

# **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 too many years. If our clubs are going to sustain growth we need to identify the reasons the "New Generation" joins Rotary. Usually our clubs try to mold new members into what we expect them to be. The "New Generation" is looking to make a difference. 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.

## **Evaluate Your Club by Taking This Survey**

### **First Impressions:**

1. Are all guests greeted warmly and introduced to 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 the speakers needs Yes \_\_\_\_\_ No \_\_\_\_\_
7. Are guests invited to introduce themselves to the group Yes \_\_\_\_\_ No \_\_\_\_\_
8. Are all guests invited to join Yes \_\_\_\_\_ No \_\_\_\_\_
9. Do you explain the benefits of membership to potential Members Yes \_\_\_\_\_ No \_\_\_\_\_

### **New Member Orientation:**

1. Does your club hold formal induction, including presentation of a membership pin and manuals  
Yes \_\_\_\_\_ No \_\_\_\_\_
2. Does your club assign a mentor for each new member Yes \_\_\_\_\_ No \_\_\_\_\_
3. Are educational programs discussed with new members Yes \_\_\_\_\_ No \_\_\_\_\_
4. Are the new members needs assessed Yes \_\_\_\_\_ No \_\_\_\_\_
5. Do you use an objective means of measuring if a new member is satisfied with their membership in your club  
Yes \_\_\_\_\_ No \_\_\_\_\_
6. Are the new member given an opportunity to get involved in all aspects of the club activities  
Yes \_\_\_\_\_ No \_\_\_\_\_
7. Has your club updated your Blue Badge requirements in the last two years Yes \_\_\_\_\_ No \_\_\_\_\_
8. Do you explain the benefits of membership to your new members Yes \_\_\_\_\_ No \_\_\_\_\_

**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 and your website kept up to date Yes \_\_\_\_\_ No \_\_\_\_\_

**Program Planning and Meeting Organization:**

1. Are the meeting programs, agenda and speakers publicized in advance Yes \_\_\_\_\_ No \_\_\_\_\_
2. Do members know program responsibilities? Are they prepared to carry out all assignments Yes \_\_\_\_\_ No \_\_\_\_\_
3. Do Meetings begin and end on time Yes \_\_\_\_\_ No \_\_\_\_\_
4. Are table topics creative and entertaining Yes \_\_\_\_\_ No \_\_\_\_\_
5. Are evaluations given in a positive and helpful way Yes \_\_\_\_\_ No \_\_\_\_\_
6. Are members asked to fill out a club evaluation form each year Yes \_\_\_\_\_ No \_\_\_\_\_
7. Does your club promote ongoing Rotary education Yes \_\_\_\_\_ No \_\_\_\_\_
8. Do you ask your members to sit at different tables each week Yes \_\_\_\_\_ No \_\_\_\_\_
9. Do you know your club's membership retention percentage for the last two years Yes \_\_\_\_\_ No \_\_\_\_\_

**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 your club have good retention Yes \_\_\_\_\_ No \_\_\_\_\_
4. Is your attrition rate 9% or less each year Yes \_\_\_\_\_ No \_\_\_\_\_
5. Is your club promoted in the community Yes \_\_\_\_\_ No \_\_\_\_\_
6. Are club meetings varied and exciting Yes \_\_\_\_\_ No \_\_\_\_\_
7. Are new member sponsors recognized Yes \_\_\_\_\_ No \_\_\_\_\_
8. Does your club hold a regular membership-building program Yes \_\_\_\_\_ No \_\_\_\_\_
9. Do you explain and feature the benefits of membership to your exiting members Yes \_\_\_\_\_ No \_\_\_\_\_
10. Does your club have a Membership Retention Program Yes \_\_\_\_\_ No \_\_\_\_\_
11. Does your club have a protocol for following up with members who are not engaged in club activities Yes \_\_\_\_\_ No \_\_\_\_\_
12. Does your club make adjustments to the needs of members to keep them in the club Yes \_\_\_\_\_ No \_\_\_\_\_

**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 \_\_\_\_\_

**Congratulations to all clubs that were able to answer "YES" to all of these questions. Your club is ready to grow. We encourage those clubs that had "No" answers to look into how their club may change it to a "YES" answer.**