

## CORPORATE MEMBERSHIP: MAKING THE OFFER

Use this resource to start the conversation about corporate membership with leaders of local businesses and corporations to explain the advantages of a Rotary membership. You can edit the template and send it, or use it for talking points when meeting with business leaders face to face.

Before approaching business leaders about the corporate membership, consider the following tips:

- Assess whether your club is diverse and appealing to local professionals. Make changes within your club first to ensure it's attractive to your local business leaders.
- Be sure your club members are open to including corporate members and that your club will make them feel welcome.
- Leverage the connections you have to present the opportunity to the right person.
- Research the business or organization's values and culture before approaching them so you can better appeal to them.
- Develop a corporate membership pricing model that may be mutually beneficial to the organization and your club.
- Decide which model you will use and complete your own dues table in the template with amounts that work for your club.

For a comparison of the two models presented below and more information about corporate membership, see the *Guide to Corporate Membership* on [Rotary.org/flexibility](https://www.rotary.org/en/rotary-club-flexibility).

**SAMPLE DUES STRUCTURE FOR MODEL A** (In which only the primary member is assessed dues and reported to Rotary International as an active member):

Corporate Dues*	Cost
Primary member	\$1,250.00
Alternate member 1	
Alternate member 2	
Alternate member 3	
Total annual cost	\$1,250.00

\*For the 20XX-XX fiscal year

**SAMPLE DUES STRUCTURE FOR MODEL B** (In which the club assesses a flat rate for a certain number of corporate members):

Corporate Dues*	For Two (2) Corporate Members	For Three (3) Corporate Members	For Four (4) Corporate Members
Annual cost for organization	\$1,450.00	\$1,600.00	\$1,775.00
Average cost per member	\$712.50	\$533.33	\$443.75

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**\*For the 20XX-XX fiscal year**

**Sample pricing breakdown for Model B:**

Corporate Dues*	Option 1	Option 2	Option 3
Primary member	\$1,250.00	\$1,250.00	\$1,250.00
Alternate member 1	\$175.00	\$175.00	\$175.00
Alternate member 2		\$175.00	\$175.00
Alternate member 3			\$175.00
Total annual cost for organization	\$1,425.00	\$1,600.00	\$1,775.00
Average cost per member	\$712.50	\$533.33	\$443.75

The Rotary Club of Blue Ridge invites \_\_\_\_\_ to participate in a new opportunity for club membership. Corporate memberships give local businesses, nonprofits, government entities, and corporations the chance to give back to the community while developing their employees' personal and professional skills through Rotary.

At many businesses, the CEO and other top executives will want to add Rotary membership to their resumes because they recognize Rotary's reputation for combining business networking with community service. A corporate membership will allow your busy executives the chance to learn about the needs of their community so they can serve it well, while experiencing the personal satisfaction of knowing they're helping others.

Younger professionals will enjoy the flexibility of our corporate membership, which is more affordable and requires a smaller time commitment. Membership in Rotary provides young executives invaluable opportunities for taking on leadership roles while providing networking opportunities and mentoring. By offering the perk of Rotary membership, you show young executives that your business cares about their personal and professional growth.

## How corporate memberships work

As many as 3 employees can join together as members of Rotary. One will be considered the primary member, while the others will act as alternates with the option of attending meetings either for themselves or on behalf of the primary member.

Although the business entity isn't a Rotary member, it typically pays the dues for its employees' Rotary membership and may be eligible for a tax deduction where permissible by law. The dues for alternate members are significantly discounted.

Here are some other advantages of corporate membership:

- **Flexible schedule.** Any of the members who joined together can attend a meeting — or all are welcome at the same meeting — adding tremendous flexibility and reducing the time commitment of any one member.
- **Cost savings.** The price of membership is a fraction of the cost compared to all the executives paying the full membership dues.
- **Community awareness.** Executives can meet and socialize with other business leaders in the club, expanding their understanding of the community's needs and wants, and get an insight into how businesses are addressing common concerns.
- **Global connections.** Members of Rotary have instant access to our global network of 1.2 million members in 35,000 clubs around the world. Wherever you're traveling, there's likely a Rotary club with local business and community leaders who will welcome you.
- **Networking opportunities.** Through Rotary, business leaders can make important contacts that can result in profitable business ventures in the future.
- **Commitment to service.** Employees of the business recognize and appreciate the company's commitment to serving others. Even if employees don't join the Rotary club, service becomes part of the corporate culture.
- **One-stop source.** Rotary is a productive use of an executive's time. Instead of joining a variety of boards, each with their own unique focus, time commitment, and cost, Rotary is a comprehensive source where members can learn about many of the social issues and concerns in the community.
- **Personal satisfaction.** Members experience the gratification of knowing that they're helping people who may not have the means to help themselves.

### . Join us

The Rotary Club of Blue Ridge meets on Tuesday at Inola. Join us as our guest to see if an individual or corporate membership is right for you. Or contact our membership chair, Jackie Self at [jackie@premiercpaservices.com](mailto:jackie@premiercpaservices.com) or 706 632-7850.