

# DISCOVERING CLUB CULTURE AND IDENTIFYING AREAS TO REVITALIZE!

Read the left and right side of the chart and determine where on the spectrum (5-1) your club would land. Look at the areas you rated lower. These are your targets to change in order to revitalize your club culture.

Going well because...		Struggling because...
Engaged, satisfied members	5 4 3 2 1	Disengaged, dissatisfied members
Diverse membership	5 4 3 2 1	Not representing community
Growing membership	5 4 3 2 1	Stale or declining
Positive public interest	5 4 3 2 1	No interest from public
Relevant to community needs	5 4 3 2 1	What community needs?
Community awareness	5 4 3 2 1	What do you do?
Trying new things	5 4 3 2 1	Doing the same thing over and over
Awesome signature event/program	5 4 3 2 1	We do nothing significant
Great leadership	5 4 3 2 1	What leadership? Led by the same group
Engaging speakers	5 4 3 2 1	Dry politicians and perceived leaders
Meetings are FUN!	5 4 3 2 1	I laugh at a meeting or two
Members are FUN!	5 4 3 2 1	Most members are boring

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What do your members **love** about your club?

What turns members off?

What **3 things** could be improved to enhance the club experience?