

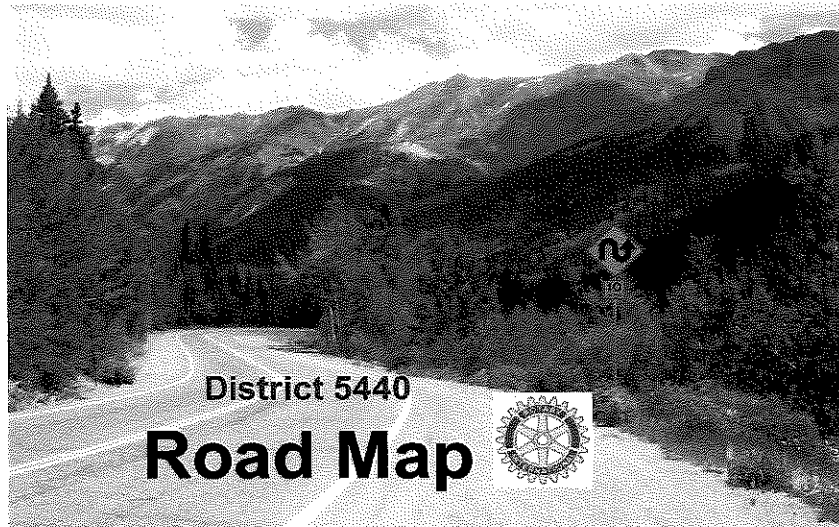
# FINAL DRAFT

3-18-17

Rotary District 5440

Membership Subcommittee for Satellites

Road Map for Satellite Groups



## **Introduction**

District 5440 "Road Map" for Satellite groups is some ideas, concepts, and suggestions for Rotary clubs in the District thinking about establishing a Satellite group as well as clubs with existing Satellites. This is NOT a policy document. District 5440 encourages Rotary clubs and Satellite groups to work closely together and determine their own policies, procedures, and guidelines.

## **Purpose of a Satellite Group**

A Satellite group is an alternative and creative way for Rotary clubs to foster Rotary membership growth through flexibility in meeting times and place, club activity participation, time and financial commitment all the while being true to Rotary values. This flexibility can attract members that may not ever join a traditional Rotary club. A Satellite group operates independently of the sponsor club, however Satellite group members are also members of the sponsor club. Satellite groups operate under the sponsor club bylaws. The Satellite option can provide a Rotary club with a new and creative strategy to grow, offer Rotary membership to those who are not able to fit into the traditional model of Rotary clubs, and opportunity for a group of Rotarians to develop their own initiatives with a new approach of flexibility in meeting time and place, amount of time commitment, own dues structure, and more. All of these things must be done in coordination with the sponsor club.

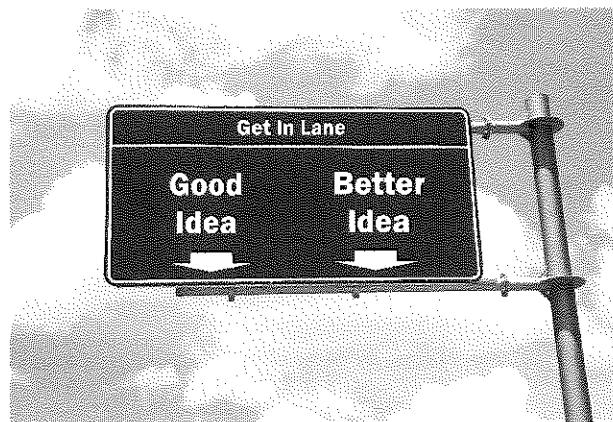
## **What's the Difference Between a Satellite Group and a Satellite Club?**

Rotary clubs have a couple of options in establishing a Satellite. In District 5440, a Satellite Group is a group under the umbrella of the sponsor Rotary club. A Satellite Club, on the other hand, is a more formal entity with its own board, officers and bylaws. Both the Satellite Group and Satellite Club's members are members

of the sponsoring Rotary club, however. Satellite Clubs require at least 8 members initially. When the Satellite Club membership reaches 20, they may choose to become their own Rotary club.

Although District 5440 has both active Satellite Groups and Satellite Clubs, this Road Map addresses only Satellite Groups. More information on Satellite Clubs can be found by searching "Satellite Club FAQ" at [myrotary.org](http://myrotary.org).

