**Summary of findings for CHNR Member Survey**

Following up on the November 2022 Visioning session, fifty-one of seventy-five active and honorary members (close to 75%) of Carlsbad Hi-Noon Rotary Club responded to one-on-one interviews with the Club’s board members during May, June, and July. Nine questions were asked to seek input on what members liked about Rotary and Carlsbad Hi-Noon Rotary; what they found meaningful and worthwhile about Rotary and their Club; thoughts on membership acquisition and retention opportunities; location, structure, and cost of Club meetings; opportunities to develop meaningful partnerships for greater community impact; revenue opportunities and other thoughts to share with the board.

**Findings**

1. *Opinions on options that may change where/how we meet and format of meetings (Day and Location)*. 35 of 51 commented:

* 13 open to change
* 13 neutral to change.
* 9 opposed to change.

1. *Is lunch cost a barrier to your club participation?*

* 27 – No
* 10 - Neutral
* 2 - Yes

1. *What is Meaningful and worthwhile about Rotary in general?*

* Work being done to benefit communities.
* Fellowship, Like-Minded and Service-oriented people
* Notion of Service above Self and Four-Way test
* Sense of purpose
* Good programs, comradery, generosity, ability to do something special.
* Club is a service organization.
* Work done around the world.
* Community participation
* Opportunity to do good in the community.
* Friendships, opportunities for service and for learning

*4*. *What is Meaningful and worthwhile about CHNR in particular?*

Club Service

Programs: Quality matters. High interest in community and local business. Some interest in local non-profits. Some interest in programs with regional, national, and international topics

Socials: High ratings for Happy Hours, Dine-a-Rounds, Lunch/Lush and Learns

Community Service

Most often mentioned: Bikes for Girls/Boys, Rotarians at Work Projects, Jefferson School support, Senior Meals, Food Bank, Brother Benno’s, Community Projects

International Service

Top mentioned: Mexico House and Water Project.

Youth Services

Most often mentioned: AVID, What Grownups do for Work, Middle and High School Engagement, Scholarships

Fundraisers

**Oktoberfest and Scholarship Raffle**

* Oktoberfest: Positive; however, ROI concerns from several given amount of work.
* Scholarship Raffle: Well- received and supported. See value of it.

1. *Constructive Comments on topic of:*

* Revenue Generation
  + The Golden Envelope for Club Foundation
  + Increase recognition of donors to both Club and RI Foundations to encourage more giving.
  + Be more transparent to club members about club finances.
  + Partner on additional fundraisers with evening club and/or community partner
  + Raffle
  + Need for change and a dramatic shift in thinking. Need to understand we need to do things differently to move forward.
* *Membership, Engagement and Retention*
  + Usefireside chats and assigned mentors to educate and engage.
  + We should be able to attract because we have so much to offer.
  + Need projects that will include families with young children to help introduce them to service.
  + People need to feel part of the club through social and project engagement.
  + Appreciation for building new relationships through dine-arounds.
  + Corporate memberships are good.
  + There are opportunities for everyone – hands-on, hands-off, time, and treasure.
  + Provide an annual calendar of things members can support and/or participate in
  + Engagement and communications are critical. Recommend periodic outreach to those not involved with an invitation.
  + Gently create a sense of obligation.
  + Need diversity and sensitivity training.
  + Utilize the expertise/knowledge of older members and district leaders to help navigate membership, district, and international engagement.
* *Number of Projects*
  + Decide about what to continue – don’t have to do everything.
  + May need to reduce the number of projects.
  + Have too many activities
  + Don’t have enough hands-on, action-type community events and projects.
  + Prioritize projects that board wants to support and get involved in
  + Comradery keeps Rotary doing what it’s doing. Lots of people traveling – do we need to do less?
  + Who determines what we’ll be supporting and participating in?

*General observations*:

* Members appreciated and were receptive to being surveyed 1:1.
* Members care about the club and its future – the majority are willing to change.
* Transparency of finances, board, and committee decisions would be appreciated.
* Diversity is good (of members, projects, and activities)
* Clear communication is needed with members regarding the menu of opportunities and annual priorities.
* Mentorship, fireside chats, and member check-ins essential for engagement/retention
* Need to elevate the importance of support for Club Foundation to generate revenue.
* Although rarely mentioned in comments, providing education/awareness of district and global projects could generate more interest in the work of Rotary International and its Foundation.
* The older members no longer able to participate in hands-on projects are underutilized and could feel more engaged by asking them for advice (board advisors?) who can also provide historical knowledge of the club and financial resources.
* Younger members are looking for hands-on projects that may include family members.