

From: [RIPilotPrograms](#) **To:** ["centrc.yen@msa.hinet.net"](mailto:centrc.yen@msa.hinet.net)

Sent: Wed,01 Jun 2011 09:10:17 Asia/Taipei

Subject: Rotary International Pilot Programs 2011-2014

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ROTARY INTERNATIONAL

31 May 2011

Dear Rotary Club **Changhwa Central** President and President-Elect,

I would like to congratulate you for being selected to participate in the **Associate Member** pilot program beginning **1 July 2011**. This is an exciting opportunity for your club to experiment with some new approaches, techniques and methods of operating.

In support of the RI Strategic Plan goal to *'foster club innovation and flexibility'* the Board authorized these pilots to evaluate and measure the impact alternative membership types and club operations have on member activities and engagement, membership growth and retention, improved member diversity, increased community and international service, increased support of The Rotary Foundation, and overall club effectiveness.

We received over thirteen hundred (1300) applications, with a maximum of 200 clubs being able to participate in each pilot. As with all pilot programs, we strive to gain an equitable representation from all Rotary countries and geographical regions, and RI's thirty-four (34) zones.

Over the next few weeks you will be receiving some additional information for on-going processing, data management and reporting requirements. If you have any specific questions or comments please send an **email to ripilotprograms@rotary.org**.

To maintain relevance to prospective as well as current members, it is important that RI continue to explore new ways for member engagement and club operations. We look forward to working with you over the next several years as we experiment with some different alternatives.

Good luck in your efforts over these next few years and thank you for agreeing to be a part of this exciting new opportunity.

Sincerely,

Ed Futa

General Secretary, Rotary International

cc: RI Director, RI Director-elect

District Governor, District Governor-elect