



Doings things differently

A case study



The Rotary club of Adventurers – who are we?

https://www.youtube.com/watch?v=M5GJwY_fhwE

<https://www.youtube.com/watch?v=ubvfmvDuIUw>

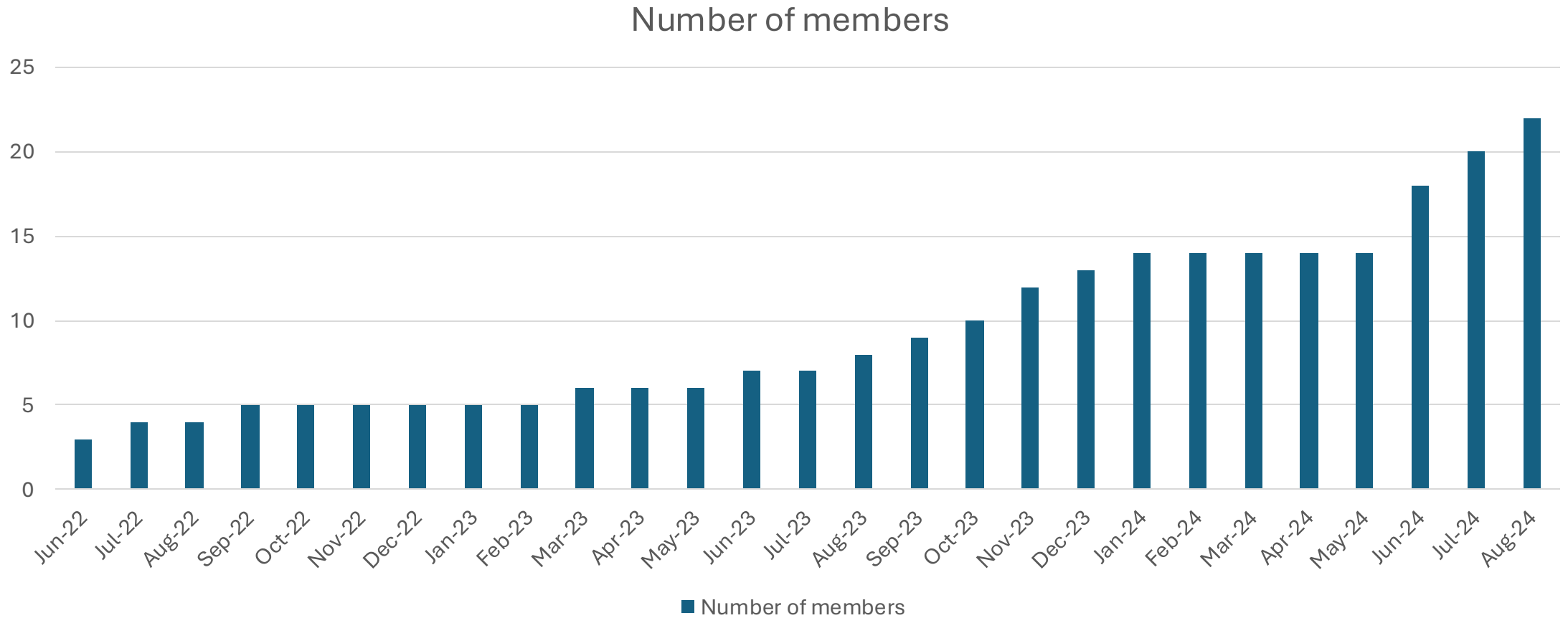


Chronology

- June 2022
 - Conversation over coffee at District council – result – a new passport club.
- July 2022
 - Name
 - Bank account
 - Took over a Charter
 - Have the club motto “Disrupt to progress”
- December 2023 – Bradford RCC (Rotary Community Corps) formed
 - 4 members became Rotarians on July 1st 2024



