



What is Required to be a Vibrant Club?

START YOUR CLUB ON A PATH TO VIBRANCY

Vibrant clubs engage their members, conduct meaningful projects, and try new ideas.

List the new ideas your club wants to try and create a plan to increase community interest and attract more members.

As you develop your plan, use these tips and ideas, and let your club evolve:

<p>Decide what you'd like your club to be like in three to five years</p>	<p>Decide on your annual goals, and enter them into Rotary Club Central</p>
<ul style="list-style-type: none"> • Plan an annual visioning session and use the Rotary Club Health Check to identify your club's strengths and areas that need improvement. • Use the Strategic Planning Guide to set long-term goals. 	<ul style="list-style-type: none"> • Focus on something your club is good at and make it something your club is great at. • Update committees once a month on your goal progress.
<p>Hold club meetings that keep members engaged and informed</p>	<p>Communicate openly in your club</p>
<ul style="list-style-type: none"> • Conduct the Member Satisfaction Survey to find out what your members like and don't like about your club and create a plan for implementing changes. • Vary your meeting format to include a mix of traditional and online meetings, service projects, and social gatherings. 	<ul style="list-style-type: none"> • Share information at club meetings, on your club website, and through social media, and check regularly to see how members are feeling. • Use the templates and resources in the Rotary Brand Center to create your club brochures and newsletters.

Prepare members for future roles to smooth leadership transitions

- Ensure continuity by making appointments for multiple years, having a current, incoming, and past chair on each committee.
- Conduct on-the-job training for incoming club officers and have job descriptions for each officer.

Adapt your club's bylaws to reflect the way the club works

- Involve your members when you review your club's bylaws every year.
- Edit the Recommended Rotary Club Bylaws template to reflect new practices and procedures.

Develop strong relationships within your club

- Find suggestions in Introducing New Members to Rotary.
- Sit with different people at each meeting.

Make sure all members are involved in activities that genuinely interest them

- Conduct a member-interest survey, and use the results to plan projects, activities, and engaging meetings.
- Get new members involved early by learning their interests and giving them a role in the club.

Coach new and continuing members in leading

- Appoint a club training committee to oversee training for members.
- Use the Leadership in Action guide on starting a program to develop members' leadership skills.

Create practical committees for your club

- Small clubs: Consider how you can combine the work of committees.
- Large clubs: Create additional committees to get all members involved.

Resources:

1. Rotary's Be a Vibrant Club leadership plan challenges members to revitalize their clubs and better engage new and established members. The latest edition offers fresh ideas:
<https://my.rotary.org/en/document/be-vibrant-club-your-club-leadership-plan-australia-new-zealand>
2. Customize your club brochure by using this template at Rotary's Brand Center. Choose images and edit text to best represent your club.
<https://my.rotary.org/secure/application/136?deep-link=https://brandcenter.rotary.org/en-GB/App/Approval/AdrenalineTemplate/Details/12?RedirectUrl=%2Fen-GB%2FApp%2FApproval>