

Introduction

This resource accompanies *Strategies for Attracting & Engaging Members* (417). The supplement contains regional data and membership trends that clubs and districts can use to support their planning.

Regional Membership 203 Supplement

2013

Latin America

well as the fellowship and networking."

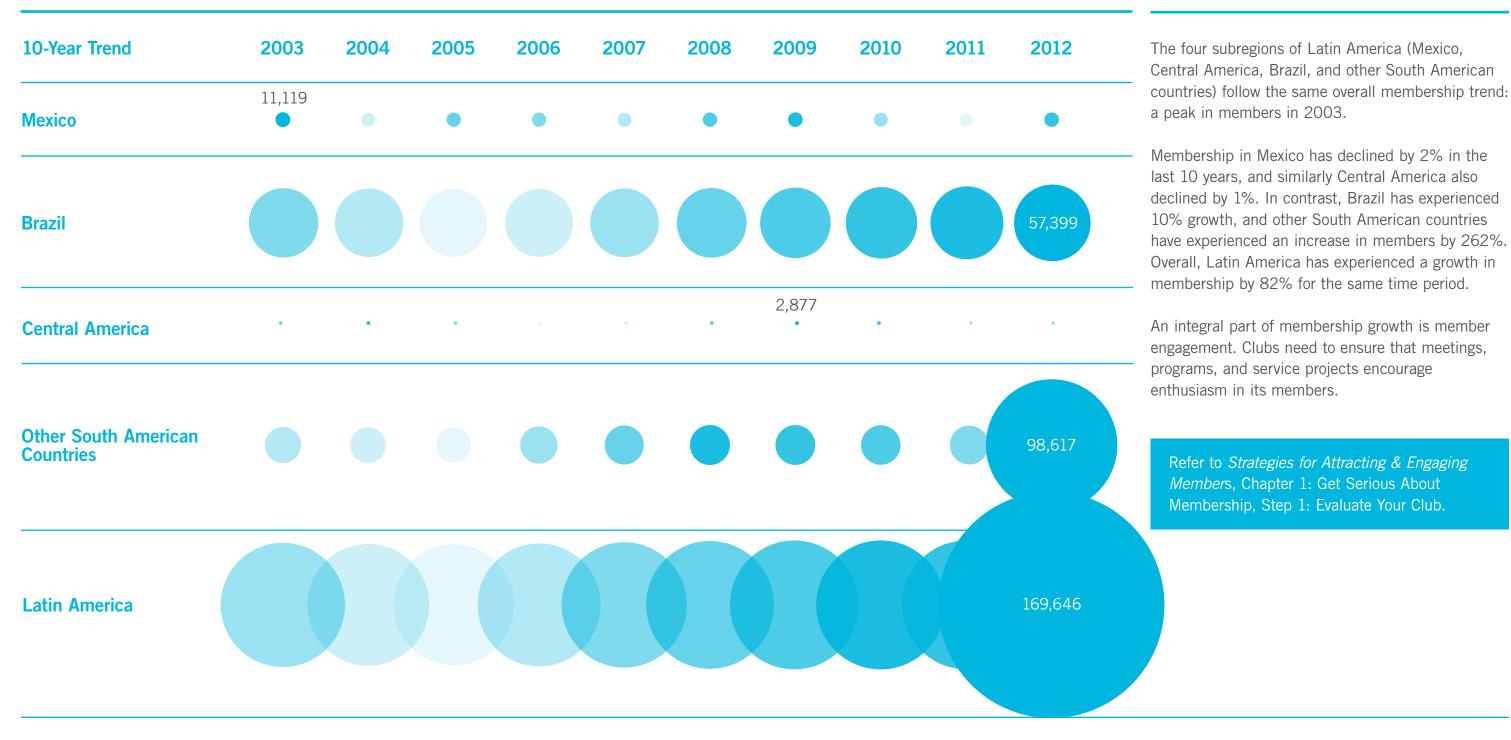
"I love Rotary. I have been a member for more than 20 years, and I love giving back to the community as

Comment from a Rotarian

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Membership Trends

Please note that the largest percentages are highlighted in the chart below.



