**Alternative Encinitas Rotary Membership Programs**

## 1. Background

Over the past several years, membership in formal service clubs have begun to fall due to many factors including busier schedules, financial hardship and competing commitments. This has been especially the case for younger individuals who face greater challenges as they attempt to establish themselves in their careers. Rotary International has recognized this and has authorized local clubs to establish alternative types of memberships. The purpose of these alternative is to minimize or remove barriers to Rotary membership for individuals have a commitment to service, but because of these barriers could not join.

## 2. Types of Alternative Programs

The Encinitas Rotary has created two new membership programs. The first, known as the **"Corporate ~~Membership Program"~~** ~~(CM) targ~~ets on-going business entities, charitable organizations, or municipal agencies within the community that might be interested in seeking multiple memberships for their employees, or wish to alternate their attendance at Rotary meetings. The second program is known as the **"Young Professional" Membership Program (YP)**. This program will be designed to encourage membership among younger business professionals (ages 21 to 39) within the community who may be facing different financial or time availability challenges. Under this latter program, their membership to the Encinitas Rotary would fall under the sponsorship of one (or more) established businesses that are interested in community service among the young.

## 3. Description of the Programs.

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A. Under the CM Program, one person from the business entity, charitable organization or municipal agency will be designated as the primary member, while other employees withing their organizations serve as alternate members. A minimum of 4 and up to 10 members from that organization can become Rotarians. The attendance requirements and fee structure for members in this program are delineated below.

B. Under this YP program, all participants are considered active members. The purpose of this model would is to encourage membership among younger individuals within the community. The Encinitas Rotary will identify one (or more) business in the community which will serve as an "umbrella sponsor" for new members between the ages of 21 to 39 years old. The attendance requirements and fee structure are delineated below. One person from the umbrella sponsors organization is considered the primary member. A Rotarian starting in this program can remain in this program for a maximum of 5 years or until their 40$^{th}$ birthday.

**4. Fee Structure.** The fee structure for initial membership and ongoing membership differs depending upon the program.

CM Program. Under this program, each organization is charged a standard **one-time fee of $750**, which includes standard $500 membership fee, $50 initiation fee, $50 Paul Harris contribution and a $150 corporate fee. No additional first-time fees are charged for subsequent members ("alternates") from the business. The business will be charged an annual dues fee of $500, independent of how many employees have been signed up.

The standard Rotary meal fee of $25 will be charged to the corporate member and/or each alternate who come to the weekly meetings and opt to have lunch. If any member from the business attends the weekly meeting and opts not to eat lunch, they will be charged a **$5** "non-eaters" fee which will entitle them to dessert and coffee, the same amount as regular non-corporate members.

YP Program. Under this program, the *umbrella organization(s)* is charged a standard **one-time fee of $650**, which includes $500 membership fee, $50 initiation fee and $50 Paul Harris contribution and a one-time $50 umbrella fee to cover special bookkeeping fees. Each additional sponsored member (considered "alternate members") will be charged a one-time flat fee of $50 for joining (which covers our cost for badges and entry packets). Paul Harris fees will be waived. The umbrella business will be charged an annual dues fee of $500. Sponsored members will be charged annual dues of $50 to cover miscellaneous costs.

The standard meal fee of $25 will be charged to any member who comes to the weekly meetings and opts to have lunch. If the primary member or any sponsored member attends the weekly meeting and opts not to eat lunch, they will be asked to pay a $5 "non-eaters" fee which will entitle them to dessert and coffee; this is a reduced fee from what regular members pay[1].

**5. CM Attendance Requirements.**

Participation at Rotary meetings and the events that it sponsors is paramount to the success of the club and to the experience of its members. As the ultimate purpose of each membership program is different, so is the attendance requirements.

CM Program. Under this program, the primary member (or their alternative) is required to meet the standard attendance requirements of a regular club member, i.e., participate in at least *3 Rotary events per month*. Participation includes attendance at a weekly meeting, attendance at another Rotary club or attendance at any activity sponsored by the club (e.g., community work projects, committee meetings). It will be the responsibility of the primary member (or alternative member) to let the club secretary know about their attendance at non-weekly club meeting events so that their attendance can be tracked.

YP Program. Under this program, the primary member is required to meet the standard attendance requirements of a regular club member as stated above. To provide flexibility, sponsored members are required to participate in at least *2 Rotary events per month*. It will be the responsibility of each member within this group to let the club secretary know about their attendance at non-weekly club meeting events so that attendance can be tracked.

**6. Advantages to Each Membership Program Type**

Here are some advantages of the CM and YP memberships:

CM Program

- **Flexible schedule.** Any of the members who joined together can attend a meeting — or all are welcome at the same meeting — adding tremendous flexibility and reducing the time commitment of any one member.
- **Cost savings.** The price of individual membership is a fraction of the cost compared to all the employee paying the full membership dues.
- **Community awareness.** Employees can meet and socialize with other business leaders in the club, expanding their understanding of the community's needs and wants, and get an insight into how businesses are addressing common concerns.
- **Networking opportunities.** Through Rotary, business leaders can make important contacts that can result in profitable future business ventures.
- **Commitment to service.** Employees of the business recognize and appreciate the company's commitment to serving others. Even if employees don't join the Rotary club, service becomes part of the corporate culture.
- **One-stop source.** Rotary is a productive use of an executive's time. Instead of joining a variety of boards, each with their own unique focus, time commitment, and cost, Rotary is a comprehensive source where members can learn about many of the social issues and concerns in the community.
- **Personal satisfaction.** Members experience the gratification of knowing that they're helping people who may not have the means to help themselves.

YP Program

- **Flexibility and reduced attendance requirements and Flexibility.** Acknowledges the busy schedules of young professionals attempting to establish themselves and provides multiple opportunities to participate in club activities

- **Cost savings.** The price of membership is a fraction of the cost compared to full membership dues, thus making membership in Rotary more attractive.

- **Community awareness.** Younger members can meet and socialize with individuals of their same age and other established business leaders in the club

- **Networking opportunities.** Through Rotary, younger professional can make important contacts that can result in new and future opportunities. Effective structure to make new and lasting friendships.

- **Commitment to service.** Provides young professionals who have a desire to provide service to their community, and infrastructure to do so. Instead of joining multiple service organizations, each with their own unique focus, time commitment, and cost, Rotary is a comprehensive source where younger members can learn about many of the social issues and concerns in the community.

- **Personal satisfaction.** Members experience the gratification of knowing that they're helping people who may not have the means to help themselves.

- **Organizational marketing.** The sponsoring organization has the opportunity to advertise itself as an organization supporting young professionals within the community. It also can get to meet, socialize and potentially socialize with up-and-coming young individuals. Also, the Encinitas Rotary will formally recognize the organization annually through a press-release.