



DISTRICT MEMBERSHIP & PI SEMINAR

Singapore

15th October 2016, Serangoon Gardens Country Club

Rotary
District 3310



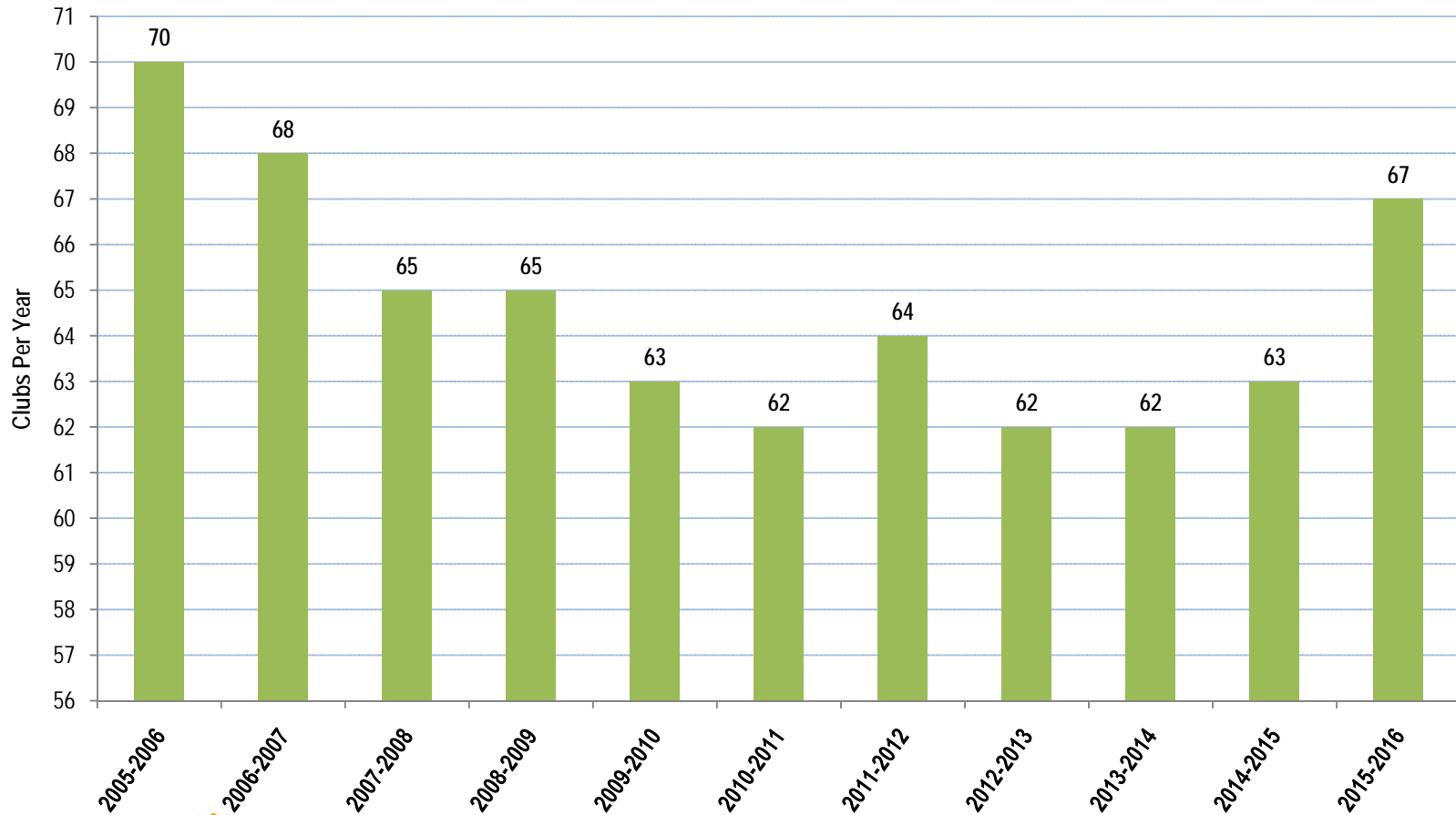


NEW CLUB DEVELOPMENT

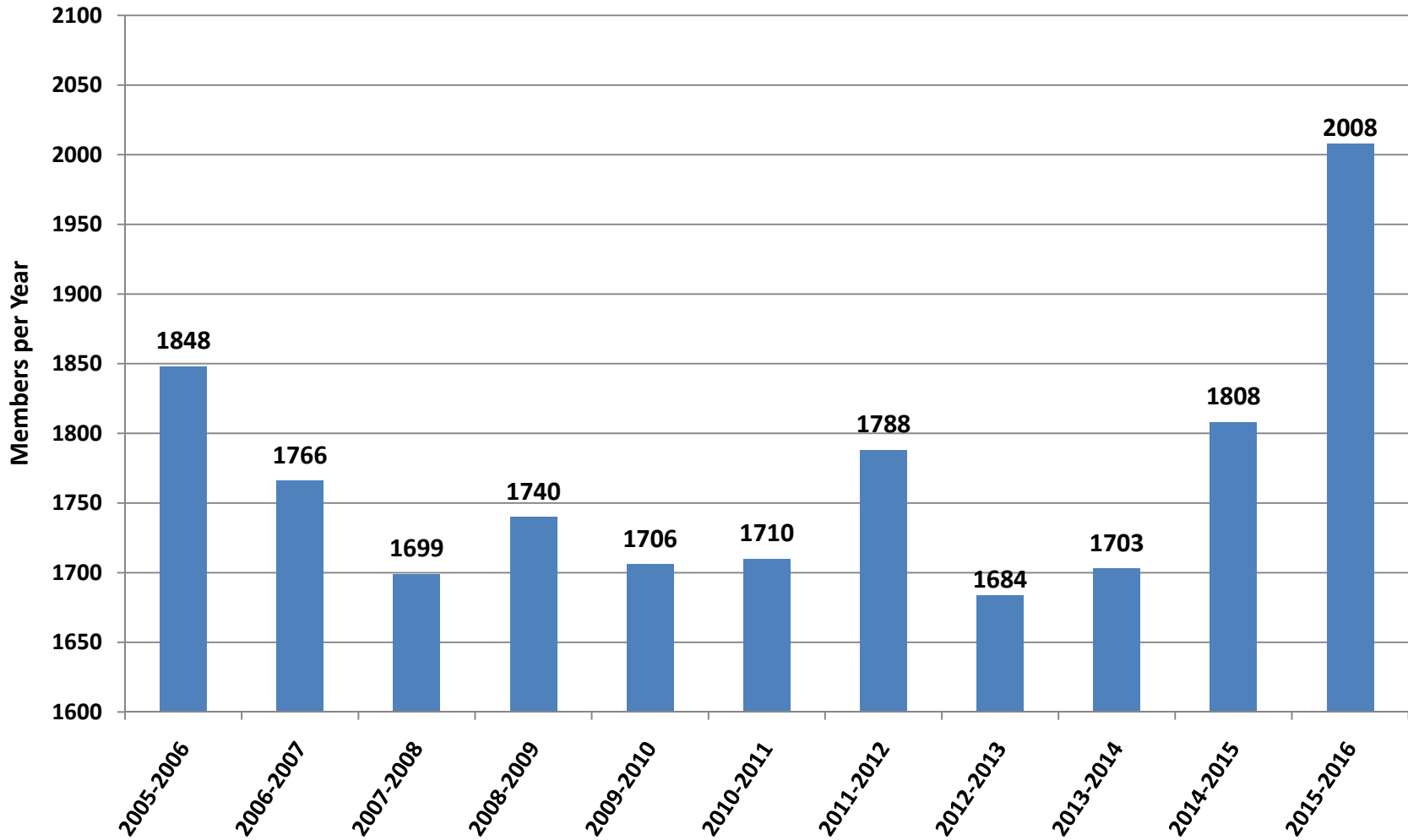
Presented by: PP Mohan
District Membership Attraction & Engagement
and New Club Development Adviser
District Vocational Service Committee Chair



11-year Membership Trend No. of Clubs @ 15th October 2016



11-year Membership Trends



Rotary
District 3310



Rotary Year 2016-17 @ 1 July 2016 Start of Rotary year



11 YEARS TREND

- 2005 to 2016 - 9 Clubs were Chartered
- In the same years - 12 Clubs were Terminated
- Currently we are at net -3 clubs
- Between RY2005-2006 to RY2010-11 we lost 8 clubs and net loss -138 members
- Positive is, in 11 years, Membership increased by net +160 (1848 to 2008)

Message to take

- We must charter new clubs including Satellite Clubs if we want to increase our membership **significantly**
- Statistically over the 11 years its proven that organic growth will not give more than net +50 members
- Highest in the last 11 years was +80 (RY2014-15)
- Average last 3 years was +42

WHY SHOULD WE START A NEW CLUB?

- An area in your district doesn't have a Rotary Club
- Your Rotary Club can no longer accommodate new members
- Members need an alternate meeting time
- Increase diversity beyond your existing clubs