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Club Size

Average Club Size by Region 2012-2013 (as of July 2012)

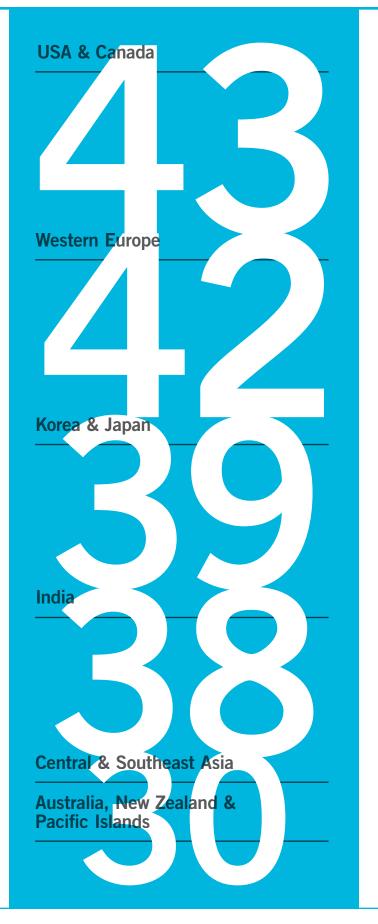
As of July 2012, the average club size in Latin America was 22 members, the smallest of Rotary's 14 geographical regions. The average club size for Rotary worldwide is 36 members.

The following RI Board provisions came into affect in 2011 to ensure that clubs have adequate numbers to remain viable:

- As of January 2011, any new club is required to have a minimum of 25 charter members.
 At least 50% of the charter members must be from the local community in which the club is established.
- Each club is required to pay RI dues for a minimum of 10 members.
- A sponsor club must have at least 20 members.
 If two or more clubs sponsor a new club,
 however, only one of the cosponsors must meet
 this requirement.

One disadvantage of small clubs is they may not represent all professions and demographics in a community. Smaller clubs may face many challenges that are difficult to overcome due to a lack of members including overloading members with multiple responsibilities.

Even clubs facing serious challenges can become successful. Some strategies for success include merging with another local club, changing club meeting time, location, or format.

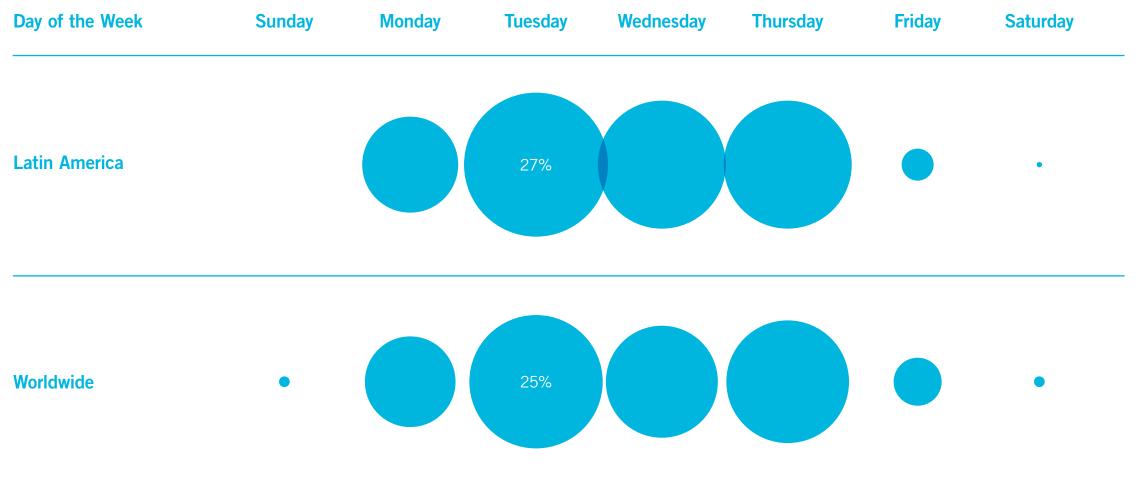




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Club Meeting Day

Please note that the largest percentages are highlighted in the chart below.



