

# Preparing Our Club to Grow

To sustain growth, clubs need to know why business and professional people join and why they stay. If invitees don't join or members don't stay, our club is not meeting or exceeding their expectations. To ensure our club is worth belonging to, start by answering the following questions. This will give us a starting point for improving our club.

## Evaluate Your Club by Taking This Survey

### A - First Impressions:

- 1) Are all guests and visitors greeted warmly and introduced to officers and members?  
Yes  No
- 2) Do we have a weekly greeter at the front door?  
Yes  No
- 3) Does our club keep a guest book with addresses and contact information?  
Yes  No
- 4) Is the meeting room arranged in a professional manner?  
Yes  No
- 5) Are guests and visitors introduced at the meeting?  
Yes  No
- 6) Are guests & speakers considered and treated as if potential members?  
Yes  No

### B - New Member Induction:

- 1) Does our club hold formal induction, including presentation of a member pin?  
Yes  No
- 2) Are inductees' partner and/or children invited to the induction?  
Yes  No
- 3) Are inductions "personal" so they focus on telling the club a lot about the new member?  
Yes  No
- 4) Is the new member's sponsor recognized?  
Yes  No

### C - New Member Orientation:

- 1) Are new members made to feel welcome?  
Yes  No
- 2) Does the President (or other officer) personally send welcome letters & information to new members' home address?  
Yes  No
- 3) Are new members' needs assessed for involving them in club activities?  
Yes  No
- 4) Do we explain the benefits of membership to new members?  
Yes  No
- 5) Are new members given an opportunity to do something?  
Yes  No
- 6) Do we use an objective means or practice of measuring if new members are satisfied?  
Yes  No
- 7) Has our club reviewed its "Blue Badge" requirements in the last two years?  
Yes  No

### D- Friendship, Variety and Communications:

- 1) Are our meetings typically enjoyable and educational?  
Yes  No
- 2) Does our club have regularly scheduled social events?  
Yes  No
- 3) Are inter-club events encouraged and planned?  
Yes  No

- 4) Do all members participate in club, district, and/or international events?  
Yes  No
- 5) Is a club newsletter issued on a regular basis?  
Yes  No
- 6) Is our website kept up to date (weekly or more)?  
Yes  No
- 7) Are all members "friends" on our Facebook page?  
Yes  No

### E - Program Planning and Meeting Organization:

- 1) Are the programs and speakers publicized in advance?  
Yes  No
- 2) Do members know their program responsibilities?  
Yes  No
- 3) Are member prepared to carry out their assignments?  
Yes  No
- 4) Do our meetings begin and end on time?  
Yes  No
- 5) Are members asked to fill out a club evaluation form each year?  
Yes  No
- 6) Does our club promote ongoing Rotary education? (Webinars, Conferences, etc.)  
Yes  No

### F - Membership Strength:

- 1) Does our club really want to expand and attract new members?  
Yes  No
- 2) Does our club grow each year in membership?  
Yes  No
- 3) Is our club promoted in the community?  
Yes  No
- 4) Are club meetings varied and exciting?  
Yes  No
- 5) Does our club hold a regular (quarterly) member development program?  
Yes  No

- 6) Do we explain and feature the benefits of membership to existing members?  
Yes  No
- 7) If asked by anyone, can all members explain what Rotary is?  
Yes  No
- 8) Do all guests and members feel welcome at our meetings?  
Yes  No
- 9) Does our club have a protocol for following up with members not involved in club activities?  
Yes  No
- 10) Does our club make adjustments to the needs of members to keep them in the club?  
Yes  No

### G - Our Vocations and Professions

- 1) Do all other members know your name and vocation?  
Yes  No
- 2) Do you know the name and vocation of all other members?  
Yes  No
- 3) Do you do business with fellow Rotarians?  
Yes  No
- 4) Does our club put adequate emphasis on members' professions and abilities?  
Yes  No

### H - Recognizing Accomplishments:

- 1) Does our club have recognition awards?  
Yes  No
- 2) Is a progress chart displayed and maintained for projects?  
Yes  No
- 3) Are member achievements formally recognized with ceremony?  
Yes  No
- 4) Are club leaders recognized?  
Yes  No
- 5) Are club and member achievements publicized?  
Yes  No