- Explore new forms of club organization and club life in your district
- Pursue new project ideas in your district

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TYPES OF CLUB

Two types of clubs:

1. New Club (no more distinction between traditional and e-club)
2. Satellite Club



NEW CLUB

9 STEPS TO START A NEW ROTARY CLUB

There are 9 steps to start a new Rotary Club

9 STEPS TO START A NEW ROTARY CLUB

- 1. Determine Areas for New Club**
- 2. Develop Your Strategy**
- 3. Create a Marketing Plan**
- 4. Hold Informational Meetings**
- 5. Recruit Charter Members**
- 6. Hold Organizational Meetings**
- 7. Complete New Club Application**
- 8. Celebrate Charter Approval and Publicize Club**
- 9. Continue Mentoring New Club**

Prospective New Club

RC Iskandar Malaysia, Johor

1. They had their Interest meeting on 28 September 2016 in the presence of PDG Edward Burongoh, PDG Andre Suharto, IPDG Philip Chong and PP Khushroo

2. The champion in forming the club is PP

Prakason

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SATELLITE CLUB

If you have intention to form a new club but do not have 20 charter members yet, start with a Satellite Club

INTRODUCTION & HISTORY

- Following the COL in 2013 a Rotary club is now able to establish its own Satellite Club.
- There is no limit on the number or type of Satellite Clubs that may be formed by the Sponsor or Host Club.

