training that business networking was key reason of		exclusive benefits of membership. This includes membership materials,
	development, fund raising skills, etc.		3	creation of Rotary		publications, website, etc.
		Participation in Rotary Leadership Institute (RLI) and other regional				
	Promote and encourage participation in RLI and/or other leadership	leadership programs (not official programs of RI, regional efforts).     Join and/or increase participation in RLI and other regional leadership				
	2 education programs.	programs (not official RI programs).				
		programs (not official in programs).				
	Encourage club goals to increase the percentage of members who					
	participate in RLI and/or other leadership education programs.	Promote several sessions per year.				
		Promote benefits of joining training and facilitation teams.				
		Promote or develop programs that are focused on the family members of				
		3 Rotarians				
		Mouth authors and the starts and in active for Datasian and family				
		Youth exchange, speech contests, service projects for Rotarian and family members (particularly for high school community service requirements)				
		members (particularly for high school community service requirements)				
				Provide communication and reinforcement of measurement instruments		
Evaluation	1 Provide evaluation process for retention success.	1 Measurement tool for club and district retention success.	1	and evaluation of retention rates.	1	Provide measurement instruments for clubs on retention.
	Provide measurement tool for a club's self-assessment of retention	Monitor retention statistics on an on-going basis and keep members				Explain how improving retention can grow club participation and strength
	success.	informed of status.				in community.
						Provide many data from the second to second as to start to a
	Provide opportunity/resource for club's sharing of retention success		_		2	Provide measurement of progress toward increased retention.
	2 stories.					
	Individual sharing of retention successes.					
	What's working and what is not working?					
					I	

\*\*\*\*Revision of current materials and resources are to be handled within

Rotary Coordinator expectations are to be handled within the positions'

currently established revision timetables.

currently designated responsibilities.

Exhibit C

# North American Membership Plan Diversity Plan 2012-2015

### ROTARY INTERNATIONAL: NORTH AMERICAN MEMBERSHIP STRATEGIC PLAN

DIVERSITY: Exhibit D

Categoy	Club		District	Zones (RC)		Rotary International Staff
Overall	1 Objectively self-assess if club demographically represents their community.	1	Promote tools and information to clubs to objectively assess if Rotary is represented in the key demographic communities throughout their district	1 Provide tools to Rotary Coordinators in training district leadership to:	1	Secure sources of objective demographic information that can be accessed by clubs to assess the demographics of their community
	Providing training in presidents-elect seminar (PETS), district assemblies, and membership seminars on the benefits and need for club diversity		Conduct an objective assessment of the entire district, independent of the clubs to look for new club opporutnities and to provide resources and training to the clubs	Objectively assess the demographic diversity of the district		Include in the presidents-elect seminar training curriculum methods of assessing demographic diversity
	Provide objective data by community to clubs (footnote 1)		Determine if demographic diversity should be a key objective of a district's strategic plan	Recognize diversity is primarily a district leadership opportunity. Existing clubs may, or may not, look at diversity as an opportunity. If the clubs do not pursue this objective, the governors, district membership committee, and district leadership are in the best position to pursue opportunities through new club development, sharing of best practices, communication		Negotiate to make third-party/syndicated information available to clubs with objective measurements of demographic diversity among Rotary's target audience within the local communities (footnote 1)
	Use resources, training and best practices to help clubs change their 2 demographics in becoming more diverse		Look for new club opportunities to increase demographic diversity; consider developing "area" strategies within the district	2 Providing training focused on diversity issues		2 Facilitate discussion forums and communication about club best practices
