

## The Family of Rotary Membership – E-Club of Upstate NY

extracted from <http://www.mechanicvillerotary.org/Stories/the-family-of-rotary-membership>

### Family of Rotary Membership – a pilot project of the EClub of Upstate NY

Premise – In an effort to embrace Rotary’s longstanding commitment to family and our club’s willingness to be flexible and creative, we propose a year-long study broadening our membership base to include ‘Family’ membership.

Rationale – We believe that Rotary International will benefit in the long term by having every member of a family identify with the Rotary ‘brand,’ i.e. consider themselves as part of the Rotary Family from a young age. RI’s membership goals are more likely to be met the earlier individuals are introduced to our service organizational and see its value. We believe a Family Membership increases the likelihood of young people participating in Interact Clubs (12-18), Rotaract Clubs (ages 18-30), and RYLA; and ultimately, increases their likelihood of becoming dedicated Rotarians.

Given that our club has a long standing history of service projects related to children, it makes perfect sense for us to expand our membership options to include families. Why not begin one’s relationship to Rotary as a family?

Study Details – the study begins August 2016 (Membership Month) and concludes on June 30, 2017. Monthly tracking will consist of review of both current and new member trends (age and gender); member engagement; number of new or enhanced projects; online attendance and involvement and attracting additional family members. Outreach to the local, regional and global community through our website, social media and other more traditional methods will continue each month.

Membership Details – The EClub will offer three types of Membership: Family, Active and Honorary.

**Family \*** – includes two Active Memberships (see definition below) and the rights and privileges as such. Children are included in Family Membership, but naturally do not have the typical rights and responsibilities of adult membership.

Can choose one or two Rotarian magazine delivered electronically or by mail.

Cost \$274.00 which may be paid annually on July 1 or semi-annually on July 1 (\$137.00) and December 1 (\$137.00).