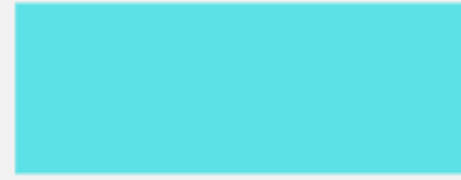


GENERATIONS

Alpha
(Born 2013-2025)



Gen Z
(Born 1997-2012)



Millennials (Gen Y)
(Born 1981-1996)



Gen X
(Born 1965-1980)



Boomers
(Born 1946-1964)



Silent
(Born 1928-1945)

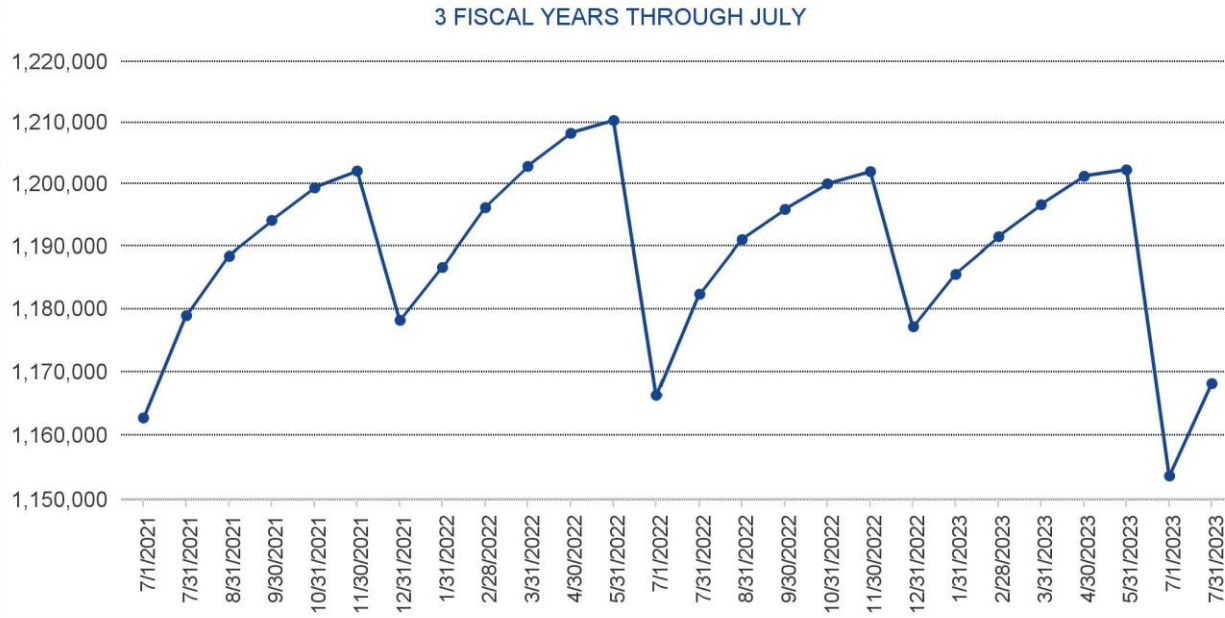


Generation	Silent or Traditional	Baby Boomers	Generation X	Generation Y or Millennials	Generation Z
TV & Movies	Gone with the Wind Clark Gable Advent of TV	Easy Rider The Graduate Color TV	ET Hey Hey It's Saturday MTV	Titanic Reality TV Pay TV	Avatar 3D Movies Smart TV
Popular Culture	Flair Jeans Roller Skates Mickey Mouse	Roller Blades Mini Skirts Barbie Frisbees	Body piercing Hyper color Torn Jeans	Baseball Capps Men's Cosmetics Havaianas (flip-flops)	Skinny jeans V-necks RioSticks
Purchase Influences	Brand emergence Telling	Brand Loyal Authorities	Brand switches Experts	No Brand Loyalty Friends	Brand evangelism Trends
Social Markers & Events	Great Depression Communism World War II	Neil Armstrong Vietnam War Cyclone Tracy	Challenger Explosion Haley Comet Stock Market Crash Berlin Wall	Columbine Shooting New Millennium 9/11	Irag/Afghanistan War Asian Tsunami Wiki Leaks Arab Spring
Financial Values	Long-term Saving Cash No Credit	Long-term needs Cash Credit	Medium-term Goals Credit savvy Life-stage debt	Sort term wants Credit dependent Life-style debt	Impulse purchases E-Stores Life-long debt
Music	Jazz Swing Glen Miller Frank Sinatra	Elvis Beatles Rolling Stones Johnny O'Keefe	INXS Nirvana Madonna Midnight Oil	Eminem Britney Spears Puff Daddy Jennifer Lopez	Kanye West Rhianna Justin Bieber Taylor Swift

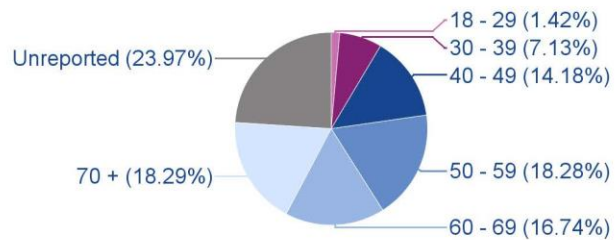
Generation	Silent/Traditional	Baby Boomers	Gen X	Gen Y	Gen Z
How do you like to communicate?					
How do you like to get together with others?					
How do you like to volunteer?					
How do you like to lead and work with others?					
What is your planning horizon?					
How do you like to contribute?					
What type of recognition is meaningful to you?					
WHY is Rotary relevant and valuable to you?					