			Provide training to clubs to motivate them to consider diversity	Training club, district membership committees, and district leadership how to access and evaluate objective demographic data. Also, communicate with supplemental regional leadeship training programs - RLI, Leadership as not official RI programs) to include diversity assessment and implementation		Provide information in membership communications by providing strategies and tactics to affect club demographics
			Assess if district leadership represents key demographics in the district - e.g., governor, governor-elect, governor nominee, committee chairs, etc.	Include focus on diversity at rotary institutes and zone assemblies/seminars.		
	Integrate demographic diversity into club visioning process and long term 3 club and strategic plans	2	Provide training to club and district leadership to help the clubs understand how increased diversity is beneficial, and motivate clubs to make diversity a priority	Help clubs to detemine how to establish long term goals and action plans to increase diversity	:	Include in training for zone, governors and district leadership regarding benefits of diversity and how to measure and affect change of district's 3 demography
	Establish a long-term plan to objectively achieve		Articulate the benefit to the clubs of increased diversity	Provide training modules that can be used in the districts to focus on diversity		Governors-elect training seminar, International Assembly, seminars hosted by Rotary coordinators and Rotary public image coordinators and district membership seminars
	Use tools provided in disricts's visioning program, if available		Help clubs to recognize the importances of objectively measuring and assessing community demographics versus club demographics	Help districts include diversity issues in club visioning program		
		2	District governor and leadership to include increased diversity as key district objective	Provide information and motivation to districts to help them recognize that 3 diversity is beneficial to the clubs, districts and Rotary		
		3	Include diversity as key membership growth objective			
			Provide a focus on this issue in district communications and events			
			Encourage district leadership to identify four to eight individuals who			
			represent key diversity opporunities (e.g., female, age, ethnic) and "fast track" them into visible leadership roles within the district.			
		4	Consider integrating diversity issues in the club visioning program		-	
					-	
			Increase awareness of the opportunity to increase membership of qualified			
Female	1 Clubs to recognize the opportunity and make diversity a priority	1	female members	1 Focus on female leadership in Rotary	1	Focus on female leadership in Rotary
	2 Encourage clubs to establish female diversity goals	2	Help clubs establish goals to increase female membership	Board level; RCs, RPICs, RRFCs, key staff		Explain positive effect on organization
	If clubs are less than 50% female, encourage clubs to target a 10 point			Provide training for district leaders to identify ways to increase female		
	annual increase in qualified female members (footnote 2)	3	Promote in newsletters (visually) Look for new club opportunities	2 membership	2	Feature RI Board composition Provide measurement of progress for increased female membership over three year period
			Ensure female speakers and program at district conference			· · · · · · · · · · · · · · · · · · ·
Age	1 Clubs to recognize the opportunity and make diversity a priority Encourage clubs to establish specific goals to increase membership of	1	Look for opportunities to charter clubs that better serve younger demographics	Train district leadership to express the 'benefit of membership' in Rotary that is relevant to younger demographic (personal, business and family 1 development) Develop a list of 'exclusive benefits' of membership and convey	1	Focus on younger leadership in Rotary
	younger Rotarians		Charter at least one club targeted to younger professionals	information to district leadership		Explain positive effect on organization
	If the club's average age is 58 years or older, encourage clubs to reduce			Provide dialogue and encouragement to look for new areas of service to		
	average age by 2 points annually. (footnote 3)	$\square$	Charter at least one e-club (dependent on current maximums)	2 younger members		Feature RI Board composition
	Promote exclusive benefits of membership in Rotary that are relevant to 2 younger Rotarians	2	Help clubs recognize that to <i>attract</i> younger members they need to be attractive to younger members	Promote personal development and training of members - public speaking, leadership training, project management, fund raising, non- profit mangement, etc.	2	Provide measurment of progress for younger average age of membership over three year period