In Latin America the most popular meeting days are Monday-Thursday.

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- 27% meet on Tuesday
- 24% meet on Wednesday
- 24% meet on Thursday
- 18% meet on Monday

Similarly Latin America is following the worldwide trend, with the most popular meeting days being Monday to Thursday.

- 25% meet on Tuesday
- 23% meet on Thursday
- 21% meet on Wednesday
- 17% meet on Monday

Comment from a Rotarian

"Support change in Rotary...business people and professionals travel for work more than when Paul Harris started this organisation. Attendance requirements must change. We need to have more relevant, faster-paced meetings if young professionals are to join." Regional Membership 2013
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Club Meeting Time

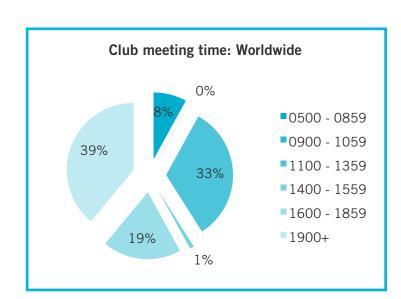
In Latin America, 85% of clubs meet in the evening, compared to 39% worldwide.

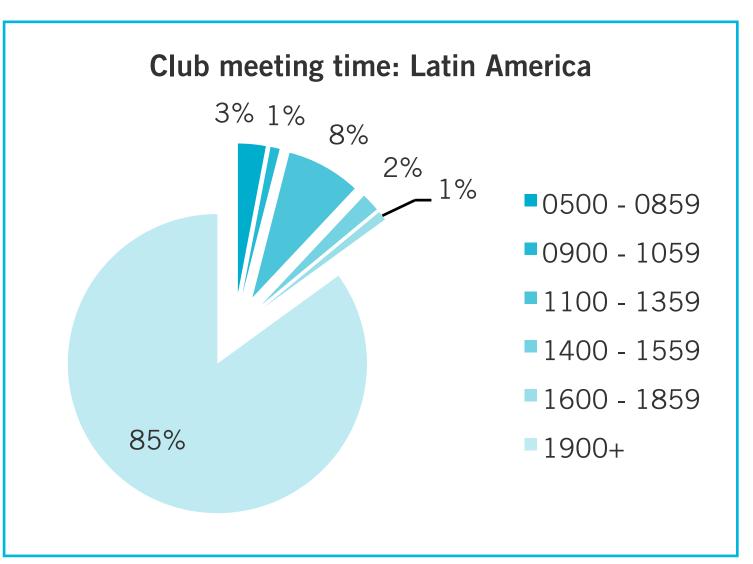
Club meeting times can negatively impact attracting and retaining members. Some of today's professionals are unable to attend lunchtime meetings due to the demands of their work. Younger members with families may have time constraints, preventing them from joining evening meetings. Morning meetings may be more convenient and have become popular in some regions.

There is also the option of setting up an e-club that meets online. One of the main advantages of this model is that members can be anywhere in the world and still participate in meetings and be active in their club.

Comment from a Rotarian

"Our club normally meets at 12pm on Monday but we have changed it to evenings. We have a full house, and the word around was that Mondays are getting tough. It's a busy work day and to go after work, I think it definitely will draw more people to come to our meetings."

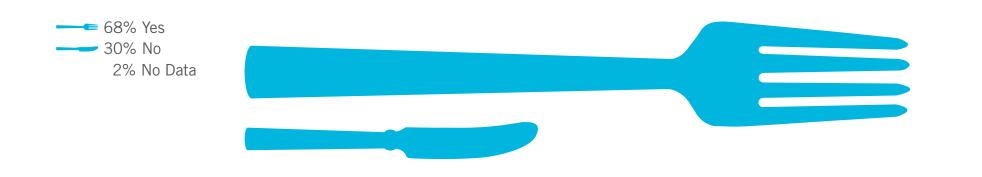




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Meals During Meetings

Latin America



The majority of clubs in this region have meals during their meeting. In Latin America 68% of clubs have a meal during meetings. In comparison, meals are still prevalent in clubs worldwide with 92% of clubs conducting meetings over meals.

