



The Regional Pilot Experience

Nicki Scott

PRIVP 2022-23



The Problems to Solve

Passive Organic Growth is Not Working

Age Demographic

- 75% of GB&I Members are over 70 years old
- Members are more focused on fellowship than service
- The gap is now too big to attract working professionals

Traditional Clubs

- Outdated and stuck in stale patterns
- Focus is on fundraising for local charities - confused identity and no value add
- Territorial and resistant to change

Insularity

- Little engagement beyond the club
- Much of Rotary's value proposition is unknown
- Low adoption of technology makes members hard to reach
- Lack of collaboration between Club & Districts resulting in diminished impact

Perceived Irrelevance

- Not diverse or representative of local demographics
- Disconnect with current day interests and issues
- Lack of service projects means largely unseen by communities served

Our Journey To Date

One Region One Rotary

A holistic transformative change initiative started in 2020 which has already gathered significant momentum

GB&I's unique structure afforded us the opportunity to embark on a change initiative ahead of being granted RI pilot status. This was based on three core elements:

1. Structural changes to our governance model
2. New ways to engage with Rotary
3. A culture shift to change habits and beliefs

BELIEFS drive **BEHAVIOURS** drive **RESULTS**

Our Journey To Date

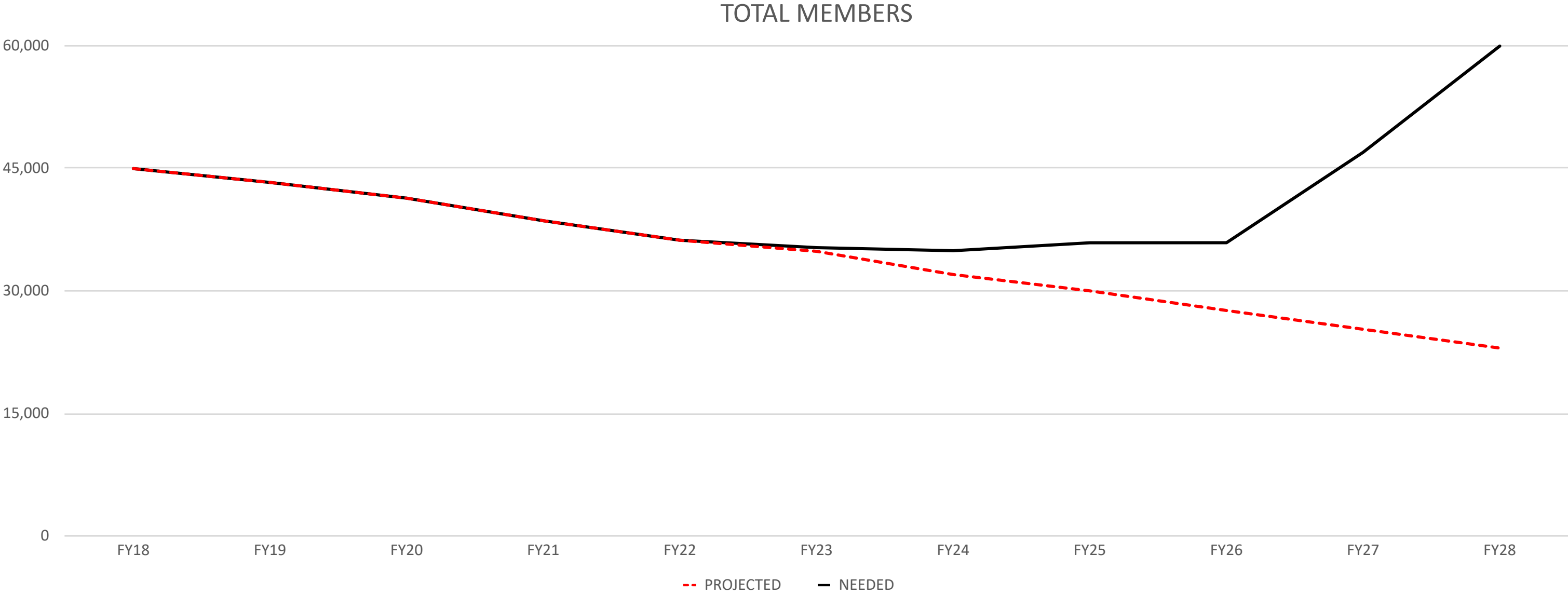
One Region One Rotary

A holistic transformative change initiative started in 2020 which has already gathered significant momentum

