

RI PILOT PROGRAMS

January 2011

Dear Rotary Club President and President-elect,

This is **an announcement to all Rotary club leadership** that Rotary International is conducting **four new pilot programs beginning 1 July 2011 and operating through 30 June 2014** and is looking for clubs to participate in them.

In support of the RI Strategic Plan goal to 'foster club innovation and flexibility' the Board would like **to evaluate and measure the impact alternative membership types and club operations have on member activities and engagement, for membership growth and retention, improved member diversity, increased community and international service, increased support of The Rotary Foundation, and overall club effectiveness.** Below is a brief recap of each pilot program. At this link are more detailed fact sheets for each of these pilots, guidelines for selection, terms of participation, and an implementation plan:

<http://www.rotary.org/en/members/generalinformation/pilots/Pages/ridefault.aspx>

[Satellite Club](#)

The Satellite Club Pilot will allow a Rotary club to conduct multiple club meetings during a week, each taking place at a different location, a different day and/or a different time.

[Corporate Membership](#)

The Corporate Membership Pilot will allow a corporation or company in the club's area to become a member of the Rotary Club, through a club established membership approval process, and appoint a certain number of Designees as the individuals attending meetings, serving on projects, voting on club matters, serving as club officers and on club committees, etc.

[Associate Membership](#)

An Associate Membership Pilot will allow an individual to become associated and acquainted with a Rotary Club, its members, its programs and projects, and the expectations of club membership with the intent of becoming an active member within a designated period of time.

[Innovation & Flexibility](#)

This pilot project focuses on letting clubs self-determine their operations to fit better with their members' and community needs. Clubs will be authorized to make

changes to the Standard Rotary Club Constitution and to their Rotary Club Bylaws in any area other than RI membership dues requirements.

A total of 200 clubs will be accepted to participate in each pilot, with a goal of equal representation from the thirty-four (34) zones. Clubs wishing to participate must have been chartered prior to 30 June 2009.

The deadline for submitting a pilot application form is 1 April 2011. Decisions for club selections will be made by 1 May 2011. Club and district officers will be notified of clubs selected to participate by 31 May 2011.

To participate in these pilot programs, your club must be in good financial standing and you will need agreement from the current club president and club president-elect along with the agreement of 2/3 of the members of the club. At this link are the project plan details and application form:

<http://www.rotary.org/en/members/generalinformation/pilots/Pages/ridefault.aspx>

You may email questions to ripilotprograms@rotary.org or contact your Club and District Support representative. You may submit the application via email to ripilotprograms@rotary.org or fax to 1-847-556-2196.

I encourage all club presidents to consider participating in these pilot programs in an effort to ensure Rotary's continued success and secure its future in a changing world.

Sincerely,

Ed Futa

General Secretary, Rotary International

cc: RI Director

District Governor

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