Worldwide



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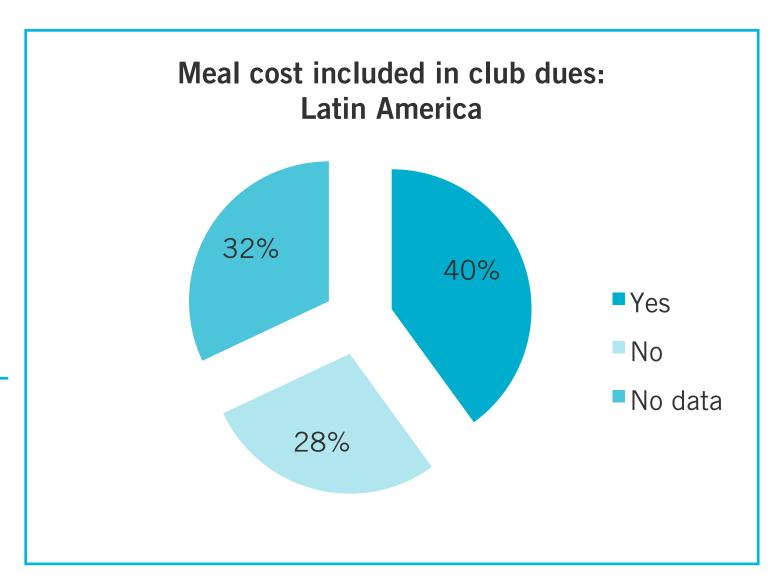
Latin America

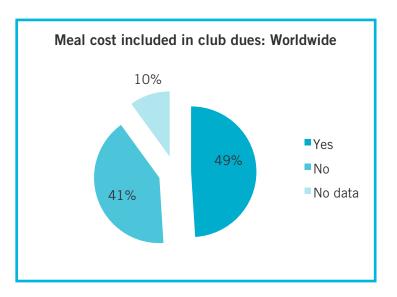
Latin America

Meal Cost Included in Club Dues

The cost of a weekly meal can be expensive, and some clubs have started to include meal costs in club dues to stagger payment over a 12-month time frame. Staggering payment can make club dues more manageable.

In this region, most clubs do include meal costs in club dues. In Latin America, 40% of clubs include meal costs in club dues. It is important to note that 32% of clubs did not provide data for this issue. Worldwide, 49% of clubs are starting to see the benefits of including meal costs in club dues.





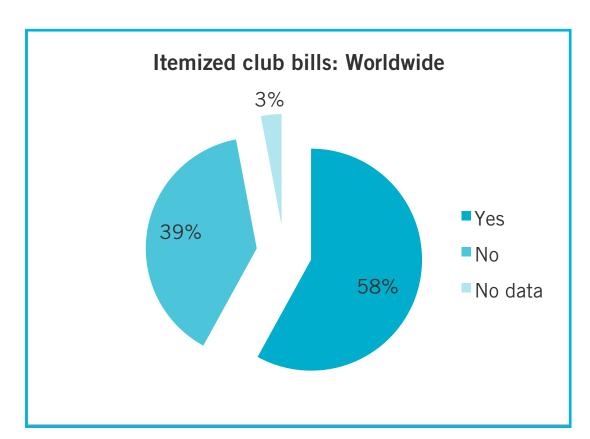
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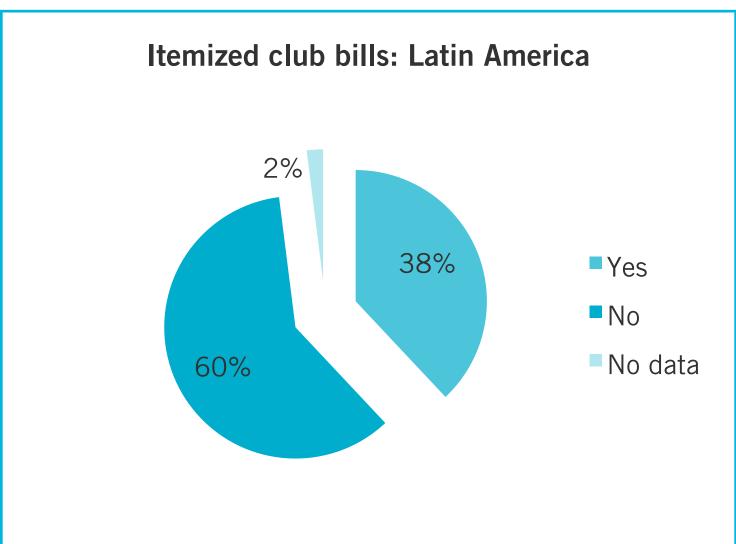
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Itemized Club Bills