## **Suggested Routes for Establishing a Satellite Group**



### **Considerations for Establishing a Satellite Group**

If a Rotary club is considering establishing a Satellite group, the club board and members should investigate the merits of starting a Satellite group and determine why a Satellite group is desirable. The Satellite option may not be the right answer for every club. Satellite formation, management, and support requires a significant amount of time and ongoing effort by the sponsor club and is probably not a "quick fix" to growing membership. The sponsor club should allow the Satellite to find its own place and set its own rhythm, traditions, and procedures. Is there a need in the community for another Rotary group that could meet at a different time? Are there certain demographic groups that would make a Satellite desirable in the community? Are there individuals in the community that are unable to join Rotary because of a required financial investment? Regardless of whether a Rotarian's membership is in a traditional Rotary club or a Satellite group, the focus should always be on "Service Above Self," Rotary International's guiding principles, Avenues of Service, Areas of Focus, and personal and professional networking.

### **Form a Satellite Group Committee**

If the sponsor Rotary club is dedicated to establishing a Satellite group, it should appoint a champion and committee to do the research and follow a logical process to establish a Satellite. The process might take several months. The sponsor club should inform the District Governor that the club intends to form a Satellite group.

## **Do the Research**

The committee should get the guidance needed to complete the process. Don't reinvent the wheel. Get guidance from Clubs and Satellites that have already established a Satellite. There may be Rotarians in your club or Assistant District Governor that can assist. The newly established Membership Subcommittee for Satellites can provide assistance. This Road Map may help by providing ideas and concepts for clubs thinking about establishing a Satellite group. The key word in "ideas," as District 5440 does not want to dictate rules or policies for the sponsor club or the Satellite group.



## **Work with the Sponsor Club and its Board Along the Way**

A Satellite group is a group under the umbrella of the sponsor club and its members are also members of the main club. The main club board should be kept informed of the progress of the committee. Also, the main club members should be informed as well. Satellite groups are fairly new to Rotary and the main club board and members should be informed as to what a Satellite group is. There aren't many rules for a Satellite group. A program or club assembly early in the process might be helpful to educate main club members about Satellite groups. Members sometimes believe the Satellite group must do all the things that a main Rotary club does; this is not the case.

## **Develop Draft "Procedures" for the Satellite Group**

Get Procedures that have already been developed from other established Satellites in the District. Taylor these Procedures to your eventual Satellite group by working closely with the main club board in developing the Procedures.

## **Develop a List of Potential Satellite Members**

The committee as well as other club members probably know many people that are potential Satellite members. Develop a list. Consider Rotarians that have dropped out of the main club as well as people that the committee and club members know. Ask the main club members to give the committee ideas of potential members. You might contact other local Rotary clubs, community leaders, community groups, newspapers, etc. Are there specific target areas or community populations that would benefit from being a Satellite member? What about young professionals, individuals in a senior or retirement community, companies or organizations, individuals who find the financial requirements of a traditional Rotary club challenging?

## **Consider an Informational Meeting or Meetings for Potential Satellite Members**

The committee might invite its list of potential Satellite members to an Informational meeting to inform them about Rotary and the Satellite group. Consider having refreshments. Make sure to follow up with the

attendees after the meeting about their interest. Some of the attendees may be interested in the main club rather than the Satellite group.

### **Consider the Meeting Time and Place for the Satellite Group**

The committee might already have had input from the main club or potential members as to when and where the Satellite group could meet. The meeting time should be different than the main club meetings. For example, if the main club meets in the morning, the Satellite group could meet at noon or in the evening. This gives potential members an option as far as meeting time. Satellite groups have flexibility in the time commitment for its members. They may meet in person once or twice per month and work on community projects or have a social event in the meantime. Ask prospective Satellite members about their suggestions for meeting time and place.

### **Financial Structure**

One of the purposes of Satellite groups can be to make the dues less of a financial burden as a way to attract more community members to Rotary. The Satellite group, however must be able to pay the per capita dues to RI, District, and perhaps other commitments to the main club. Satellite member dues can be potentially less than the main club dues as a way to lower the cost barrier for entry into Rotary. The financial structure of the Satellite should be a joint decision between the Satellite and the sponsor club board.

### **Get the Main Club Board to Approve the Procedures for the Satellite Group**

Make sure to get the main club board's written approval of the Satellite Procedures. This will help prevent future issues between the main club and the Satellite.

### **Officially Establish the Satellite Group**

Consider making this event a big deal by celebrating the sponsor club and its new Satellite. The event should be meaningful by having the main club President and other board members and club members present. The District Governor, Assistant District Governor, and others may be invited to attend. If Satellite members have been recruited, induct them with a meaningful ceremony and member packets. Take pictures and get some press in the local paper, District newsletter, club website and social media sites.

## **Considerations for the New Satellite Group**



### **Options for a Satellite Group**

A Satellite can choose to remain a Satellite group forever as part of the sponsor club or it may decide to later apply for its own charter as a new Rotary club once it has at least 20 members. A Satellite group should have no minimum or maximum number of members, but should be capable of operating independently.