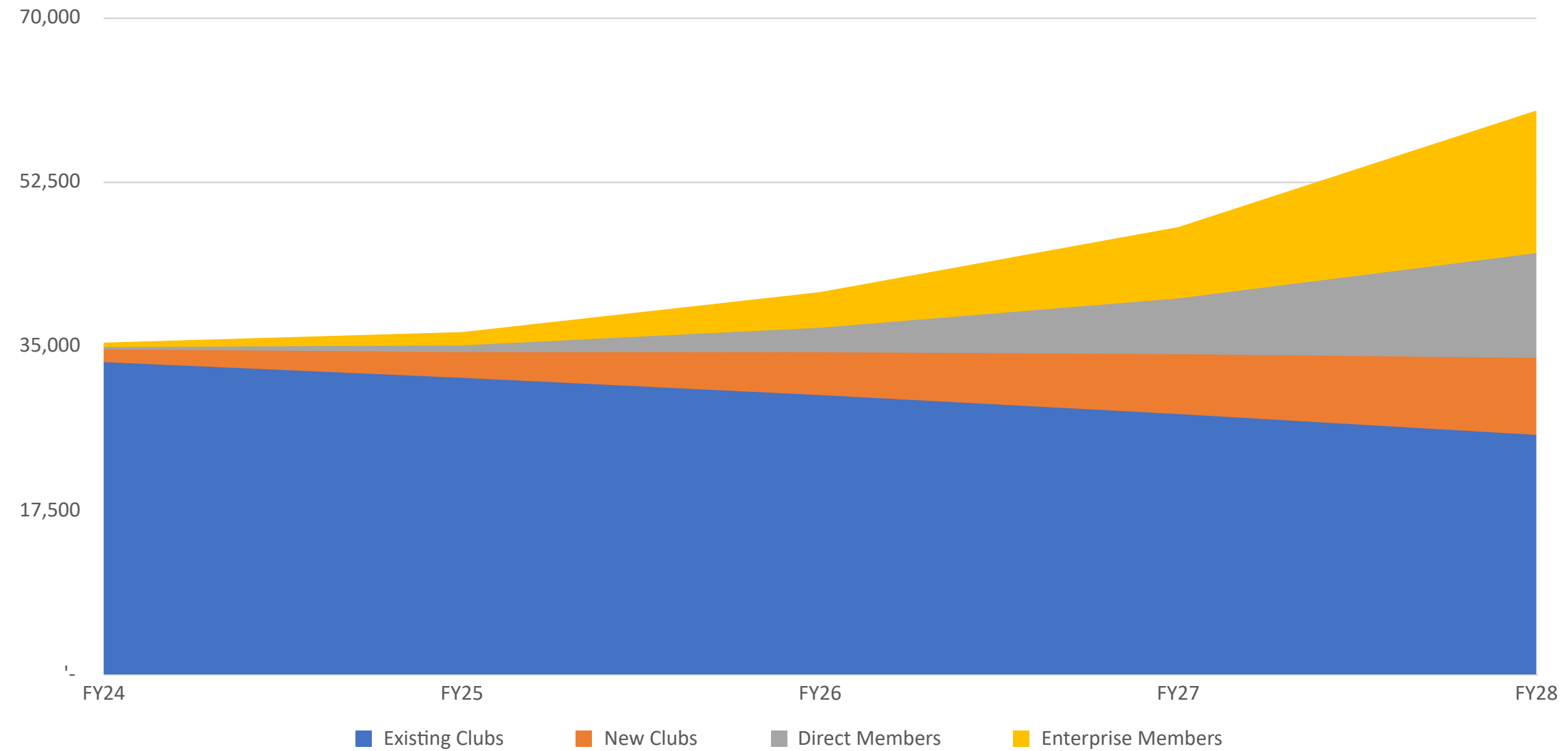
We decided to approach the transformation in three distinct phases:

