



# THE STATE OF MEMBERSHIP

As of 1 July 2024  
ROTARY INTERNATIONAL



# THREE PILLARS OF SUSTAINABLE GROWTH



WELCOMING NEW  
AND DIVERSE  
MEMBERS



EMBRACING A  
CULTURE OF CARE



STARTING AND  
NURTURING  
NEW CLUBS

# ROTARY

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# ROTARACT

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1,153,717

- 12,614 since 1 July 2022

**MEMBERS**

164,416

- 43,545 since 1 July 2022

36,860

+11 since 1 July 2022

**CLUBS**

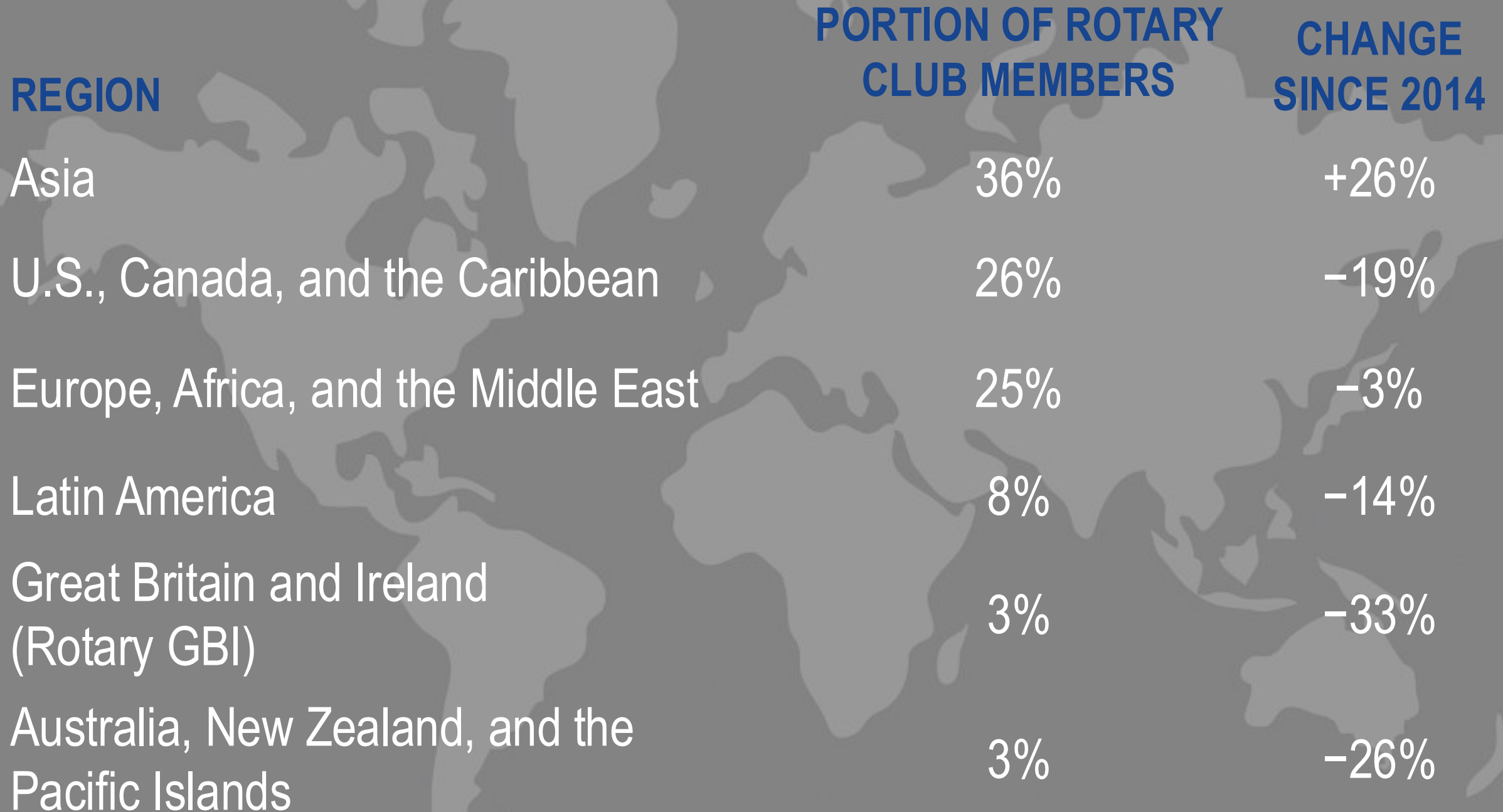
11,191

-179 since 1 July 2022

26%

**WOMEN**

47%

A faint, grayscale world map is visible in the background of the page, centered behind the text.

<b>REGION</b>	<b>PORITION OF ROTARY CLUB MEMBERS</b>	<b>CHANGE SINCE 2014</b>
Asia	36%	+26%
U.S., Canada, and the Caribbean	26%	-19%
Europe, Africa, and the Middle East	25%	-3%
Latin America	8%	-14%
Great Britain and Ireland (Rotary GBI)	3%	-33%
Australia, New Zealand, and the Pacific Islands	3%	-26%

# STARTING AND NURTURING NEW CLUBS

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## **SATELLITE:**

Members manage the club in collaboration with a sponsor club but choose their club's structure themselves

## **PASSPORT:**

Members attend meetings of any club, in their community or around the world

## **CORPORATE:**

Members (or most of them) work for the same employer

## **CAUSE-BASED:**

Members unite to address a particular cause

**AND MORE!**

**[ROTARY.ORG/START-CLUB](https://rotary.org/start-club)**



# DISTRICT 6910:

3223 MEMBERS  
+ 22 from 2023

75 CLUBS  
+/- 0 from 2023

## TREND, AS OF <INSERT DATE>

	DISTRICT	WORLDWIDE
Men, women	68%, 32%	74%, 26%
New member retention	91%	88%
Existing member retention	87%	87%
Members under age 40	11%	22%
Members over age 40	89%	53%
Age not reported	0%	24%



