

# DISCOVERING CLUB CULTURE AND IDENTIFYING AREAS TO REVITALIZE!

Read the left and right side of the chart and determine where on the spectrum [5- (very good) to 1-(not so good)] 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 and Satisfied Members	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Apathetic and Disengaged Membership
Diverse Membership in terms of community cross section, vocation & age	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Not representative of our community--monolithic
Steady and Growing in terms of members	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Static membership with declining numbers
Positive Public Image. People know about our club and its work in our community.	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	No real public presence or community engagement
Awareness of community issues and meaningful service projects and club programming	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	What community needs? Who cares? We do what we do.
Willing to try new things, activities & meeting format	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	We do things a certain way because "that's the way we've always done it."
Signature projects and/or a signature event in our community	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Nope. We do very little and have little self identity
Great Leadership with fresh ideas and fresh faces	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	What leadership? Led by the same group year after year
Great speakers and a great meeting content	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Dry meetings. Dull programs.
Meetings are FUN!	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	I rarely laugh at Rotary
My club is very welcoming to members and to visitors and speakers	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	New members and visitors stand awkwardly by themselves
Club meetings include an opportunity to visit, meet and greet	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	Meetings are all business with very little personal interaction
Club has active committees with great involvement by members	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	My club has SFP Syndrome: the SAME FEW PEOPLE!