



BE A VIBRANT CLUB

AUSTRALIA/NEW ZEALAND

YOUR CLUB LEADERSHIP PLAN

Rotary





MEET OUR VIBRANT CLUB

While preparing for a membership campaign for an existing club, District 9520 was instead presented with a bold opportunity to form a new Rotary club in the Seaford suburb of Adelaide, South Australia, the first in 10 years for the district.

With membership declining in the region, our chance for survival seemed slim. Despite the uncertainty, a vision of a contemporary Rotary gave way to the formation of the Rotary Club of Seaford. We were optimistic that the right communication and public image plan could drive change to attract those who can commit to our cause.

HOW WE DID IT

We were visible in our community.

We met with local and state government representatives to share our plans. These meetings yielded some good contacts and ideas. We advertised an interest meeting in the local community newspaper and via mail-outs to local businesses. We also established an online presence to give non-Rotarians a peek at what Rotary is all about. As a result, around 12-15 people attended the interest meeting. Of that number, eight joined to help us get our club off the ground. Eighteen months after our first interest meeting, we chartered with 21 members and inducted two more within the following weeks.

We focused on fellowship and service.

We adopted Council on Legislation changes that allow for two meetings a month. This helped us set the tone of how we operate our club. Meetings are held on different days at various locations, some in members' homes. Meals are mostly optional. This brings down the cost of being a Rotarian. Guest speakers are the exception, not the rule. Meetings are now more productive, since members engage in conversations about planned activities and projects. There are also no songs, fines, raffles, prayers, toasts, flags or presidential collars.

We were intentional in branding our club.

Because our campaigns and projects showed our enthusiasm for fellowship and community service, we attracted community leaders and influencers. They responded, because joining our club provided them several ways to make meaningful contributions to their community and connect them with service-oriented people.

We learned many valuable lessons in forming our club. Perhaps the most important lesson is that rather than emphasize how we promote Rotary to attract new members, we should promote why Rotary can be an important partner in helping build the communities we serve.



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.

Decide what you'd like your club to be like in three to five years.

- 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.

Decide on your annual goals, and enter them into Rotary Club Central.

- 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.

Hold club meetings that keep members engaged and informed.

- 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.

Communicate openly in your club.

- 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.