



EVALUATE YOUR ROTARY BRAND EXPERIENCE

The Rotary Brand Experience is part of everything we do!
The following questions are a starting point to help you better understand your club's Rotary Brand Experience and opportunities that may exist to strengthen your club.

Yes **First Impressions:**

<input type="checkbox"/>	Our club has signage with clear Rotary club identity inside and outside the meeting.
<input type="checkbox"/>	All guests are warmly welcomed and introduced to officers and members.
<input type="checkbox"/>	Our club tracks guests with contact information and has a process to follow-up.
<input type="checkbox"/>	All visitors would feel comfortable attending our meeting in this location.
<input type="checkbox"/>	Guests and speakers are considered as potential members.
<input type="checkbox"/>	Our club has a brochure that explains the benefits of membership.
<input type="checkbox"/>	Our website and social media are up-to-date, including clear Rotary identity and an easy way to contact club leadership.

Yes **New Member Orientation:**

<input type="checkbox"/>	Our club inducts new members in a personalized and meaningful way, including the "new" Rotary pin and member information.
<input type="checkbox"/>	Our club has a written mentorship plan; we assign a mentor for each new member.
<input type="checkbox"/>	New members' needs are assessed when engaging them in club activities and they are personally encouraged to do so.
<input type="checkbox"/>	We use an objective method to measure new member satisfaction.
<input type="checkbox"/>	The club president meets personally with new members to assess satisfaction and engagement.

Yes **Fellowship, Variety and Communications:**

<input type="checkbox"/>	Our meetings are relevant for both Rotarians and our guests, as well as publicized in advance.
<input type="checkbox"/>	Our club has regularly scheduled social events which may include inter-club events.
<input type="checkbox"/>	Our website and social media pages are updated regularly to include photos of Rotarians as People of Action.

Yes **Program Planning and Meeting Organization:**

<input type="checkbox"/>	Members are asked to complete a club evaluation at least each year.
<input type="checkbox"/>	Our club promotes ongoing Rotary education.
<input type="checkbox"/>	We encourage members to sit at different tables each week.



EVALUATE YOUR ROTARY BRAND EXPERIENCE

Yes	Membership Strength:
<input type="checkbox"/>	Our membership application process is well documented and readily available to all members.
<input type="checkbox"/>	Our club's net membership grows each year.
<input type="checkbox"/>	Our club has a membership retention program and our membership retention is very high.
<input type="checkbox"/>	Our long-term members stay active in the club.
<input type="checkbox"/>	Our club is promoted in the community.
<input type="checkbox"/>	New members' sponsors, spouses, partners and family members of club members are recognized and appreciated in our club.
<input type="checkbox"/>	We hold regular membership-building programs.
<input type="checkbox"/>	We have a protocol for following up with members who are not engaged in club activities or have missed several meetings in a row.
<input type="checkbox"/>	Club member needs and wants are assessed to determine future club projects and activities.
<input type="checkbox"/>	Our club is flexible to help members stay in the club.
<input type="checkbox"/>	I know the names, occupations and passions of all our club members.
<input type="checkbox"/>	Our club regularly shares the impact of The Rotary Foundation and encourages annual participation by each member

Yes	Recognizing Accomplishments:
<input type="checkbox"/>	Our club has a recognition awards program for members.
<input type="checkbox"/>	We share progress reports and impact of projects with the membership to keep all members informed.
<input type="checkbox"/>	Our members' personal, community and vocational achievements are specially recognized by the club.
<input type="checkbox"/>	Members' Rotary Foundation contributions are specially recognized by the club.
<input type="checkbox"/>	The club participates in district and Rotary recognition programs.

HOW MIGHT YOUR CLUB ADD MORE "YESES" TO YOUR LIST?