

# ARE OUR SERVICE ORGANIZATIONS DYING?

In the past two decades **Rotary** in the US is down 20%; recruiting in average 44,000 new members per year but losing an average of 51,000. Attendance has declined by 58 percent in the period 1975-2000.

This means in a civil society, that decline represents a tangible loss to community and its social life.



Extracts from: Why Our Service Organizations Are Dying (and how to fix them) by Michael Brand

# Rotary Membership is decreasing

Some reasons for this development; spirit of the time, the competition between various hobbies, a change in the organization's needs, as well as the general public perception of and relationship with Rotary.

People gravitate to places containing others who awaken their curiosity, challenge them to think and learn, and encourage openness to new, inspiring ideas and alternatives.



# What to do and seems essential

- Rotary should be fundamentally social, conversational and less formal
- stimulating personal ability to identify and solve problems creatively
- discussions around a pressing societal issues and phenomena
- reflective exercises which engaging to think deeply about the topic
- creating a modern world view



# Essential elements...

- People love environs that awaken their curiosity, challenge them to think and learn, plus encourage openness to new, inspiring ideas and alternatives.
- These elements are essential to pulling in the emerging generations and thus ensure club success.



# What is Rotary's destiny?

Service clubs are an American innovation that have evolved into a worldwide institution. While vibrant across the globe, the loss of membership represents a loss of social capital and civic engagement.

Today potential members are constrained by lack of time. In addition, they may not see much use in an organization whose prestige and vitality is in question.

That may involve passing the torch and allowing an emerging generation of leaders to reinvent our clubs according to their needs. The alternative may be irrelevance and obscurity.

# Rotary's vision



Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. It means an opportunity to remind everybody that as members of Rotary clubs, we're also there for personal development. Young people are looking for ways to grow and develop, and that gives them a reason to join Rotary.