



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, the club is not meeting or exceeding their needs. To ensure your club is worth belonging to, start by answering the following questions. This will give you a starting point for improving your club.

Evaluate Your Club by Taking This Survey

First Impressions:	New Member Orientation:
1. Are all guest greeted warmly and introduced to officers and members? Yes or No	1. Does your club hold formal induction, including presentation of a membership pin and manual? Yes or No
2. Do you have weekly greeter at the front door? Yes or No	2. Does your club assign a mentor for each new member? Yes or No
3. Does your club keep a guest book with addresses and contact information? Yes or No	3. Are educational programs discussed with new members? Yes or No
4. Is the meeting room arranged in a professional manner? Yes or No	4. Are the new member's needs assessed for engaging them in club activities? Yes or No
5. Would professional people want to meet in your room? Yes or No	5. Do you use an objective means of measuring if a new member is satisfied with their membership in your club? Yes or No
6. Does the arrangement meet the speaker's needs? Yes or No	6. Are the new members given an opportunity to get involved in all aspects of the club activities? Yes or No
7. Are guest invited to introduce themselves to the group? Yes or No	7. Has your club updated your Blue Badge requirements in the last two years? Yes or No
8. Are guests & speakers considered as potential members? Yes or No	8. Do you explain the benefits of membership to your new members? Yes or No
9. Do you explain the benefits of membership to potential members? Yes or No	



Fellowship, Variety, and Communications:	7. Are members asked to fill out a club evaluation form each year? Yes or No
1. Are guests greeted warmly and made to feel welcome? Yes or No	8. Does your club promote ongoing Rotary education? Yes or No
2. Are enjoyable and educational meetings planned? Yes or No	9. Do you ask your members to sit at different tables each week? Yes or No
3. Does your club have regularly scheduled social event? Yes or No	10. Do you know your club's membership retention percentage for the last two years? Yes or No
4. Do all members participate in club, district and international events? Yes or No	Membership Strength
5. Are inter club events encouraged and planned? Yes or No.	1. Does your club really want to expand and attract new members? Yes or No
6. Is your club newsletter issued on a regular basis? Yes or No.	2. Does your club grow each year in membership? Yes or No
7. Is your website kept up to date (weekly or more) Yes or No	3. Does your club have good retention (91%) or above? 1. Yes or No
Program Planning and Meeting Organization	4. Is your club promoted in the community? Yes or No
1. Are the meeting programs, agenda, and speakers publicized in advance? Yes or No	5. Are club meetings carried and exciting? Yes or No
2. Do members know program responsibilities? Yes or No	6. Are new member sponsors recognized? Yes or No
3. Are they prepared to carry out all assignments? Yes or No	7. Does your club hold a regular membership-building program? Yes or No
4. Do Meetings begin and end on time? Yes or No	8. Do you explain and feature the benefits of membership to your existing members? Yes or No
5. Are table topics creative and entertaining? Yes or No	9. Does your club have a Membership Retention Program? Yes or No
6. Are evaluations given in a positive and helpful way? Yes or No	10. Does your club have a protocol for following up with members who are not engaged in club activities? Yes or No



Membership Strength	Recognizing Accomplishments
11. Does your club make adjustments to the needs of members to keep them in the club? Yes or No	1. Does your club have recognition awards? Yes or No
	2. Is a progress chart displayed and maintained for projects? Yes or No
	3. Are member achievements formally recognized with ceremony? Yes or No
	4. Are club leaders recognized? Yes or No
	5. Are club and member achievements publicized? Yes or No

Congratulations to all clubs that were able to answer “YES” to all these questions. Your club is ready to grow. We encourage those clubs that had “No” answers to look into how the club may change those to “YES” answers.