Rotary MEMBERSHIP DASHBOARD WORLDWIDE JULY 2023-24

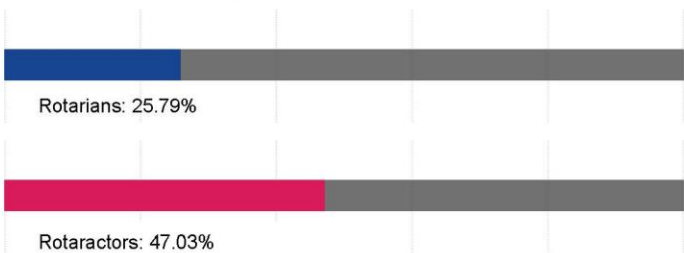
Worldwide	1-Jul-2023	31-Jul-2023	Net Change from 1-Jul-2023 to 31-Jul-2023	Net Change from 31-Jul-2022 to 31-Jul-2023
Rotary Clubs	36,860	36,904	44	(16)
Rotarians	1,153,717	1,168,171	14,454	(14,174)
Rotaract Clubs	11,191	11,195	4	(178)
Rotaractors	164,416	164,422	6	(44,492)



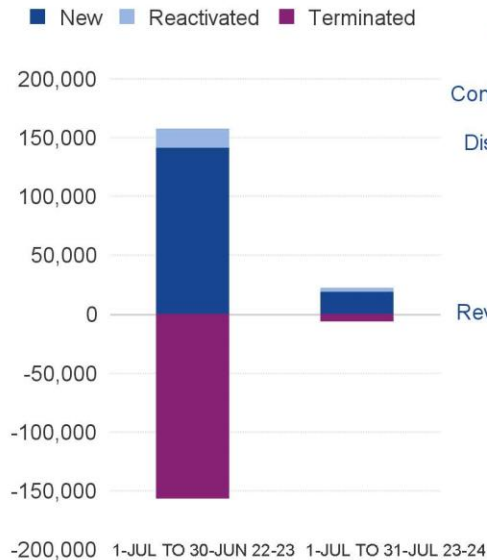
ROTARIAN AGE DISTRIBUTION AS OF 31-JUL-2023



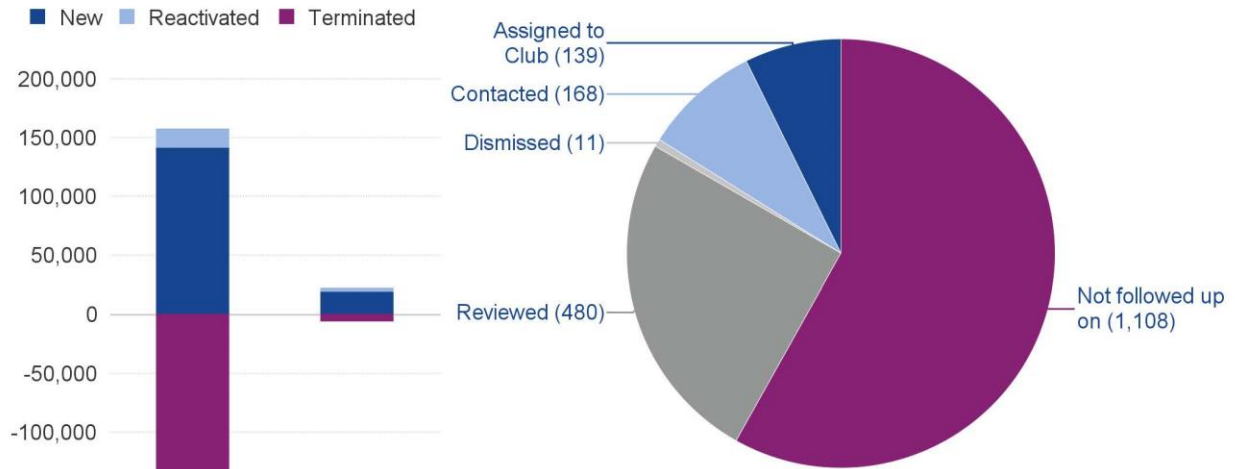
WOMEN IN ROTARY AS OF 31-JUL-2023



MEMBERSHIP GAINS AND LOSSES



LEAD PROGRESS FROM 1-JUL-2023 TO 31-JUL-2023



Implications for Leadership in Rotary

Why do we care?

- What is the generational makeup of your Rotary club? How is that makeup different or similar to the peer group in your professional role?
- What are the challenges you have experienced in bringing multiple generations together in Rotary?

What solutions have you discovered for these challenges?

- What are the advantages you have experienced in bringing multiple generations together in Rotary?

Implications for Leadership in Rotary

- **What actions can we take to increase multigenerational groups and the benefits in Rotary?**
- Why is it important that we include younger generations who may be involved in RYE, Interact, RLYA and bring Youth Voice to Rotary? How do we do this?