



# Rotary Alumni – Supporting Our Family

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# Rotary Alumni

## Supporting Our Family



‘Rotary alumni are individuals who have experienced Rotary through its various programs.’

(Rotary International)

# Rotary Alumni

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### Membership Challenges – The Bad News



- Significant and consistent Global membership decline.
- Marked disparity between countries in membership trends.
- Losses in Australia over the last decade total 5,260 = 150 average Clubs.
- District 9520 has lost 3 Clubs in the last 2 years.

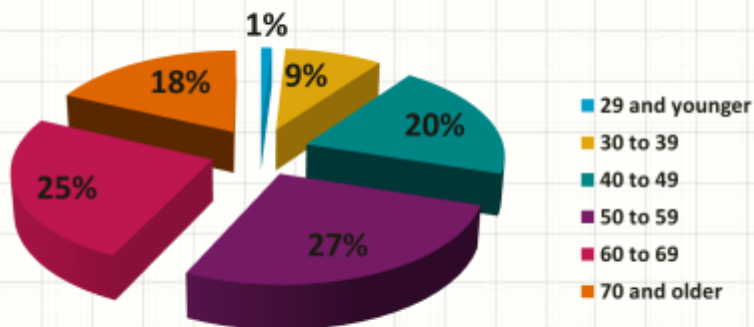
# Rotary Alumni

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### Membership Challenges – The Bad News

Rotary Membership by Age Range--Worldwide Percent



- Rotary has an aging membership with 43% of Rotarians over 60 years of age.
- Rotary has problems attracting young people with only 10% less than 40 and 1% less than 30 years.

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### Rotary Youth Programs – The Good News



- Rotary has an excellent and diverse collection of youth programs.
- Each year, thousands of people participate in these programs and generally report very favourably on their experiences.
- Young people who had a positive Rotary experience in the past are more likely to contribute to Rotary in the future.
- After completing a youth program, surveys show that many young people are interested in learning more about Rotary.



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### So Why Aren't More Alumni Joining Rotary?



- 'The usual suspects' - time commitment; cost; attendance requirement; inconvenient meeting time.
- Some Clubs don't participate in youth programs.
- Many Clubs don't develop a relationship with their Alumni.
- Many Alumni are too young.
- Lack of Rotaract Clubs makes it difficult to keep young Alumni involved.
- Poor record keeping and lack of contact details.
- **Many Clubs don't ask Alumni to join.**

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## Roles of the District Alumni Committee



- Collection of Contact details



- Communications



- Networking



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## Role of the District Alumni Committee

### Alumni Facebook Page



[www.facebook.com/RotaryConnections/](http://www.facebook.com/RotaryConnections/)

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## Role of the District Alumni Committee

### Alumni Newsletter



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## Role of the District Alumni Committee

### Alumni Events and Reunions



Speakers at Joint District Alumni Reunion – February 2016

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### What local Clubs Can Do!



- The Rotary Club of Hallett Cove is only a small Club, with around 13 members.
- **In the last 6 years they have sponsored 25 young people to a number of events.**
- Every April they hold a special Alumni Evening to which all 25 Alumni are invited.
- All Alumni present are invited to give a brief update of their latest news.
- The Evening aims to show ongoing interest in their Alumni; an opportunity for Alumni to network with their peers and possibly one day become Rotarians.
- The Club's Alumni have also helped at BBQ's and special events.



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### Practical Support



- Build strong relationships with current youth program participants.
- Invite them to meetings, events, conferences and projects.
- Ask them to join – and continue to ask, even if an initial invitation is declined.
- Maintain contact with younger alumni until they are qualified for membership.
- Involve Alumni in Club and District activities.
- Promote Alumni so that other Rotarians understand their importance.

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### Why Our Support Is Important!

- Rotary programs regularly produce over 100,000 alumni annually.
- Most Alumni have had great experiences during their programs and are excited about Rotary.
- They are members of the Rotary family and have had significant exposure of what Rotary has to offer. Their voluntary participation indicates a shared commitment to Rotary goals.
- Some are already qualified to join Rotary. Others aren't qualified yet, but someday will be. They represent a long term investment.
- Our Alumni are likely to be **future community leaders**.
- If we maintain our relationship with them, they may also become our **future Rotary leaders**.

# Rotary Alumni



## Resources

- Rotary District 9520 Website  
[www.rotarynews.info/d9520](http://www.rotarynews.info/d9520)
- District 9520 Facebook Page  
[www.facebook.com/RotaryConnections/](http://www.facebook.com/RotaryConnections/)
- District 9520 Alumni Chair  
[www.peter\\_h@bigpond.net.au](http://www.peter_h@bigpond.net.au)
- Rotary International Alumni Website  
<https://www.rotary.org/myrotary/en/exchange-ideas/club-connections/alumni>

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# Questions?

