



# NEWS CONNECTION

## ROTARY DISTRICT 7620 NEWSLETTER

### CENTRAL MARYLAND AND WASHINGTON DC, USA

## Rotary District 7620 Newsletter January 2020

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## FORM A SATELLITE CLUB TO BOOST MEMBERSHIP

*By Quentin Wodon, District Membership Chair*

In the United States, membership in Rotary has been declining for close to three decades. Unless changes take place in how Rotary clubs function, and what it means to be a Rotarian, the most likely scenario is a continuation of the decline. We all know some clubs that have been turned around, and whose membership has grown. But we can't count on that to help reverse the broader trends. We need innovations. Satellite Clubs are such an innovation. In the next six months, our district will promote the creation of new satellite clubs. If you would like to be involved and lead the creation of a satellite club, please send me an email at [rotarianeconomist@gmail.com](mailto:rotarianeconomist@gmail.com). A few basic FAQs are provided below.

Why Satellite clubs? Satellites can be created with just 8 members – a much lower threshold than the 20 needed for a new Rotary club. So it's much easier to create a satellite than to create a new club. They can be a great way to introduce Rotary in a particular corporation, non-profit, or small community. The Satellites can become full Rotary clubs at some point – this is the hope, but no requirement to hurry to do that. And before they do, they can really strengthen existing clubs.

How can satellites be created? The key is to get agreement from the sponsoring

club, and as always have a dedicated Rotarian leading the way – again, if you are interested, please send me an email. A Satellite club can have its own board, a nice way to give responsibilities to new (or established) Rotarians. The dues for the Satellite club can be different than those for the sponsoring club – if there is no need to pay for meals for example, dues can be reduced. Meeting times and place can also be different – for example, clubs related to a particular corporation or nonprofit may meet where the corporation or nonprofit is located. Some meetings may also be joint with the sponsoring club – a great way to create synergies between the main club and the Satellite, including in-service projects.

Does all this make sense?

In today's busy world, it is often hard for professionals – often a key target group to recruit new Rotarians – to come to meetings of existing clubs. High dues in some existing clubs may also be a constraint for some prospective members. And members of a corporation, nonprofit, or community may also be interested in particular causes which are not at the top of the agenda of existing clubs. Satellite clubs offer a ton of flexibility to make Rotary more attractive and accessible for new prospective members. They can also strengthen existing clubs, as opposed to weaken them.

Interested in exploring this idea? Again, please send me an email at [rotarianeconomist@gmail.com](mailto:rotarianeconomist@gmail.com).