Rotary clubs in this region are starting to produce detailed club bills so that members have a clear understanding of the breakdown of club and district dues, Rotary International dues, magazine subscription, and in some cases, meal costs. In Latin America only 38% of clubs provide itemized club bills. While 58% of clubs worldwide provide itemized club bills.





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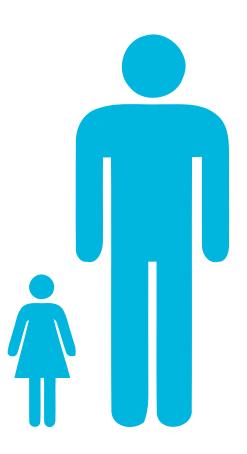
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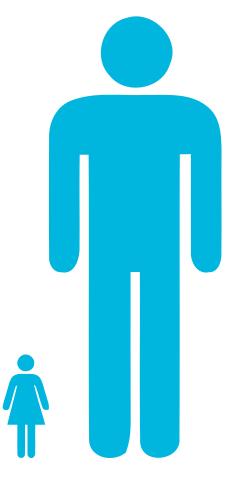
Member Gender

Latin America



72% Male 28% Female

Worldwide



81% Male 19% Female Attracting more women members is a major factor to ensure the future of Rotary International. Women have long proven their worth at the community and international level, leading in a multitude of professions and excelling at the highest professional level.

Approximately 28% of Rotary club members in Latin America are female. While the worldwide average for Rotary clubs is 19%.

Although participation of women in Latin America is higher than the worldwide average, when the average size club in Latin America is considered, a club of 22 members would have just 6 women.

Comment from a Rotarian

"I personally know a number of very well qualified women who lead clubs and other aspects of the Rotary organization who are more than able to complete the tasks required of them and represent Rotary...very well."

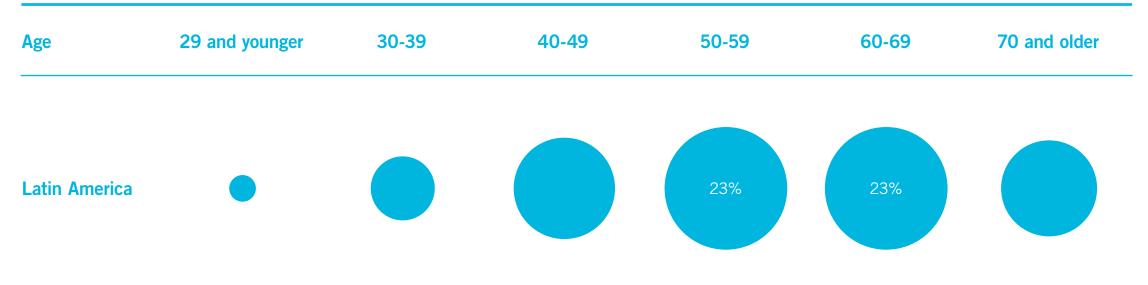
Refer to Chapter 1: Get Serious About Membership Step 3: Engage New Members in Strategies for Attracting & Engaging Members. Regional Membership Supplement

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Latin America

Member Age

Please note that the largest percentages are highlighted in the chart below.



Rotary clubs can benefit from having a good balance of member ages by effectively meeting the needs of their community, and appealing to professionals of all ages. Clubs that attract younger professionals thrive, and have an abundance of engaged members to choose from for club leadership roles.

