

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 ☐