### **Satellite Board**

For the day-to-day governance of the Satellite group, it should have its own annually elected board. The highest officer of the Satellite should be the chairperson and other officers should be immediate past chairperson, chairperson-elect, secretary and treasurer.

### **New Member Orientation**

The new Satellite group and sponsor club should provide an orientation program for all new members to ensure appropriate education about the history and function of Rotary, Rotary International, The Rotary Foundation, and programs of the sponsor club.

### **Satellite Member on Sponsor Club Board**

The sponsor club board should encourage the Satellite chairperson or other Satellite member be on the sponsor club board.

### **Continuing Sponsor Club Responsibilities**

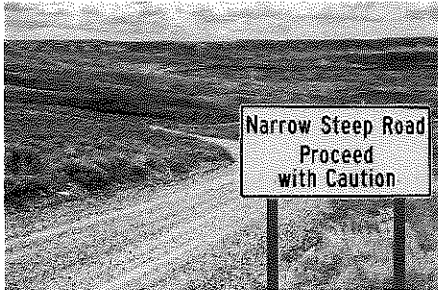
The sponsor club should continue to support the Satellite group in several ways:

- Assist in planning and organizing the administrative processes of the new Satellite.
- Advises and mentors the Satellite.
- Helps familiarize the Satellite group members with Rotary's programs and procedures.
- Works with the Satellite group on joint fundraisers and projects.
- May designate one of its members to serve as a liaison to the Satellite.
- Be encouraged to attend Satellite meetings, service projects, and fellowship events.

## **Road Blocks Along the Way**



The Satellite option may not be the right answer for every club.



Club members that oppose a Satellite group may require in a cautionary approach.

Lack of communication between the committee formed to establish a Satellite group and the main club board and club members may result in an unwanted detour.

A lack of cooperation between the main club and Satellite group may result in a rocky road.



## Testimonials

### Torrington Satellite

In October of 2015, President Tom Kelly took the initiative to begin a Satellite Group in Torrington to help develop some flexibility for attending Rotary meetings for existing Torrington Rotary Club members, who were possibly going to have to leave the club due to regular noon meeting scheduling conflicts, to continue to remain a part of Rotary. The group was officially voted on by the Board in February 2016. First, official meetings began in March 2016. We had 5 members and support from some of the long term Monday Club members as we began. We were provided an amazing opportunity by our main Club to host a **wine ice cream booth** at the Club's annual wine tasting fundraiser in March. It was the groups debut, if you will. Members went from 5 to 8 in a month and we established our vision and goals in that same month of looking towards how our group could make a difference with the aging population in our community. As we began having conversations with community members, we all came together and decided **Alzheimers and Dementia** in our

community was a serious concern and care and support for families was lacking. Our group decided this was our focus. In June of 2016, we held a community forum to get input on what the community would like to see with Alzheimers. We came away with learning that caregivers in the home needed help to support caring for their loved ones. In July 2016, our group organized a fundraiser to be held September 15, 2016. We hosted a silent auction with clips on Alzheimers being shown and a \$1000 grand prize raffle. We hoped to raise around \$2000 to put towards the purchase of the CARES program, an online volunteer certification program for Dementia and Alzheimers care providers. Our group raised \$2,995 at this event. During this time our group was also working with our Club President, Ed Wright, to submit a centennial grant through the Rotary Foundation. We were awarded \$1000 for this project. In October 2016, our Satellite Group was given a generous donation from Goshen County Economic Development in the amount of \$3,600, raised at their annual meeting dessert auction benefit, to be used for our efforts towards providing Alzheimers education and care in Goshen County. In December 2016, our group purchased the 2 year unlimited CARES training program and partnered with Goshen Senior Center to begin the CARES Certification program to train volunteer caregivers. Less than 1 year after establishing the satellite group, we have achieved and exceeded our goals and are seeing our vision become reality. We are small, but mighty....and we have amazing support from our main Club, for which we are deeply grateful.