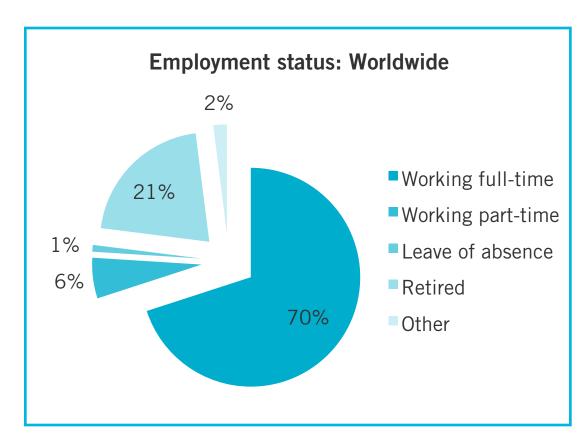
Clubs in Latin America follow the worldwide trend of older members with 83% of Rotarians who are 40 years and older and 17% who are under 40 years.

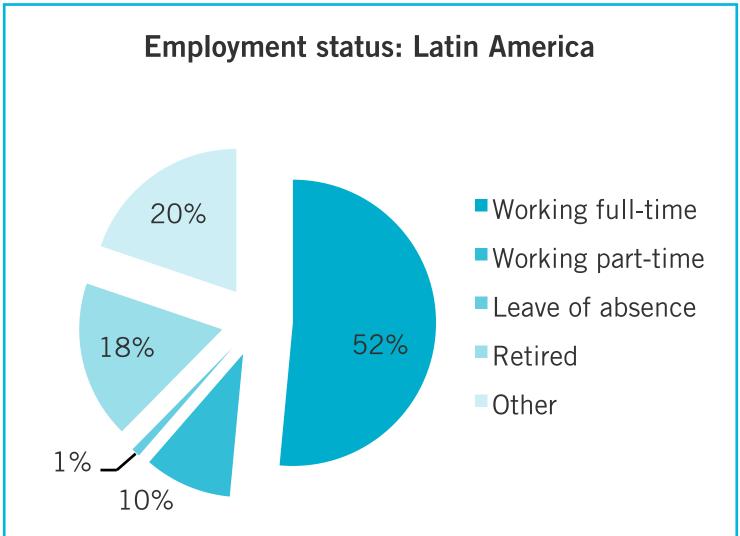


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Employment

Contrary to popular belief, the majority of Rotarians work full-time. Unlike other regions with an overwhelming percentage of members working, just 52% of Rotarians in Latin America work full-time and 18% of Rotarians are retired. Worldwide, the percentage of Rotarians working full-time increases to 70%, and the percentage of retired Rotarians also increases to 21%.





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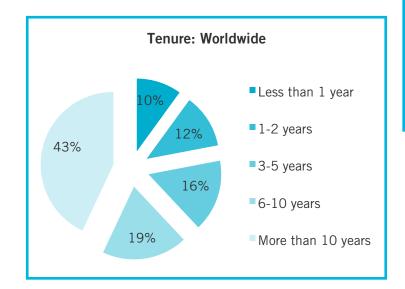
Tenure

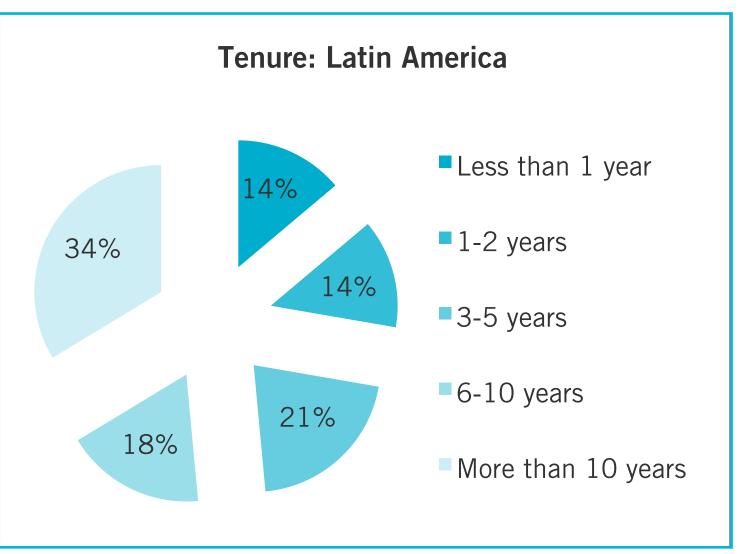
In this region 73% of Rotarians have been members of Rotary for three or more years. Worldwide, this percentage increases to 78% of Rotarians being members of their Rotary club for three or more years. This regional and worldwide trend shows that there has been some success in membership in particular in retaining members. However, the trend also shows some Rotary clubs have been unsuccessful in attracting new members.

