

## Rotary District 6330 Guidelines for Corporate Membership

### Objectives:

- To engage corporations in the work of Rotary, while expanding the club's network and visibility in the community
- To increase Rotary club membership to support Club objectives.
- To attract new members who otherwise may be reluctant to join.
- To diversity the club's skills and expertise and bring in new ideas
- To create new partnerships within the community

### Process:

- Have board/executive approval for the Corporate Membership category outlining the membership definition, eligibility procedures for joining under this designation, and the dues payment structure.
- Have club By-Law updated to include Corporate Membership definition, eligibility procedures for joining under designation, and dues payment.

There are two models that may be used:

	Model A	Model B
Who pays the corporate members' dues?	A company pays or subsidizes dues for the primary members. Dues are not charged for alternate members (often 1-3 others) who can attend club meetings in place of the primary member.	The club charges a company a flat rate for a certain number of corporate members (often 3-5) and all may regularly attend the club's meetings.
Who is counted in the club's membership data?	Since the primary corporate member is charged RI dues, that person is reported as the active member and listed on the club's membership roster in Rotary's database. The alternate members aren't charged RI dues and are therefore not listed on the club's membership roster in Rotary's database.	RI dues for all corporate members are included in the flat rate. All corporate members are full, active members of the club and are listed on the club's membership roster in Rotary's database.
How are corporate members chosen?	Many clubs ask for the corporate members to be named and approved by the club before they can attend, but some don't	The number of corporate members is discussed and approved and wrapped into the flat rate.
What is the benefit to this model?	It provides more flexibility for the primary member because that person isn't required to attend every club meeting or event. Alternate members are exposed to Rotary but aren't expected to attend all events.	Club membership grows more significantly, the flatter structure simplifies the change, and all corporate members receive the same benefits.

- In Model A, the Primary person is identified as the “**Active Corporate Member**” and listed as such in Club Runner. When selecting Membership Type in the Member Profile, select “**Active Corporate**”.
  - “**Active Corporate Members**” must pay all Rotary dues as specified by the local club including R.I. and district dues and will have full voting and participation rights as specified by the club for regular active members.
  - The **Active Corporate Member** must designate the specific names of other members of their business that will be included under this membership group.
  - Other members of the **Corporate Membership** group that are not the “Lead” member, will be identified as “**Other**” and then “**Corporate Members**” in Club Runner **Other Corporate Members** may participate in all club activities but may not be elected to the board of directors, be an officer of the club, or be a committee chairperson. **Other Corporate Members** are eligible to participate in The Rotary Foundation giving campaigns and be recognized for their contribution.
  
- In Model B, all corporate members can be full, active members of the club

For further reference: [https://clubrunner.blob.core.windows.net/00000050027/en-ca/files/sitepage/membership-growing-rotary/corporate-membership-guide/guide\\_corporate\\_membership\\_en.pdf](https://clubrunner.blob.core.windows.net/00000050027/en-ca/files/sitepage/membership-growing-rotary/corporate-membership-guide/guide_corporate_membership_en.pdf)