### **Loveland Satellite**

The Rotary Satellite Club of Loveland is an official Satellite group of the Loveland Rotary Club. A forward-thinking group of satellite group advocates from the Loveland Rotary Club initiated the process by inviting people to casual socials to learn more about Rotary and the idea of Satellite groups. A small group of five to seven interested and motivated individuals started the journey of creating the Rotary Satellite Club of Loveland with the help of their supportive and knowledgeable sponsor club advocates. The first several months were dedicated to completing a separate set of by-laws and operating procedures and then getting them approved through the sponsor club's board. The "founding seven" were inducted into the Loveland Rotary Club as the first satellite group in May of 2015. Since then, the group has had moderate organic growth with their current number at 11 members and growing. The group decided to take on its own project focus of helping those who are housing challenged in the Loveland community. They have had several guest speakers from local agencies and experts come in to educate them on their area of interest and new passion. They also partnered with those agencies to plug-in and participate or lead service projects like: serving breakfast at the Community Kitchen, working on a Habitat-for-Humanity home, serving meals to families in transition with Angel House, spontaneous food drive for the House of Neighborly Service's food bank, volunteering at the Loveland Connect event, and participating in the Point-in-Time Homeless count. The satellite group allows individuals with a passion for service but a need for either reduced dues and/or evening meetings to bring their enthusiasm, skills, and talents to Rotary. The current members of the group decided the group preferred to be a hands-on service group instead of a fundraising group. Members of the group have also taken advantage of the opportunities provided by the sponsor club to participate in any of their events, serve on committees, as well as attend any of their meetings. Several members have participated in the annual duck race, dictionary delivery, 4-way test for eighth graders, Governor's Art Show, and Paint-our-Town. Two of the members serve as Rotarian Sponsors of the local Big Thompson Interact Club. In February 2017, the Rotary Satellite Club of Loveland presented a \$1,000 Rotary Centennial Grant to Angel House for the purchase of new air mattresses for their amazing program for families in transition, held their own induction ceremony, and presented their first Paul Harris award. Several sponsor club members were in attendance and

assisted in the ceremony. The Loveland Rotary Club and their satellite group have a very special symbiotic relationship. The satellite group provides the sponsor club an additional option for growth, service opportunities, and diversification. The sponsor club, in return, provides the satellite group with a stable foundation with deep roots, enthusiastic support and guidance, and additional service and leadership opportunities. They are looking forward to a long lasting relationship growing together as a Rotary family.

### **Fort Collins Satellite**

In changing times, there is a growing need to adapt to market demands of people and business in our communities, and service organizations across the world aren't immune, so the Rotary Club of Fort Collins had to innovate and think differently, hence, the formation of the Fort Collins Satellite. Wednesday lunch membership was strong, active and accomplishing a lot though growing the membership base was a point of discussion and Bob Seymour was the project leader. He had a small team including Dan Klith, Mike Sollenberger and Matt Fries and they were charged to develop the Satellite concept.

The Satellite is simply an extension of the founding membership club with the added flexibility of providing an alternate meeting time, meeting place and new service work projects available to improve our community to assist with club membership growth, retention and fellowship. In February 2015, the formulation of the Fort Collins Satellite was approved by the Board of the Rotary Club of Fort Collins.

The first seven members of the Satellite were inducted on April 29, 2015. As one of the most successful Satellite groups in Colorado, the Fort Collins Satellite now consists of approximately 20 – 25 members, including a few "swing" members that attend both the lunch meetings and the Satellite meetings. Here is their inaugural class from June 4th, 2015 (from left, Dan Klith, Nick Morris, Andrew Stewart, Sara Murphy, Kerrie Luginbill, Jon Land, Stacy Baumgarn and Bob Seymour).





The vision of the Satellite has been to promote member engagement and acts of service within the community while providing the flexibility for business professionals' schedules. The Satellite's meetings are limited to one hour, scheduled after work in the early evening and excludes the cost of a lunch. This makes it a more viable option for young professionals and those with careers that do not allow for a regular lunch meeting or as much time commitment.

Rather than attempt to form a variety of committees that already exist in the sponsor club, the Fort Collins Satellite has formed a small but mighty community service committee that focuses on securing quarterly hands-on local service work. Since the formation of our Satellite, we've painted fences, planted flowers, helped clean the insides of buildings for local non-profits and we've participated as volunteers at the Peach Festival among other quad club events.

In 2015, the Fort Collins Satellite created a partnership with the Larimer County Workforce Center in order to donate a reliable vehicle to a community member in need – the hope being to turn the donation into an annual program. The first vehicle (2015), donated to the Satellite by Cutting Edge Automotive, a local used car dealership in Fort Collins, was provided to Andy, a single father of three boys attending CSU to earn his Electrical Engineering degree. The second vehicle (2016), donated again by Cutting Edge Automotive to the Satellite, was donated to Alexis, a single mother and dedicated nursing student. In 2016, the Satellite also secured one year of free service to the donated vehicle from Poudre Sports Car and we hope to continue to expand on our donation each year!

In 2016, the Satellite held its first flagship fundraiser – BBBrew for Hope, a KCBS sanctioned BBQ competition and fundraiser for ChildSafe Colorado. The event, held at Snowbank Brewery in September, raised just under \$10,000 for ChildSafe thanks to the work of the Satellite members, the local community sponsors and event attendees (which exceeded 150!). The event was a lot of work for our small group, but well worth it in the end. We received nothing but great feedback and have set our date for 2017 – September 16th location TBD.