Bringing new members to your Rotary club is an integral part of assuring its sustainability and future.

New members can re-energize your club with new ideas, ways of doing things, and different skills. Existing members can become more engaged through new members by being involved in their new member orientation to your Rotary club as a mentor. Mentoring can remind existing members of why they joined Rotary, the benefits they receive as a member, and reinvigorate their passion for Rotary.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 3: Engage New Members.





Retaining Members

The most recent retention study (1 July 2010 - 1 July 2012) shows the following retention rates of members in Latin America. Clubs in Latin America have lost 21% of their members.

Member Retention Rates (1 July 2010–1 July 2012)						
Region	Members on 1 July 2010	Members on 1 July 2012	Net Change	Percent Net Change		
Latin America	93,936	73, 919	(20,017)	-21%		
Worldwide Total	1,131,213	930,766	(200,477)	-18%		

Retaining members is even more important than attracting new members. Clubs with a high turnover of members lose the institutional knowledge that they have invested in members through club meetings and trainings at the club and district level. Recent Rotary research has shown that the main reason why members leave is a lack of engagement.

Your Rotary club is more than a meeting. The meeting is an integral component. But your club should stand out from other clubs because of its ability to motivate and get members involved in club activities, its local and international service projects, and fellowship with other members.

Comments from Rotarians:

"I thought several times about finding another organization to work with. It took about one year to garner the information needed to learn. I found a member willing to mentor me. I vowed that this experience would not be experienced by any one of my invitees to club membership."

"My experience has been very good so far. The first week, they made me greeter in the club and I got to learn who each individual is. By checking them in and saying 'hi.' It's been really good to get to know everybody and to help.

Refer to *Strategies for Attracting & Engaging Members*, Chapter 1: Get Serious About Membership, Step 4: Keep Existing Members.

2011-14 Pilot Programs

On 1 July 2011 four new pilot programs, associate membership, corporate membership, innovative and flexible clubs, and satellite clubs, were started to investigate feasibility, success, and interest by Rotary members. A maximum of 200 clubs could join each pilot, and applications to join the pilots closed in May 2011. These pilot programs will continue until 30 June 2014.

Associate Membership Pilot

Allows an individual to become associated with a Rotary club, its members, programs and projects, with the expectation of club membership within a designated period of time.

Corporate Membership Pilot

Allows a corporation or company in the club's area to become a member of the Rotary club, through an established membership process. The corporation or company can appoint up to four designees to attend club meetings, participate in projects, vote on club matters, serve as club officers and participate on club committees.

Innovation and Flexible Rotary Club Pilot

Allows clubs adjust their operations to better suit the needs of their members and community. Pilot clubs are authorized to change their Standard Rotary Club Constitution and Rotary Club Bylaws in any area other than RI membership dues requirements.

Satellite Club Pilot

Allows clubs to conduct multiple club meetings during a week, each taking place at a different location, on a different day, and/or at a different time. Satellite clubs can assist in chartering a new club; accommodate rural areas, communities with small populations and others within large metropolitan areas.

Number of Rotary Clubs by Region Participating in Rotary Pilot Programs						
Region	Associate Pilot	Corporate Pilot	Innovation & Flexibility Pilot	Satellite Pilot		
Middle East & Africa	12	10	9	8		
Asia	26	26	24	15		
Australia, New Zealand & Pacific Islands	13	20	16	12		
Europe	27	13	31	6		
Latin America	37	26	33	21		
USA, Canada & Caribbean Islands	62	94	73	54		

Clubs in Latin America are well represented in all four pilot programs. The highest number of clubs from Latin America is participating in the associate membership pilot program.