

Look in the Mirror

The “Look in the Mirror” exercise is an essential first step in a membership development program. This is aimed at having an objective look at ourselves, particularly from the eyes of outsiders. The following is a set of 20 questions we should ask ourselves under six headings.

ENTHUSIASM:

1. Why did I join Rotary?
2. Am I enjoying Rotary? Why? If not, why not?
3. Am I proud to be a member of my club?
4. Am I pleased that someone introduced me to Rotary?

APPEAL:

5. How appealing is our club to guests and visitors? What sort of impression do they get?
6. Is our club one that business and professional men and women would want to join?
7. Is our club a respected moving force in our community or just a club that meets and eats?
8. Are the regular meetings significant?
9. Do we enjoy good fellowship?
10. Do we get things done and have fun doing them?

PROFILE IN THE COMMUNITY:

11. How does our community know of our club and the work we do?
12. What are we currently doing to lift the profile of our club in the community?

ATTITUDE:

13. Have I personally introduced a new member into Rotary? Recently?
14. Why do we need to look for new members?
15. Whose responsibility is it to introduce new members?

PROCEDURES:

16. How do we as a club currently recruit new members?
17. What is the procedure in our club for processing prospective members from source through to induction?

RETENTION & ASSIMILATION:

18. Has our club lost new members early? Why did this happen?
19. What process/program do we have in our club for assimilating new members?
20. Do we adequately involve new members in club activities and make them feel welcome?

At the conclusion of the exercise, if the answers to the majority of the questions are positive, then a well thought out recruitment program/plan is likely to succeed.

However, if the majority of answers are negative, then any recruitment program/plan is probably doomed to fail. **In that case, your first priority is to actively work to get your club in shape before you can hope to make much progress in attracting new members.**

Where and how do we start to get our clubs in shape? The primary responsibility lies with the club leadership team. Begin with an in-depth examination of your club’s governance and procedures. Do not hesitate to restructure your club to meet the needs of today’s business and professional people – men and women, young and old.