



Reflections on self-assessment

RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By IPDG Kevin Crosby, District Membership Director

When was the last time you looked in the mirror?

Not you, personally. When was the last time **your Rotary club** looked in the mirror?

I'm pretty sure that each member of your club has a unique impression of the "personality" of your club, its strengths and weaknesses, and the extent to which your club is meeting the needs and expectations of its members.

In Rotary, the concept of "membership development" has two equally important components: (1) retaining the members you have by making sure they are getting what they want or need out of Rotary; and (2) attracting new members in order to infuse new ideas, new energy, new labor for projects, and to provide new leadership eventually.

How many of your members are satisfied with all aspects of your club? How many are wondering if they want to continue as members of your club in light of other priorities in their lives? How many of your members would be much happier if certain policies or practices in the club would change?

These are difficult questions but they're important. If you want to retain your members over time, you need to look in the mirror periodically and examine what your members are thinking about your club.

A handy-dandy club mirror that is *free* and easy to use!

Our district has a deal you shouldn't resist. If you contact our district's beloved Executive Secretary, Pene Hutton (phutton@netsync.net) she

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will set you up with a link to a confidential online member satisfaction survey that is unique to your club. This link can be sent to the members of your club who can complete the survey anonymously. The results of the survey will be automatically tabulated and compiled into a report with lovely tables and graphs.



The survey takes less than 10 minutes to complete and covers a range of topics including: club meetings, service projects, communications, and engagement of members. It provides an opportunity for your members to rate their satisfaction with your current club practices and to write in comments.

The results of the survey should be shared and discussed with the members of your club and should lead to some valuable insights and important discussions about what your club can do to improve the satisfaction and enjoyment of your members.

Why this helps with new member recruitment.

When a prospective member first visits your club, he or she will form a vivid first-impression of the club's culture and member satisfaction. This impression may influence their decision to join or not.

If there are club policies and practices that are diminishing the enjoyment and satisfaction of your members, your prospective member may have the same reaction. Maybe the food quality or choice isn't satisfactory. Maybe the meal cost is too high. Maybe there aren't enough opportunities for hands-on volunteer work. By doing a confidential online member satisfaction survey, your members will be able to express opinions they may be reluctant express in public. (No one wants to be known as a complainer. Well, almost no one.)

Once issues have been identified and you have real data to back these up, your club can undertake the changes that will make your members happier and make your club more appealing to prospective members. It's a win-win.

Go ahead. Try it.

I encourage you to take advantage of this free service from our district. Even if you're confident that your club is running on all cylinders and all your members are tickled pink, I think your members will appreciate the recognition that you care enough about their opinions to conduct this survey – perhaps on a regular basis. You never know, you might discover something interesting!

Great Resources for Membership

There are many great resources available from RI and other sources to assist clubs with their recruitment and retention strategies. In each of these newsletters, we'll feature a few of these.

RI has created a PowerPoint presentation that you can adapt to your club or for a multi-club recruitment event. It provides a nice overview of Rotary and a great way to attract potential members who are attending any of your events. You can change the last slide to include information that is specific to your club or clubs. You can download the presentation by clicking on this link: https://www.dropbox.com/s/u7th4vgti3s8o53/discover_rotary_presentation_en.ppt?dl=0

Rotary International has produced an updated guide to Membership Resources that are available to clubs. I recommend you download this useful guide at: <https://www.dropbox.com/s/nczrd5c8r7oieg3/Membership%20Resource%20Guide%202017.docx?dl=0>

Invitation to contribute to this newsletter.

Do you have some good ideas about how clubs can develop membership? Perhaps it's something your club has had success with. Perhaps you read about something being done by another club or district. Perhaps you came up with a clever idea all on your own!

If you would like to write an article for this newsletter, please contact me. I know we have a lot of smart Rotarians in our district and I'd like this newsletter to be a platform for sharing good ideas and best practices for membership development.

Questions or Comments? Contact IPDG Kevin Crosby, 2016-17 Membership Director, at kevin@d7090.org.