- Phase 1: Governance Restructure and Planning for Change - 2020/21
- Phase 2: Transition & Culture Change: Collaborative Clusters served by a dedicated team of Specialist Advisers - 2021/22
- Phase 3: Full Implementation: Rotary GB&I Board - 2022/23

Phase 4: Project North Star



Our Projections



Traditional Evolving Rotary:

New clubs halt decline and mirror historical flat line membership trends

New Innovative Rotary:

Direct Membership Hub increases rate of individual member growth and retention Enterprise Membership significantly accelerates growth one organisation at a time

“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

- Socrates

Our Strategy

We need to adapt to the world we now live in

Perceived Relevance

- High impact local and global service projects addressing current day needs & causes
- Targeted market research for community assessments
- Increased age and gender membership and leadership diversity

Enhanced Member Experience

- Member vs club centric
- Better onboarding for greater awareness of the full Rotary value proposition
- Customised Rotary engagement in align with personal skills and passions

New Membership Offerings

- Direct Membership to adapt to broader array of volunteer motives for working professionals
- Enterprise Membership for purpose driven organisations to help improve employee attraction and retention

Culture Shift

- A more welcoming and inclusive member experience
- Reinforcing our core values through defined behaviours to enhance retention
- Creating a shared sense of urgency to embrace and drive change.

Traditional & Evolving Rotary

Our Specialist Adviser
Teams are now all
working together more
closely with Districts to
support clubs and
members

Club Membership

- Existing Clubs
 - We have surveyed our clubs to determine which ones wish to evolve - new more flexible club models
 - Emphasis to be placed on raising awareness of the wider world of Rotary and greater value proposition than the club offering alone
 - Many of our clubs will dwindle as they do not wish to change and are not attractive to new members
- New Clubs
 - New clubs likely to be more focused on causes to enhance identity and perceived relevance to local community
 - Significant opportunity to target under-represented populations in urban areas
 - Isolation in rural areas offers opportunities for personal connection through e-clubs and passport clubs

New Innovative Rotary

Aligned to current
volunteering trends
(episodic, micro, virtual)
and designed to be more
appealing to working
professionals

Direct Membership

For Growth:

- This is very different from Connect
- Launched in 2021, 24/7 virtual community platform - **The Hub** Recognised at the RI Convention in Houston as the second fastest growing “club”
- Orientation to the full value proposition of all that Rotary offers
- **Join Leaders** - Facilitated drop in meetings to meet others
- **Exchange Ideas** - Self driven opportunity to champion passions
- **Take Action** - Cause based channels to translate ideas into local and global service projects, leveraged through Foundation grants.
- Linked to District Hubs for local news and service opportunities for engagement and personal connection

New Innovative Rotary

Aligned to current
volunteering trends
(episodic, micro, virtual)
and designed to be more
appealing to working
professionals

Direct Membership

For Retention:

- Although not originally intended for retention, it is proving to be of significant importance
- Members in clubs that are closing or who feel disconnected from their own clubs are becoming Direct Members until they find a new home. They also have the option to stay Direct only if they wish.
- **The Hub** will be open to all Rotarians in GB&I to retain members where personal passions and needs are not being met in their own clubs - Yes/And vs Either/Or.
- 1 July 2023 - 306 Direct Members with 54 having “graduated” to local or e-clubs.
- The average age of direct members is 60 - over 10 years younger than GB&I in total.
- At least 39% of direct members are female, in comparison to only 22% across GB&I in total.

