



## THE ROTARY LEADERSHIP INSTITUTE: MEMBERSHIP MATTERS CLUB SURVEY - DISTRICT 5060

### **Preparing Your 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, your club may not be meeting or exceeding their expectations. To ensure your club is worth belonging to, start by responding to the following statements. The collected responses provide a starting point for improving your club's future direction to attract new members and engage existing members.

For each category, space is provided for your additional comments and suggestions. If you responded to a question with "NO", please suggest how your club could turn that statement into a "YES".

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## 1. FIRST IMPRESSIONS - OUR WEEKLY MEETINGS

	YES	NO	Don't Know
1.1. Are all guests and visitors greeted warmly and introduced to officers and members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.2. Do we have a weekly greeter stationed at the front door?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.3. Does our club keep a guest book to obtain addresses and contact information?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.4. Is the meeting room arranged in a professional manner?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.5. Are guests and visitors introduced at the meetings?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1.6. Are guests and presenters considered and treated as if potential members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments and suggestions about how to enhance our club's important "first impressions".

## 2. NEW MEMBER INDUCTION

	YES	NO	Don't Know
2.1. Does our club hold formal inductions, including presentation of a membership pin?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.2. Are inductee's partner and/ or children invited to the induction ceremony?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.3. Are inductions "personalized" so they focus on telling the club about the new member?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.4. Is the new member's sponsor recognized?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments and suggestions regarding how our club's "inductions" can be improved?

## 3. NEW MEMBER ORIENTATION

	YES	NO	Don't Know
3.1. Are new members made to feel welcome in the club?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.2. Does the Club President (or other officer) personally send welcome letters and Rotary information to new members' home addresses?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.3. Are new members' needs assessed for involving them in club activities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.4. Do we explain the benefits of Rotary membership to new members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	YES	NO	Don't Know
3.5. Are new members given an opportunity to do something?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.6. Do we use objective means of measuring if new members are satisfied?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.7. Does our club utilize a Mentorship Program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about how new member orientation can be improved.

#### 4. FRIENDSHIP, VARIETY AND COMMUNICATION

	YES	NO	Don't Know
4.1. Are our meetings typically enjoyable and educational?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.2. Does our club have regularly scheduled social events?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.3. Are inter-club events encouraged and planned?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.4. Do all club members participate in club, district and/ or international events?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.5. Is the club newsletter issued on a regular basis?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.6. Is our website up to date (weekly or more)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.7. Are all members "friends" on our Facebook page?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about this topic.

## 5. PROGRAM PLANNING AND MEETING ORGANIZATION

	YES	NO	Don't Know
5.1. Are the programs and speakers publicized in advance?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.2. Do members know their program responsibilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.3. Are members prepared to carry out their assignments?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.4. Do our meetings begin and end on time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.5. Are members asked to fill out a club evaluation each year?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.6. Does our club promote ongoing Rotary education? (webinars, conferences etc.).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about this topic.

## 6. MEMBERSHIP STRENGTH

	YES	NO	Don't Know
6.1. Does our club really want to expand and attract new members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.2. Does our club grow each year in membership?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.3. Is our club promoted in the community?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.4. Are club meetings varied and exciting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	YES	NO	Don't Know
6.5. Does our club hold a regular (quarterly) member development program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.6. Do we explain and feature the benefits of membership to existing members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.7. If asked by anyone, can all members explain what what Rotary is?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.8. Do all guests and members feel welcome at our meetings?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.9. Does our club have a protocol for following up with members not involved in club activities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.10. Does our club make adjustments to the needs of members to keep them in the club?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about "Membership Strength".

## 7. OUR VOCATIONS AND PROFESSIONS

	YES	NO	Don't Know
7.1. Do all other members know my name and vocation?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.2. Do you know the name and vocation of all other members?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.3. Do you do business with fellow Rotarians?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.4. Does our club put adequate emphasis on members' professions and abilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about "Vocations and Professions".



## 8. RECOGNIZING ACCOMPLISHMENTS

	YES	NO	Don't Know
8.1. Does our club have recognition awards?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.2. Is a progress chart displayed and maintained for projects?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.3. Are members achievements formally recognized with ceremony?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.4. Are club leaders recognized?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.5. Are club and member achievements publicized?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please provide any additional comments and suggestions about "Recognizing Achievements".

**9. Do you have any additional comments or suggestions to advance Membership.**

Thank-you for taking the time to complete this survey.