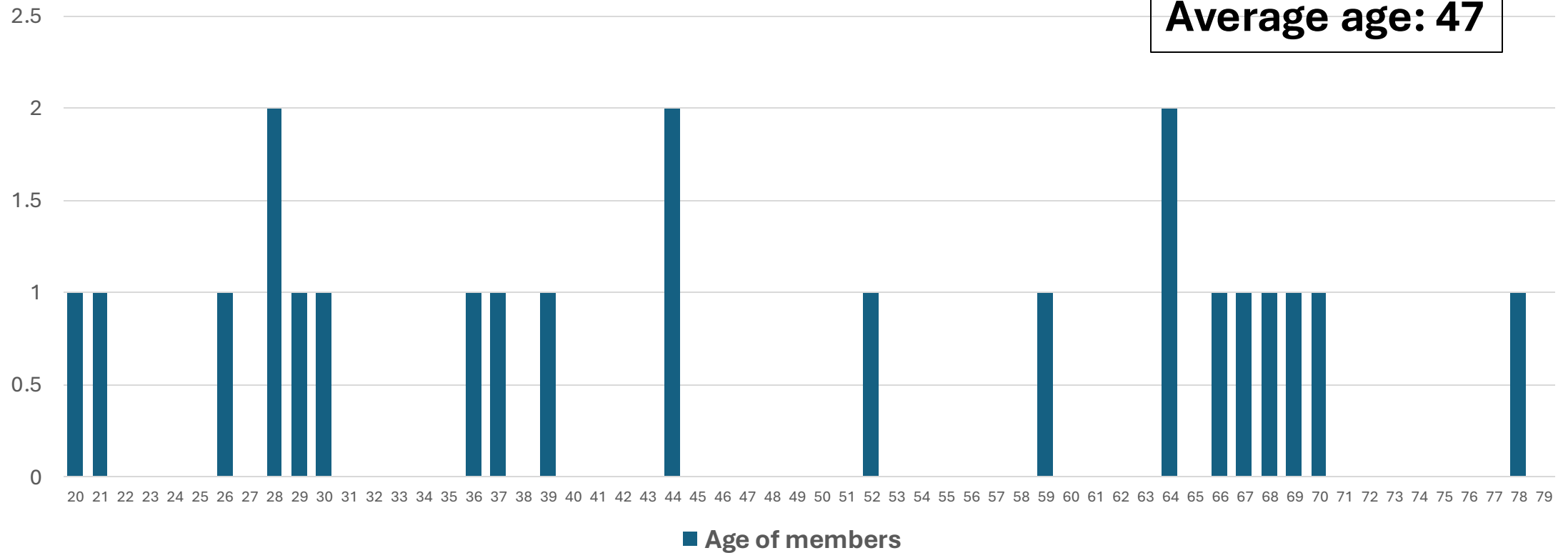
Membership – raw numbers



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Youngest: 20
Oldest: 78
Average age: 47

Age of members



Other facts about our members

- Two thirds are new to Rotary
- Three quarters are female
- 1 corporate member
- 4 RCC became club members
- Ethnicity spread
- 3 LGBTQ
- We also have 4 affiliates – members of other clubs who also come to our meetings.

How are we finding Rotarians?

- Thank you to referrers
- Networking in the community
- Building links
- Keeping in touch with potential members.
- Trying new initiatives
- Examples

How do we work?

- We're totally focussed on membership expansion and doing projects.
- We have no regalia, no formalities, minimal rules.
- We're active on social media and have a YouTube Channel
- We work solo on some projects.
- We are a guerilla movement of volunteers for other clubs
- We always say to potential members "bring your projects"

Examples of our projects

- Huddersfield to Ukraine humanitarian work, whether that's sourcing and collecting goods to send, or fundraising.
- Bradford '25 focusing on youth.
- My Mito Mission
- Supporting local homeless charities
- Jazz super fundraiser in March next year
- Vinted to raise club funds
- Help other clubs with their projects

The Future?

- Continue to try new things
- Continue to build membership
- Consider satellites if membership grows too big
- Continue being bold, brave and different, because....



The Rotary Club of Adventurers

Doing Rotary Differently

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