Preparing Your Club To Grow

One of the challenges of club membership growth is our old fashion ways of integrating new members into our clubs. Many of our clubs have been using the same methods and procedures for so many years. If our clubs are going to sustain growth we need to identify the reasons why business and professional people join. Our clubs often try to mold new members into what we expect them to be, but business and professional people are looking to make a difference (not be molded). They are looking for self-satisfaction and the ability to use their knowledge and skills to enhance your club. So how are you going to give them the opportunity? Here are a few thoughts that may help you prepare your club for growth.

Do your members look forward to your next Rotary meeting? Are most of your guests joining your club? If you answer to either question is “no”, it’s time to find out why.

Every club gains new members now and then. But do those members stay? If not, why not? If new members generally don’t stay with a club, the club is not meeting their needs. For sustained membership growth, make your club worth belonging to! Start by evaluating your club by using the following questions. After the inventory is completed you have a benchmark – a starting point for club improvement in every factor needed to sustain growth.

**Club Membership Evaluation Survey**

*This is a Word fillable document you can open and complete using either Word or Open Office software (it will not work in any other program). Simply place your curser on the* *so it is highlighted and then start typing. The box will disappear and you can enter your text. For the “Yes and No” answers put a capital “X: in the appropriate box. For the last question in each section, do the same thing, only this time enter your full text responses. Be thorough and type as much as you want as the box will expand to accept all of your response.*

**First Impressions:**

1. Are all guests greeted warmly and introduced to club officers and members? **Yes  No**
2. Do you have a weekly greeter at the front door? **Yes  No**
3. Does your 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. Would professional people want to meet in your room? **Yes  No**
6. Do the arrangements meet speakers’ needs? **Yes  No**
7. Are guests invited to introduce themselves to the group? **Yes  No**
8. Are guests & speakers considered as potential members? **Yes  No**
9. Do you explain the benefits of membership to potential members? **Yes  No**
10. Which action steps will you recommend to your club to improve **First Impressions**? **Please respond in detail.**

**New Member Orientation:**

1. Does your club hold formal induction, including presentation of a membership pin and welcome kit? **Yes  No**
2. Does your club assign a mentor to each new member? **Yes  No**
3. Are educational programs discussed with new members? **Yes  No**
4. Are new members’ needs assessed for engaging them in club activities? **Yes  No**
5. Do you use an objective means of measuring if new members are satisfied with their membership in your club? **Yes  No**
6. Are new members given an opportunity to get involved in all aspects of the club activities?   
   **Yes  No**
7. Has your club updated the Blue Badge (or equivalent orientation program) requirements in the last two years? **Yes  No**
8. Do you explain the benefits of membership to your new members? **Yes  No**
9. Which action steps will you recommend to your club to improve **New Member Orientation**? **Please respond in detail**

**Fellowship, Variety and Communications:**

1. Are guests greeted warmly and made to feel welcome? **Yes  No**
2. Are enjoyable and educational meetings planned? **Yes  No**
3. Does your club have regularly scheduled social events? **Yes  No**
4. Do all members participate in club, district and international events? **Yes  No**
5. Are inter-club events encouraged and planned? **Yes  No**
6. Is your club newsletter issued on a regular basis? **Yes  No**
7. Is your website kept up to date (weekly or more)? **Yes  No**
8. Which action steps will you recommend to your club to improve **Fellowship, Variety and Communications**? **Please respond in detail**

**Program Planning and Meeting Organization:**

1. Are the meeting programs, agenda and speakers publicized in advance? **Yes  No**
2. Do members know program responsibilities? **Yes  No**
3. Are they prepared to carry out all assignments? **Yes  No**
4. Do meetings begin and end on time? **Yes  No**
5. Are table topics creative and entertaining? **Yes  No**
6. Are evaluations given in a positive and helpful way? **Yes  No**
7. Are members asked to fill out a club evaluation form each year? **Yes  No**
8. Does your club promote ongoing Rotary education? **Yes  No**
9. Do you ask your members to sit at different tables each week? **Yes  No**
10. Do you know your club’s membership retention percentage for the last two years? **Yes  No**
11. Which action steps will you recommend to your club to improve **Program, Planning & Meeting Organization?** **Please respond in detail**

**Membership Strength:**

1. Does your club really want to expand and attract new members? **Yes  No**
2. Does your club grow each year in membership? **Yes  No**
3. Does you club have good retention (91% or above)? **Yes  No**
4. Is your club promoted in the community? **Yes  No v**
5. Are club meetings varied and interesting? **Yes  No**
6. Are new member sponsors recognized? **Yes  No**
7. Does your club hold a regular membership-building program? **Yes  No**
8. Do you explain and feature the benefits of membership to your existing members? **Yes  No**
9. Does your club have a Membership Retention Program? **Yes  No**
10. Does your club have a process for following up with members who are not engaged in club activities? **Yes  No**
11. Does your club make adjustments to the needs of members to keep them in the club? **Yes  No**
12. Which action steps will you recommend to your club to improve **Membership Strength?** **Please respond in detail**

**Recognizing Accomplishments:**

1. Does your 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**
6. Which action steps will you recommend to your club to improve **Recognizing Accomplishments?** **Please respond in detail**

***If you were able to answer “YES” to all of these questions, CONGRATULATIONS! Your club is ready to grow. If your club had “No” answers you are encouraged to take your recommendations for improvement to your club board of directors for action!***