## North American Membership Plan Diversity Plan 2012-2015

community organization over multiple years       2       programs similar to Rotary's work - education, health, youth programs       remain relevant within the overall local business comm         Create multi-year projects with organizations that represent an ethnic community       Create multi-year projects with organizations that represent an ethnic community       Promote active engagement of organizations that represent an ethnic community - not just financial support.       Provide measurement of progress for increased ethnic diversement of progress for increased ethnic diversement of progress for increased ethnic diversement of progress not just one or two, but five or six       Provide measurement of progress for increased ethnic diversement of progress for increased ethnic diverseme	Categoy	Club	District	Zones (RC)	Rotary International Staff				
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Image: Note of populative for service to vocation         Image: Note o		Francisco de llucio da la facilita facilita de consecuto ello como de constante en de consecuto de consecuto de		0 0 7	-				
kmth opportunity for service to vocation       is Lower barriers of engagement - attendance flexibility, financial obligations, is construction, financial obligation, and finally members of a construction of obligation, and finally members of a construction of obligation, and finally members (particulary for high school service requirements)         ethnic <ul> <li></li></ul>		Focus more on "what is in it for the member" versus service to others	younger - e.g., mid/early career, families, etc.	3 Rotary as an organization					
Match opportunity for service to vocation       i       etc.       etc.       i       lange       target audience         Image: A biology of the provide to create Volunteer Community Team, similar to <i>One Brick</i> i       i       i       i       i         Image: A biology of the provide to create Volunteer Community Team, similar to <i>One Brick</i> i       i       i       i       i         Attract new "classes" of younger members - bring in four to five new members who are younger in "classes" and gue them inmediate control       i       i       i       i         a and input into a club project, program or substantive club activity       i       i       pronte or develop programs that are focused on the family members of an and family members of and input into a club project, program or substantive club activity       i       i       i         i       Promote multi-generational business networking       i       vouth exchange, speech contexts, service projects for Fotarian and family members of and input into a club project, program or substantive club activity programs inplation to help club understant the benefits of fostering multi-generational business networking events       i       i       i         ethnice       i       forcate long term relationships with community organizations (chambers of a context), provide training for district leadership to look for ways to increase in community organization at the program similar to Rotary's work - education, health, youth programs       i       provide t			Lower barriers of engagement - attendance flexibility financial obligations						
Ethnic Ethnic Ethnic Community organizations (champes) and public constraints that represent an ethnic community or high school service requirements) and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input into a club project, program or substantive club activity and input information to the photub understand the benefits of fostering multi- and input into a club project, program or substantive club activity and information to the photub understand the benefits of fostering multi- and input informations (champes) and input informations (champes) and input informations in the photub understand the benefits of fostering multi- and input informations (champes) and input informations (champes) and input informations in the photub understand the benefits of fostering multi- and input informations (champes) and input i		Match opportunity for service to vocation							
Attract new "classes" of younger members -bring in four to five new members who are younger in a "class" and give them immediate control 3 and input into a dub project, program or substantive dub activity       Promote or develop programs that are focused on the family members of 3 Rotarians       Rotarians       Rotarians         4       Promote multi-generational business networking       Youth exchange, speech contests, service projects for Rotarian and family demembers (particulary for high school service requirements)       Rotarians       Rotarians       Rotarians         Ethnic       Create long term relationships with community organizations (chambers of 1 multiple dubs on multiple year projects       I took for organization in larger urban centers that might participate with 1 multiple dubs on multiple year projects       Provide training for district leadership to look for ways to increase 1 membership among ethnic populations with each District       I Focus on ethnic leadership in Rotary         Ethnic       1 commerce, non-profits, etc.) that service a specific ethnic community       Feature ethnic organization in larger urban centers that might participate with 1 multiple dubs on multiple year projects       Provide training for district leadership to look for ways to increase 1 membership among ethnic populations with each District       I Focus on ethnic leadership in Rotary         Create multi-year projects with organizations that represent an ethnic community       2 provide training to focary (ub AND community organizations that represent an ethnic community       2 provide members in gov and the organization and the various signific to mone sing and company atting on prote serve perided       <									
n         members who are younger in a "class" and juve them immediate control         n         Promote device program or substantive club activity         n         n         net input into a club project, program or substantive club activity         n         n         net input inp		2 Model (footnote 4)							
n         members who are younger in a "class" and juve them immediate control         n         Promote device program or substantive club activity         n         n         net input into a club project, program or substantive club activity         n         n         net input inp									
3       and input into a club project, program or substantive club activity       3       Retarians       I       Image: specific club activity       3       Retarians       Image: specific club activity       Image: specifi			Description of the second se						
4       Promote multi-generational business networking       Youth exchange, speech contests, service projects for Rotarian and family members (particulary for high school service requirements)       Provide information to help club understand the benefits of fostering multi-4 generational business networking events       Image: Create long term relationships with community organizations (chambers of 1 commerce, non-profits, etc.) that service a specific ethnic community       Image: Look for organization in larger urban centers that might participate with multiple clubs on multiple year projects       Provide training for district leadership to look for ways to increase membership among ethnic populations with each District       Image: Create long term relationships with community organizations (chambers of 1 multiple clubs on multiple year projects       Image: Create long term relationships with community organization in larger urban centers that might participate with multiple clubs on multiple year projects       Image: Create with organization orer multiple year projects       Image: Create with organization set or community       Image: Create with organizations that represent an ethnic community organization state represent an ethnic community       Image: Create with organizations that represent an ethnic community with organizations that represent an ethnic community       Image: Create with a short period of time       Image: Create with a short period of timage: Create with a short period of time       <									
4       Promote multi-generational business networking       i       members (particulary for high school service requirements)       i		5 and input into a club project, program or substantive club activity							
Ethnic       Provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- generational business networking events       Image: Construction of the provide information to help club understand the benefits of fostering multi- provide information to help club understand the provide information to help club understand the benefits of fostering multi- provide information to help club understand the provide information to help club understand termic constructing ander construction and			Youth exchange, speech contests, service projects for Rotarian and family						
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\*Rotary Coordinator expectations to be handled through currently designated responsibilities.

Footnotes:

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1 Engage external organization to provide demographic data of business, professional, and community leaders within individual communities.

2 Example - a club of 40 members has 10 women, or 25% of membership are women. Their goal would be to increase this percentage to 35% of membership. Assuming no growth of the club this goal would indicate an increase of four new female 3 Example - a club's average age is 61 years. The goal in the first year would be to reduce the average age to 59 years.

A "Volunteer Community Corp" would be individuals who only want to volunteer to work on local community service projects. Clubs would recruit participation with no obligation other than to participate in service project. There would be no dues, no obligation to become member, no request for donations. Club would publicize community service program and recruit volunteers to participate. This program would act as a "trial device" encouraging a low obligation involvement in Rotary activities and exposing prospective members to Rotary fellowship and the members in the club. Not all participants would be qualified to become Rotarians, but this program would give clubs the ability to engage community members, increase awareness in our project, provide additional resource to community service program. This model is already proven as highly successful by"One Brick, " an organization that has no membership dues, and ONLY does community service projects.

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