New Innovative Rotary

**Aligned to growing
market of purpose driven
businesses focusing on
United Nations
sustainable development
goals to attract & retain
employees**

Enterprise Membership

For Us:

- Not the same as Corporate Membership
- Growing Rotary one entity at a time - for profit or non profit
- Faster increase in revenue
- Larger organisational contributions to our Foundation
- We already have our first company commitment with 125-500 potential members
- Already in early stage discussion with two more organisations

New Innovative Rotary

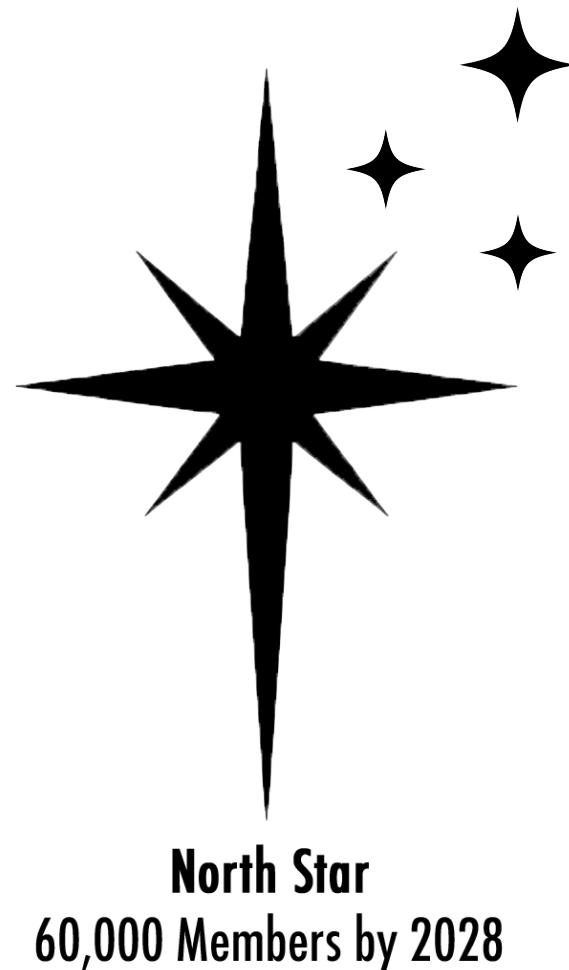
Aligned to growing market of purpose driven businesses focusing on United Nations sustainable development goals to attract & retain employees

Enterprise Membership

For them:

- Organised service opportunities for employees to engage with
- Validated social resumes for employees
- Collective IMPACT reporting for the whole organisation
- Access to our Rotary Foundation to leverage funds raised for causes aligned with our 7 Areas of Focus
- Employee access to a diversified global network of 1.4 million plus like minded people of action - beyond industry sector
- Access to the Rotary Learning Centre for personal and professional development
- Immediate Rotary community for employees wherever they are transferred to in the world

Success



- Reverse of membership decline towards healthy and sustainable growth
- Better reflection across all membership offerings of our diverse communities demographics
- Strong support of service project engagement opportunities resulting in improved member retention
- Greater collaboration for demonstrated increased community impact and less fragmented efforts
- Enhanced support for and use of our Rotary Foundation to leverage funds raised
- Member fulfilment and satisfaction due to personal and professional growth

Success



North Star
60,000 Members by 2028

- Reverse of membership decline towards healthy and sustainable growth
- Better reflection across all membership offerings of our diverse communities demographics
- Strong support of service project engagement opportunities resulting in improved member retention
- Greater collaboration for demonstrated increased community impact and less fragmented efforts
- Enhanced support for and use of our Rotary Foundation to leverage funds raised
- Member fulfilment and satisfaction due to personal and professional growth

Benefits

Potential gains for Rotary at large

- A future for Rotary in GB&I that rebuilds faith locally in the Rotary brand
- Leveraging our investment for the benefit of others through transferable and scalable ideas
- Reducing the risk elsewhere for adoption of these innovative ideas through lessons learned
- Proof in the value of Regional Adaptability for driving sustainable growth

“Whatever Rotary may mean to us, to the world
it will be known by the results it achieves.”

Paul Harris, 1914

