NEW CLUB
DEVELOPMENT

Rotary
District 5650

New Club Creation, made simple

From community need to official launch, one supported step at a time — with flexible models, expert advisors, and the Club Creation app.

A practical guide for club and district leaders

Rotary New Club Initiative • North American Club Creation Team

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Rotary has already broken the work into nine manageable steps

DISCOVER

1. Identify an opportunity
2. Get expert assistance
3. Make a communication plan

GATHER

4. Hold informational meetings
5. Recruit charter members
6. Finalize details together

CHARTER + GROW

7. Submit the new club application
8. Celebrate and publicize
9. Keep developing the new club

Rotary's official guide makes the path visible; the Club Creation app adds guided, digital support.

Source: Rotary International, Starting a Rotary Club (808-EN).

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Building Rotary's future together

Create vibrant, flexible, innovative clubs that fit today's communities.

1

SHARE YOUR IDEA

Start with the community and club you imagine.

2

BUILD A PLAN

Shape the right model with expert guidance.

3

ORGANIZE

Invite members while the team handles Rotary paperwork.

4

CELEBRATE

Launch the club and share the moment.

Choose the model that fits your community

Traditional Rotary • Rotaract • Satellite • Companion • IMPACT

Source: Rotary Zones 33/34, The New Club Initiative: Building Rotary's Future Together.

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You lead the vision. The team guides the process.

An assigned advisor stays beside the local team from first conversation through official launch.

LOCAL FOCUS

Energy • excitement • membership

TEAM FOCUS

Process • paperwork • the next step

1 **EXPLORE**

Clarify the community need and select the club model.

2 **PLAN**

Engage leaders, build early support, and prepare for growth.

3 **ORGANIZE**

Form the leadership team and shape purpose, structure, and success.

4 **LAUNCH**

Finalize Rotary paperwork, welcome members, and celebrate.

Source: Rotary Zones 33/34, New Club Initiative and IMPACT Club guidance.

SUPPORT, STEP BY STEP

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The Club Creation app keeps every handoff visible

From first idea to official launch, the app keeps the work and support together.

1

ADVISOR

Work directly with your assigned Club Creation Team advisor.

2

BUILD

Complete paperwork and invite prospective members.

3

TRACK

Track progress and book the next coaching session.

AVAILABLE WHERE YOU WORK

Free on iPhone and Android • Desktop version available • Siloed from DACdb

Sources: Rotary Zones 33/34, New Club Initiative; North American Club Creation Team, Companion Clubs Q&A.

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Start with the club model your community needs

Every model shares Rotary values and a passion for service — but each opens a different door.

1

ROTARY

Regular service, connection, personal growth, friendship, and networking.

2

ROTARACT

Young professionals and students building leadership through innovative service.

3

SATELLITE

A smaller group sponsored by a traditional club, with flexible times and formats; it may later spin off.

4

COMPANION

A service-oriented extension of a host club that plans to remain connected rather than separate.

The choice is not “Which model is best?” — it is “Which model fits this community now?”

Source: Rotary Zones 33/34, The Future of Rotary: Flexible Club Models.

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Flexibility opens Rotary to more people

FOUR MORE WAYS TO ORGANIZE

Formats can adapt to geography, schedules, workplaces, or a shared mission.

E-CLUB	Digital-first connection that can extend beyond geography.
PASSPORT	Flexible engagement across meetings, clubs, and service opportunities.
CORPORATE	A Rotary community rooted in the workplace.
CAUSE / THEME-BASED	Members organize around a shared passion or mission.

Theme-club pilots in Europe include shared passions such as mental health and education.

Source: Rotary Zones 33/34, The Future of Rotary: Flexible Club Models.

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SERVICE FIRST

A flexible Rotary experience for people who want to act without a traditional meeting structure.

Busy professionals • young leaders • community-minded people

Less formality. More action.

THE EXPERIENCE

Hands-on service projects, flexible gatherings, and strong community connections.

THE STRUCTURE

Usually a satellite/companion extension whose members are active members of the host club; it may also stand alone.

THE WORK

The IMPACT club creates its own projects, invites host members, and can support host-club projects. Host meetings are optional.

Sources: Rotary Zones 33/34, IMPACT Club page; North American Club Creation Team, IMPACT Clubs Fact Sheet.

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Use a 15-minute kickoff to create momentum

09

MINUTES

Enough time to agree on the next conversation.

Answer five prompts

1. **Where is the community or member opportunity?**
2. **Who can sponsor and advise the effort?**
3. **Who are the first people to invite?**
4. **What is the first informational meeting?**
5. **What happens next — and who owns it?**

No complete master plan required.

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Start with one opportunity — then use the team, app, and right club model to reach launch

1 OWNER + 1 NEXT ACTION + 1 DATE

That is enough for the next check-in.

Use the official resources

New Club Initiative • New Club Models • IMPACT Club Fact Sheet • Companion Clubs Q&A • Club Creation app

CREATE AN ACCOUNT • MEET YOUR ADVISOR • CHOOSE THE RIGHT CLUB MODEL

Sources: Rotary Zones 33/34, New Club Initiative and linked resources; Club Creation, clubcreationteam.org.