

RELEVANCE: Members with different backgrounds and viewpoints give clubs a broader understanding of the community, its problems, and possible solutions.

Learning objectives

At the end of this session, participants should be able to help clubs:

- Identify the major professions and demographics in their community
- Understand how to use Rotary's classification and member diversity assessment tools to broaden their club's membership

Speaking points

- Bringing together people of action from different industries, ethnicities, ages, genders, and cultures will boost your club's capacity to serve locally and globally.
- Strive to have members who offer diverse skills, talents, experiences and perspectives.
- Using Rotary's member diversity and classification assessment tools can help you:
 - Grow and diversify your club.
 - Identify unrepresented professions and groups in your club and best use your members' expertise and skills.
 - Build members' awareness and support for increasing club diversity.
- Consider having the club membership committee or a group of members conduct the assessments, study the results, and act on the findings.

Discussion Questions

- What are the benefits of a professionally diverse club? A club with members who have unique perspectives and experiences?
- Think of the clubs in your district. Which demographics or professions are missing?
- Do your clubs' leaders reflect the diversity that would be expected based on its members?
- What are some professions that aren't represented in your district's clubs?
- How can your members' expertise and skills benefit the club and community?

Suggested Activity: Diversifying Your Club

Divide participants into groups and give them copies of the *Diversifying Your Club: A Member Diversity Assessment* for reference. Ask participants to use one of their district's club's gender and age trends from Rotary Club Central when discussing the questions below.

List these questions on a flip chart, slide, or whiteboard for each group to discuss:

- What is one activity or project this club has successfully conducted because its members have diverse skills?
- How well does the club represent your community's professionals, gender, age, ethnicity, and culture?
- What goals would you like the club to have based on the demographics that the club is missing?

Ask each group to share its responses. Encourage participants to use the goals they identified to increase diversity in their clubs.

Resources

[Diversifying Your Club: A Member Diversity Assessment](#)

[Representing Your Community's Professions: A Classification Assessment](#)