



Doings Things Differently

Corporate Membership

With thanks to
Prof Joy Palmer-Cooper



Corporate Membership

- It's not what it used to be - think 'Business' rather than 'Corporate'
- An alternative membership package which allows any business, non-profit or government entity to be involved with your club
- RGB&I recommended model
 - 1 membership subscription (The Principal member) – the same price as individual club members pay
 - Up to 3 more employees can be actively involved in the club (Alternate members)
 - The Principal is designated a 'corporate member' but it is the individual and not the company which is a member
 - Alternate members don't appear on the club roster
 - Must be documented in club by-laws as to how it differs from typical 'active' membership

Benefits for Rotary Clubs

- Major opportunity for clubs to expand their reach, increase their impact and engage with new sections of the community
 - Gain new members
 - More members increases the capacity for and impact of service projects
 - Stronger links to your community
 - Diversify and grow membership
 - Increase sponsorship and fundraising opportunities
 - Share skills between new and existing members
 - Promote Rotary through 'Corporate Member' Plaques on company premises
 - Create a pool of new speakers
 - Potential to expand social and fellowship activities

Benefits for Businesses

- Opportunity to be associated with the Rotary Brand
- Company ESG and CSR plans can be put into action
- Employees can volunteer for service projects
- Demonstrates a social conscience – ‘employer of choice’
- Networking with other corporate members
- Multi-employee access for the price of one membership
- Access to wider Rotary network
- Employees access learning opportunities, skill sharing and leadership development

Where to Start

- North Star Toolkit – Rotary GB&I site
- Watch the Video
 - North Star – Corporate Membership with Joy Palmer Cooper
 - Joy is the authoritative voice on Corporate Membership – She talks the talk and also walks the walk
 - 12 Corporate Members in Alnwick alone. For context we have 7 in D1040
 - Case study video
- Sample club by-laws

Resources

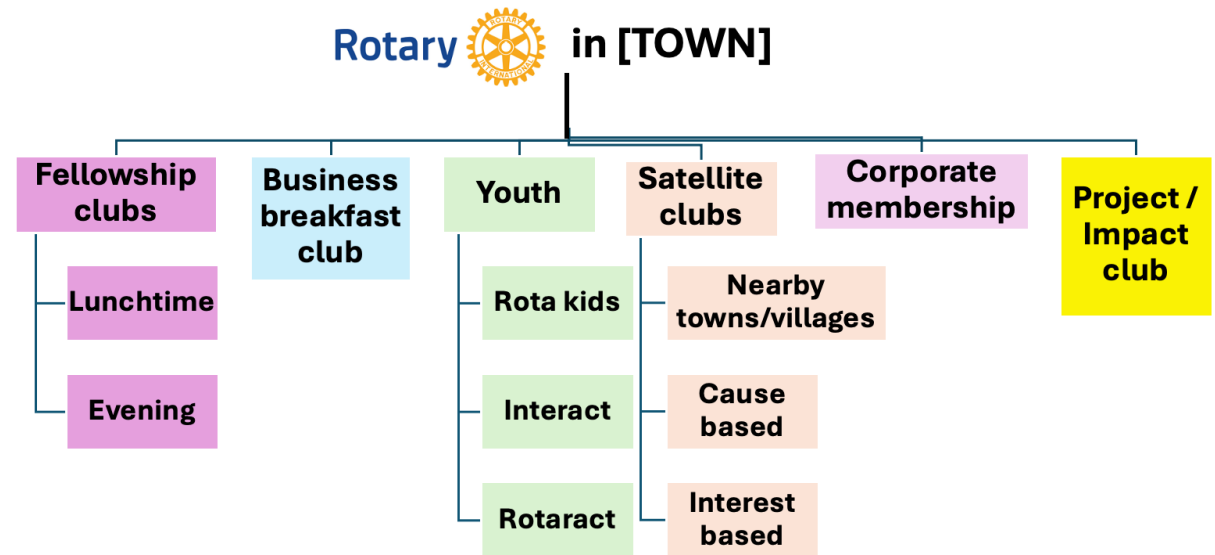


Where to Start

- Look at your club
 - Existing links to businesses – personal or professional
 - Events or projects
 - The venue where you meet
 - School contacts
 - Any members with businesses who want to convert to Corporate Membership?
 - Appoint a Corporate Membership champion
 - To enthusiastically sell Rotary to local businesses
 - To champion the Corporate experience within the club

Where to Start

- Look at your town/community
- Business audit
- Start conversations and sell the benefits



Where to Start

- Look with fresh eyes at the businesses in your area
- Corporate Members can be from any industry, and be any shape and size
 - Schools and colleges
 - Cultural organisations – museums, theatres, public gardens
 - Hospitality – hotels, cafes and restaurants
 - Charitable , non-profit or community-impact organisations such as hospices, sports clubs or place of worship
 - Small businesses of all kinds, including local branches of larger organisations

What Next

- Harness the power of projects to demonstrate what benefits Rotary brings to their business
 - Work with the businesses to identify their areas of interest
 - Help set up projects and make sure they are engaged
 - Promote successes – Social Media is key
- Embrace the diversity new corporate members will bring to your club
 - Make the alternate members feel welcome and they will be the full Rotarians of tomorrow
 - Be flexible with meeting formats – think outside the box
- Turn your town into a Rotary Town