

“A Case Study”
Rotary Club of Morinville

Status July 1, 2011:

Seventeen members. Chartered in 1996 with 30 members.

July 1, 2011 - 17 members.

Average age - 60,

Age 50 or younger - 3 members.

Average time in Rotary 12 years.

Eight Charter Members remaining.

Significant contribution and presence in the Community.

Members goal was to have in three years by June 2014 - 36 to 55 members.

Status May 6, 2013:

Forty two members (245% increase).

Three members age 30 or younger.

Eighteen members age 50 or younger.

Seventeen original members from July 2011 are with us, plus 25 of 26 new members recruited over the past 22 months.

Today's Focus:

Integrating and engaging the new members.

Re-entering the Youth Exchange Program.

Adding projects and fund raising.

Charter an Interact Club.

From October 2013 - April 2014, Raising the membership to the 55+ level.