

# HOW TO START A ROTARACT CLUB!

Getting involved in Rotaract can be a fun, impactful, and transformational experience for more than just young leaders in your community — it will inspire and engage your Rotary club members, too!

1. **Familiarize yourself on all things Rotaract.** A great place to start is by reading the [Rotaract Handbook](#). Deepen your knowledge with the [Policy Related to Rotaract](#).
2. **Gather a team.** Bring together a group of Rotarians and community members committed to supporting your new Rotaract club.
3. **Know your audience.** Assess the makeup of your community and determine if you will start a university or community-based Rotaract club. Rotary's [Engaging Younger Professionals Toolkit](#) helps clubs understand this demographic, create a vibrant club culture, and communicate Rotary's value.
4. **Strategize to attract your audience.** Determine a target audience and identify the locations and opportunities to promote the formation of a new Rotaract club. Schedule a kickoff event that will appeal most to your target audience to introduce potential members to Rotaract, such as a happy hour, service project, info session, or your own creative invention.
5. **Create and share promotional materials.** Solidify your value proposition and clearly articulate benefits of joining your Rotaract club in promotional materials. Use Rotary's [Brand Center](#) to create digital and print resources and share Rotaract [videos](#) on social media.
6. **Host your kickoff event.** Engage all attendees and talk to them about why they came and how they are interested in changing their community or growing as a leader—make sure to get their contact information.
7. **Follow up with attendees.** Personally invite them to the first Rotaract club meeting.
8. **Support the first few months of Rotaract club meetings.** Your team should assist in the early stages of the Rotaract club by helping set up the club administration. Advise on adopting the [Standard Rotaract Club Constitution](#) and [Recommended Bylaws](#), organizing officer elections, selecting meeting locations, and arranging an initial service project.
9. **Certify the club.** Submit the [Rotaract certification form](#) along with the one-time US\$50 certification fee to Rotary International to officially recognize that your Rotary club will be sponsoring a new Rotaract club.
10. **Stay connected.** Plan to regularly attend the Rotaract club's meetings and events and invite the Rotaract club to collaborate with your Rotary club in your activities and events. Share the success of your Rotaract club with Rotary International at [rotaract@rotary.org](mailto:rotaract@rotary.org).