INTRODUCTION & HISTORY

- Satellite Clubs (SC) are an extension of the Sponsor Club and offer an alternative meeting time and place to the Sponsor Club.
- A member of the Satellite club is a member of the Sponsor Club and subject to the same rules as any other member.

Satellite Club Strategy

- Viewed tactically, starting a new SC can be viewed as a first step towards starting a new Rotary Club
- Viewed strategically, SC can be used to address a wide variety of needs from penetrating under served market niches to addressing issues related to outdated RC culture. In some places, full blown club make sense; in other places SC are the perfect answer

Purpose

- Take the first step in chartering a new club
- Accommodate rural and remote areas or communities with small populations
- Accommodate large metropolitan area in allowing one club to provide several meeting times and locations

Purpose

- Provide an opportunity for a small, weak or struggling club to become connected to a larger, active club for ongoing mentoring, support and assistance
- Accommodate different demographic groups such as young people where the established Rotary Club doesn't suit them or isn't attractive to them

Starting a Satellite Club

Advantages in joining SC:

- No time-consuming wait for Charter, get straight down to business
- Administration, membership, club financials, SAR's etc. are the responsibility of the Sponsor Club
- The SC starts with a blank sheet and can build its own priorities and traditions over time

How are satellite clubs named?

Satellite clubs have the same name as the sponsor club plus a qualifier that distinguishes it from the sponsor, for example:

Sponsor and satellite clubs have different meeting locations

Sponsor: Rotary Club of Tanglin

Satellite: Rotary Satellite Club of Tanglin Downtown

District Satellite Club Committee

Committee Chair

PP KP Lu (RC Likas Bay)

Adviser

PP Rajamohan (RC Pandan Valley)

Regional Chair, Brunei Darussalam

PP Ricky Ng (RC BSB)

Regional Chair, Johor & Malacca

AG Christina Chin (RC Batu Pahat)

Regional Chair, Sarawak

CP Johnny Su (RC Sarikei)

Regional Chair, Singapore

PP Jimmy Ooi (RC Singapore)

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Satellite Clubs in D3310

1. Rotary Satellite Club of Singapore Centennial
2. Rotary Satellite Club of Tebrau Leisure Farm
3. Rotary Satellite Club of Kuching Pandungan

Prospective Satellite Clubs in D3310

1. **RC Singapore (PP Dr Shahul)**
2. **RC Singapore North (PP Goh Kim Seng)**
3. **RC Bugis Junction (PP Alex Eow)**
4. RC Pontian (Pekan Nenas) (AG Mok)
5. RC Kulai (Senai) (President Goh)
6. RC Mersing (PP Wong Chee Fa)
7. RC Batu Pahat (Mount Austin) (PP Mark)
8. RC Batu Pahat (Simpang Renggam) (AG Christina Chin)
9. RC Kuching (Seri Aman) (PP Dr John Chan)
10. RC Sarikei (CP Johnny Su)
11. RC Miri
12. RC Labuan (Limbang) (PP Saravanan)
13. RC Kota Kinabalu
14. RC Kota Kinabalu Mandarin (President George Ngui)
15. RC Tawau (Mandarin) (AG Dato Jimmy Pang)
16. RC Tawau (Pink Ribbon) (AG Dato Jimmy Pang)

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SUMMARY

WHAT YOU'LL NEED TO START

- Starting a new club brings together community and thought leaders to discuss ideas and take action to meet community needs.
- Governors often appoint a GSR and collaborate with their assigned club and District Support team during the process.

SUMMARY

A NEW ROTARY CLUB:

- GSR. Typically, the governor appoints a new GSR or works with the district's new club development committee.
- What makes the difference? Commitment and experience. The new GSR champions the effort from start to finish. And the adviser's involvement after the charter is critical to the club's success in its first years of operations.

SUMMARY

A NEW ROTARY CLUB (cont):

- *Sponsor club.* Having a sponsor is strongly recommended but isn't required.
- What makes the difference? The success rate of new clubs can be improved by as much as 10 percent with the support of a designated sponsor club.
- At least 20 charter members. The minimum number of charter members is 20. District prefers 25.

SUMMARY

A SATELLITE CLUB:

- Sponsor club
- **At least eight members**
- A completed satellite club application form

SUMMARY

Singapore's Population as of June 2014:

- Total 5.47 Million
- Residents 3.87 Million
- Permanent Residence 0.53 Million
- Non-Residents 1.60 Million

How many Rotarians we have in Singapore?

773

SUMMARY

**To setup a new club, you
need a passionate champion**

Quote:

"The more clubs we have,
the more friends we have,
and the more friends,
the greater our opportunity
for service."

1953-54 RI President Joaquin S Cibils

THANK YOU