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| **THE ROTARY CLUB HEALTH CHECK:** The following list contains 66 items that experts believe are indicative of a healthy, thriving, vibrant Rotary club. As part of our Strategic planning process, would you please complete the attached survey by printing out and ticking, or typing "y" (for "yes") in the "YES" column beside each item that you believe is currently evident in our club, or in your personal Rotary experience. If you don't believe, or are not aware that they apply, just leave the relevant boxes blank.  |
| **No.** | **Health Check Item** | **YES** |
|  | **CLUB EXPERIENCE** |  |
| 1 | I look forward to attending club meetings. |  |
| 2 | Our club meeting programs are relevant, interesting, and varied. |  |
| 3 | We have a greeter who welcomes members to meetings. |  |
| 4 | Our meetings are organized and run professionally. |  |
| 5 | Members sit at different tables each week to meet and talk to different people. |  |
| 6 | Some of the members of my club are my close friends. |  |
| 7 | Members other than club leaders participate in Rotary events at the district or international level. |  |
| 8 | Most members are aware of Rotary’s progress toward polio eradication and feel proud to be a part of it. |  |
| 9 | Our members contribute to The Rotary Foundation. |   |
| 10 | We raise funds in a way that allows members to contribute what they wish. |   |
| 11 | We recognize members of the club or community at least monthly. |   |
| 12 | I have made international connections through Rotary. |   |
| 13 | Our club tries new things (activities, meeting practices and formats, service, socials, etc.) to enrich members’ experience. |   |
|  | **SERVICE AND SOCIALS** |  |
| 14 | Our club holds regular get-togethers (aside from club meetings) for socializing and networking. |   |
| 15 | Our club encourages members to bring partners, spouses, and family members to club meetings and events. |   |
| 16 | Our club offers members leadership opportunities and professional development. |   |
| 17 | Our club invites Rotaractors, Interactors, and Youth Exchange students to participate in meetings and is active in Interact and Rotaract clubs and mentors their members. |   |
| 18 | Our club sponsors a Rotaract or Interact club, sponsors or hosts a Youth Exchange student, or sponsors a RYLA participant. |   |
| 19 | We consult community leaders and community members to determine needs before choosing a project. |   |
| 20 | We visit Rotary Ideas, an online project idea starter, before choosing a new project. |   |
| 21 | Our club has a service project in progress. |   |
| 22 | All members can give input on service and social activities. |   |
| 23 | Our club service projects are aligned with Rotary’s areas of focus and Avenues of Service. |   |
| 24 | Our club has applied for or used Rotary grant funds for a service project. |   |
|  | **MEMBERS** |   |
| 25 | Our club has had a net increase in members in the past year. |   |
| 26 | Our club has had a net increase in female members in the past year. |   |
| 27 | Our club has had a net increase in members under age 40. |   |
| 28 | Our club seeks to recruit members from professions in the community that are underrepresented in the club. |   |
| 29 | Our club keeps in touch with Rotary alumni (former Rotaractors, Youth Exchange students, peace fellows, and participants of other Rotary programs). **(More items over the page >>>)** |   |
| 30 | Our club actively recruits Rotary alumni. |   |
| 31 | Our club actively recruits recently retired professionals. |   |
| 32 | Our club retains at least 90 percent of its members each year. |   |
| 33 | At least 75 percent of our club members are involved in a hands-on service project, a leadership role, or other assigned roles. |   |
| 34 | Our club has a process for soliciting feedback from members. |   |
| 35 | A designated person checks and follows up on membership leads assigned to the club. |   |
| 36 | Guests are asked to introduce themselves and are invited back. |   |
| 37 | Member benefits are explained and promoted to new and continuing members. |   |
| 38 | New members are provided with an orientation and opportunities to get involved. |   |
| 39 | Newer and seasoned members are paired for mentoring relationships. |   |
| 40 | We ask members to speak at meetings about their vocations or other topics of interest. |   |
|  | **IMAGE** |   |
| 41 | We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership. |   |
| 42 | Our club has members dedicated to public image and outreach. |   |
| 43 | Our club appeared in the local media multiple times last year. |   |
| 44 | We promote our club and Rotary through various media in the community. |   |
| 45 | Our club invites members of the media to cover our service work. |   |
| 46 | Our club materials follow Rotary’s updated branding guidelines. |   |
| 47 | We use branded materials and templates from Rotary’s Brand Centre. |   |
| 48 | We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos. |   |
| 49 | We display Rotary signs and banners at our meeting place. |   |
| 50 | Our club’s presence is known in our community. |   |
| 51 | We have a customized brochure that we give to community members and prospects. |   |
| 52 | We use Rotary Showcase to promote our finished projects. |   |
|  | **BUSINESS & OPERATIONS** |   |
| 53 | We have a strategic plan for our club that we update regularly. |   |
| 54 | We have annual goals and enter them in Rotary Club Central. |   |
| 55 | Our club has committees that support the activities and regularly report to the club board on progress toward goals. |   |
| 56 | Our club board changes what isn’t working well and updates club bylaws accordingly. |   |
| 57 | We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions. |   |
| 58 | Our club president attends PETS, and club leaders attend the district training assembly. |   |
| 59 | Members attend district events and seminars on Rotary topics that interest them. |   |
| 60 | New members are officially inducted and are presented with appropriate materials. |   |
| 61 | At least half of our club’s members have a My Rotary account. |   |
| 62 | Club officers conduct Rotary business using My Rotary or integrated club software. |   |
| 63 | Our club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds. |   |
| 64 | Our club sets and achieves fundraising goals using a variety of fundraising activities. |   |
| 65 | We ask our members to complete a member satisfaction survey each year. |   |
| 66 | We offer ongoing learning opportunities for our members. |   |