



CORPORATE MEMBER PILOT PROGRAM

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 Corporate Membership Program will allow a corporation or company in the club's area to become a member of the Rotary club, through an established membership approval process, and to appoint up to four designees as the individuals attending club meetings, serving on projects, voting on club matters, serving as club officers and on club committees, and so on.

PREMISE

A corporate membership category will increase the club's ability to attract and retain a qualified and diverse professional base within the community. It allows for flexibility and recognizes the tremendous mobility that is the norm within the current corporate environment.

DEMONSTRATED RESULTS AND MEASURES

To evaluate the effectiveness of this pilot, participating clubs would demonstrate results in the following areas:

Increase

- Club membership recruitment and retention
- Support to The Rotary Foundation (program participation and fundraising)
- Successful service projects (community and international)

Improvement

- Leadership and engagement opportunities for members
- Participation in club activities
- Gender balance in the clubs' membership
- Overall diversity within the club's membership

Decrease

- In average age of club membership

To evaluate the effectiveness, clubs should look at the following data:

- Number of corporate members that have expressed interest and have been accepted into the club
- Amount of designee turnover
- Number of conversions from corporate designee to active membership
- Length of time corporations have remained corporate members before terminating their membership with the club and why they have terminated their membership with the club
- Number of conversions that have terminated their membership and why they have terminated their membership

CONSIDERATIONS

Clubs may consider implementing the following measures when setting up this membership category:

1. **Approval.** A corporate entity or organization can become an eligible corporate member of the Rotary club through an approval process established by the club.
2. **Designees.** Once an entity becomes an eligible corporate member through the established approval process, it may appoint up to four persons to be its designees, one of whom must be a member of that entity's senior executive group; the others can be managerial individuals employed full time by the eligible corporation.
3. **Changing designees.** The club will determine the ability of the eligible corporation to change any of its designees so long as at all times one of them is a member of the eligible corporation's senior executive group.
4. **Inductions.** A corporate member designee will be formally inducted into the club as established by the club.
5. **Attendance.** The attendance requirement for an eligible corporation will be established by the club.
6. **Classification.** The classification of the eligible corporation and its designees will be established by the club. Because a corporate member is an official member of the Rotary club, this classification will be counted toward the classification limits set forth in the RI Constitution, Article 5, Section 2(b).
7. **RI registration.** Each designee will be listed as an official member of the Rotary club and will be noted in the roster that they are designees of the named eligible corporation.
8. **Badges.** Badge references will be determined by the club.
9. **Votes and quorum.** For the purpose of general meetings and club matters, designee voting will be established by the club. As official members of the Rotary club, members would apply toward RI election voting.
10. **Holding office.** Each designee, as an individual, can hold any office in the Rotary club to which the designee is elected in the normal way. The number of designees to hold an office at any one time will be established by the club.
11. **Financial obligations.** The financial obligations of an eligible corporation may be as follows:
 - (a) Initiation fee: If used, an Amount determined by the club.
 - (b) RI dues: Payable for each member as stipulated in RI Bylaws 17.030.
 - (c) Annual club dues: An amount determined by the club.
 - (d) Meal/beverage costs: An amount determined by the club.
 - (e) Change of membership status from corporate designee to active: An amount determined by the club.
 - (f) Conversion from designee of eligible corporation to individual membership while no longer employed by eligible corporation: If used, an amount determined by the club.
 - (g) Optional contribution to The Rotary Foundation: If used, an amount determined by the club.
12. **Conversion.** A designee of the eligible corporation, while still an employee of the eligible corporation, may convert to an individual membership of the club in a process determined by the club. The club will establish how initiation fees, dues, and costs will be handled. The club will also determine whether and how a designee who has been a member, upon leaving the employ of the corporation, can convert his/her membership to an individual membership.
13. **Bulletin and communication.** The club will decide whether each designee will receive the club's weekly bulletin/newsletter and regular club communications; clubs are strongly encouraged to communicate with each designee regularly.
14. **Receipt of *The Rotarian* or Rotary regional magazine.** The club will decide how a designee will receive the relevant RI magazine and whether the cost will be assumed by the club, the designee, or the eligible corporation.
15. **Liability coverage.** The corporate member designees will be included under the respective club liability insurance while participating in any approved club activities or projects, if applicable.

16. **Participation in youth activities.** The corporate member designees are expected to abide by all restrictions, policies, and procedures with respect to club activities involving youth.
17. **Termination.** The process for terminating the membership of a designee or the eligible corporation will be determined by the club.

MORE INFORMATION OR ASSISTANCE

For more information, best practices or support in setting up a Corporate Member program in your district or club, contact your Rotary Coordinator:

Gayle Knepper
Rotary Coordinator
Zone 24W
Rotary5010@ak.net



Rotary Club of XXXXX

SAMPLE CORPORATE MEMBERSHIP APPLICATION

We apply for corporate membership in the Rotary Club of XXXXXX and authorize our consideration by the Board of Directors. If approved, we authorize publication of our organization's name and representing officers and classification in the XXXXX Rotary club's newsletter for consideration by the club membership. We agree to abide by the requirements of membership and to pay the initiation fee and annual dues promptly.

Company or Firm Name: _____
Business Address: _____
City/State/Zip: _____ Website Address: _____

Corporate Executive Designee

Name: _____ Title: _____ Spouse Name: _____
Children's Names: _____
Business Phone: _____ Fax: _____ E-mail: _____ Home Address: _____
Home City/State/Zip: _____
Home Phone: _____ Home E-mail: _____
Alma Mater: _____

Additional Corporate Designee

Name: _____ Title: _____ Spouse Name: _____
Children's Names: _____
Business Phone: _____ Fax: _____ E-mail: _____ Home Address: _____
Home City/State/Zip: _____
Home Phone: _____
Home E-mail: _____ Alma Mater: _____

Additional Corporate Designee

Name: _____ Title: _____ Spouse Name: _____
Children's Names: _____
Business Phone: _____ Fax: _____ E-mail: _____ Home Address: _____
Home City/State/Zip: _____
Home Phone: _____
Home E-mail: _____ Alma Mater: _____

Additional Corporate Designee

Name: _____ Title: _____ Spouse Name: _____
Children's Names: _____
Business Phone: _____ Fax: _____ E-mail: _____ Home Address: _____
Home City/State/Zip: _____
Home Phone: _____
Home E-mail: _____ Alma Mater: _____

Signature of Corporate Executive: _____ Date: _____