

So what exactly is a young professional, or a “YP?” While there is no absolute definition, they’re typically 25ish to 40ish years old, very educated and capable with a multitude of competing interests from careers to families to a huge array of options for civic engagement. Many are already Rotaractors or Rotarians looking for a way to make an impact, and even more are not yet in Rotary because they don’t understand the value proposition or don’t connect with Rotary’s image.



YPs are looking for value, relevance, inclusiveness, and energy. They want their Rotary experience to be flexible and family-friendly with a tangible community connection. And they’re interested in Rotary as a way to grow professionally, foster friendships, experience opportunities for leadership, and change the world through hands-on service.

### IDEAS FOR YP ENGAGEMENT

#### Assess

- Evaluate your club’s activities and traditions. Talk to YPs in your club and find out what they view as **relevant**. Watch out for fines and singing!
- Do you have local YP groups in your **community** (like your local Chamber of Commerce)? What are they doing to attract YPs?
- Survey your community. Does your club’s **diversity** resemble the makeup of your community’s business and civic leaders?
- Is your club **inviting** to new and younger members? “Unlock” your tables and make them feel welcome.

#### Connect

- Make sure your club has a **fresh** and **engaging** digital presence.
- **Search** for Rotary Alumni in your community by going to LinkedIn and other online sources.
- **Include** local Rotaractors and other community YP groups in your club’s activities and service projects.

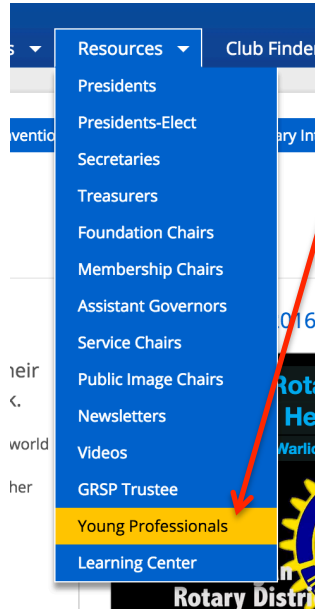
#### Take Action!

- **Rethink** your meetings! Hold a social function, family event, or service project in place of a regular meeting.
- Create a YP committee and make sure a YP is tasked with leading it. Give YPs a chance to **lead** your club’s activities.
- Evaluate your dues structure. Are your dues **affordable**? Consider YP sponsorships or tiered dues structures.
- Establish a club **mentoring** plan for younger members or even reach out to other local YP groups. Use your club’s wealth of established leaders!
- Get involved in a community service project! YPs **value** the time they provide performing acts of service as much as they do their money.

**Want more ideas? Flip the page!**

## Additional YP Resources

Check out some of the below items and use them to start a conversation, try something new in your club, or just learn more about YPs and Rotary.



- Go to “Resources” on [www.rotary6900.org](http://www.rotary6900.org) and follow the Young Professionals link to find:
  - A digital copy of this form
  - YP summit reports
  - Videos and media
  - Use the district website to submit your own ideas and success stories!
- Visit the Rethink Rotary blog at <http://rethinkrotary.com/>
- Check out Rollin’ With Rotary on Facebook for an example of a low-cost, high-impact project spearheaded by four 2014 Chicago YP alumni under the leadership of RID Jennifer Jones at <https://www.facebook.com/RollinWithRotary/>
- At [www.rotary.org](http://www.rotary.org), explore the following:
  - **YOUNG ROTARY LEADERS EXCHANGE IDEAS AT TWO-DAY SUMMIT** at <http://bit.ly/1nbc1vb>
  - **PROMOTING MEMBERSHIP WITH NEW IDEAS, EVEN SOME THAT CHALLENGE TRADITION** at <http://bit.ly/1OHKZIH>
  - **YOUNG PROFESSIONALS BRING THEIR VISION OF ROTARY TO THE TABLE** at <http://bit.ly/1p0tG8O>
  - **What young professionals are looking for in Rotary** at <http://bit.ly/1xYhRVI>

“Rotary is something you ***do***,  
not something you join!”

Adam Barth

For more information or to get involved, contact District 6900 YP Chair Ryan Clements at [ryan.clements@acicms.com](mailto:ryan.clements@acicms.com) or (706) 662-8241