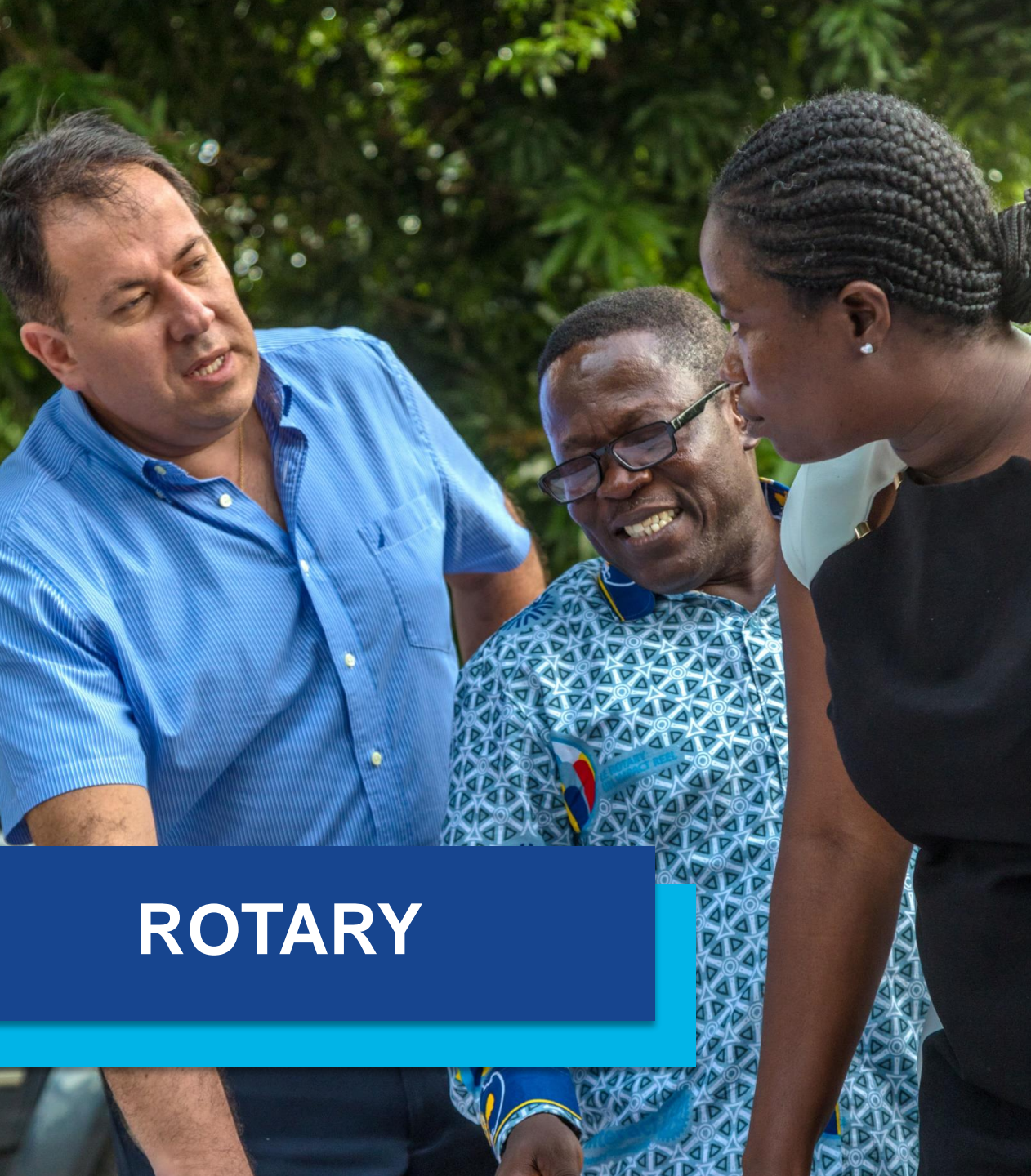
**Globally**

# 1.4 MILLION CLUB MEMBERS

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Working together, nearly **1.4 million Rotarians and Rotaractors** in more than **48,000 clubs** are bringing positive change to communities worldwide.





**ROTARY**



**ROTARACT**



# WHY PEOPLE JOIN

## ROTARY

Local community service

Meaningful friendships

Professional and leadership development opportunities

1

2

3

# WHY PEOPLE JOIN

## ROTARACT

Professional and leadership development opportunities

Local community service

Meaningful friendships

# THE CLUB EXPERIENCE MATTERS MOST

Members have **confidence** in club leaders and their focus

Members **enjoy** meetings

Service opportunities **make a difference** in the world and local community

Members feel **comfortable** with each other

Members make **meaningful friendships** and personal connections

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)

# LEAD TO SERVE

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1

Create a club environment that adds value to your members' lives.

Devote time to understand their needs and how they'd like to be involved in your club.

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)







## 2

# IMPROVE OUR MEETINGS

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Now more than ever, we can connect with each other differently.

We can offer more opportunities for people to attend our meetings, support their communities, and grow personally and professionally.

[ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)

# SERVE IN MEANINGFUL WAYS

Start by asking yourself what is the **positive, lasting change** that will be the ultimate impact of your work.

Then determine what activities will lead to that result.

[ROTARY.ORG/  
PROJECTRESOURCES](https://rotary.org/projectresources)

3





## 4

# CREATE AN INCLUSIVE CLUB CULTURE

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Our members want and expect Rotary to be a diverse, equitable, and inclusive organization.

Although the Rotary experience may differ from country to country, issues of diversity, equity, and inclusion are globally relevant.

[ROTARY.ORG/DEI](https://rotary.org/dei)





# PRIORITIZE TIME FOR MEMBERS TO CONNECT

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“The foundation upon which Rotary has been built is friendship; on no less firm foundation could it ever have stood.”

- PAUL HARRIS

[ROTARY.ORG/JOIN](https://rotary.org/join)





## TAKE ACTION

- Lead to serve
- Improve our meetings
- Serve in meaningful ways
- Create an inclusive club culture
- Prioritize time for members to connect