

Club Assessment Results – Top Needs per Strategic Priority

The following is a list of the overall top needs that Clubs say they would like us to support them on.

Strengthening Clubs:

Clubs would like us to support them to:-

- o Value and retain older members whilst attracting new ones.
- o Embrace change without changing things that must never change (Objects, Values, Service , Fellowship, 4WayTest).
- o Understand what turns off and on potential new members and how to change whilst retaining older ones.
- o Undertake visioning, then present club in a manner attractive to more diverse groups.

Developing Service Programs

Clubs would like us to support them to:-

- o Access community funding opportunities (public, private, NGOs, philanthropic organisations)
- o Make better use of Foundation Grants to serve community and enhance member involvement /experience
- o Work and collaborate with other clubs on grants
- o Engage schools in Youth Exchange
- o Reduce regional barriers to all youth programs (RYLA, RYPEN, Youth Exchange, Interact, Rotaract, RYDA, NYSF, SA Engineering and Science Challenge)

Enhance Public Image/Communication

Clubs would like us to support them to:-

- o Develop consistent branding through social media, website and partnering.
- o Engage local media to promote Rotary more effectively
- o Establish internal and external partnerships to improve image and promote events and projects
- o Publicise stories and articles in Rotary Newsletters, RDU and local media
