



# BUILDING BIGGER, BETTER, BOLDER CLUBS

*Changing how we think about membership*

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**Bigger,  
better,  
bolder**

## Learning objectives:

- Understand why building bigger, better, bolder (BBBs) clubs is important and what they look like
- How we can use the RI Action Plan to build BBBs
- Practical ideas and local considerations

**Bigger,  
better,  
bolder**

**What?**



**What are the key characteristics of a successful, vibrant club?**

**Bigger,  
better,  
bolder**

**Why?**

# Bigger, better, bolder clubs use this roadmap:

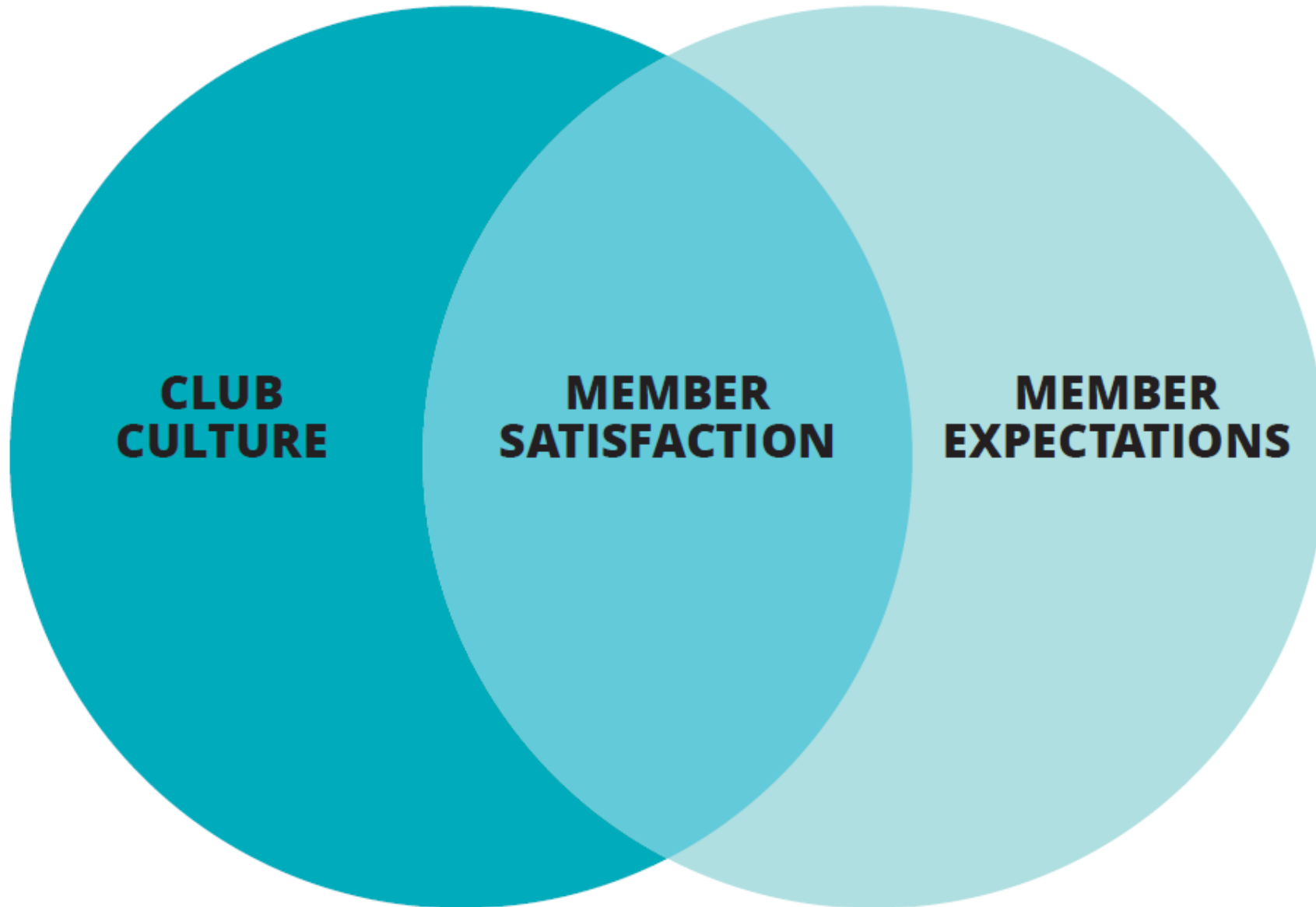
**INCREASE OUR  
IMPACT**

**EXPAND OUR  
REACH**

**ENHANCE  
PARTICIPANT  
ENGAGEMENT**

**INCREASE OUR  
ABILITY TO  
ADAPT**

# THE CLUB EXPERIENCE



# Activity

Discuss:

- Why is this happening?
- 3 strategies that may help

**Bigger,  
better,  
bolder**

# INCREASE OUR IMPACT

Your club is a 40-year old club with 18 members. It is well organised and hosts enjoyable meetings. You run two major fundraisers each year and donate the proceeds to local charities.

The club recently attracted two younger members, but they left shortly after, citing their membership goals were not met.

# EXPAND OUR REACH

Your club is a successful 50-year-old club with over 35 members. It has a signature mental health project and school book donation program. Your fortnightly meeting includes interesting guest speakers. Members enjoy the fellowship.

Very few prospective members visit your club or volunteer on projects.

**INCREASE OUR  
ABILITY TO  
ADAPT**

Rose is a prospective member who has been volunteering on your club's health education programs.

She is a busy professional who travels for work and has a small child. Your club meets weekly, face to face, for dinner with a speaker.

Rose wants to join but is reluctant.



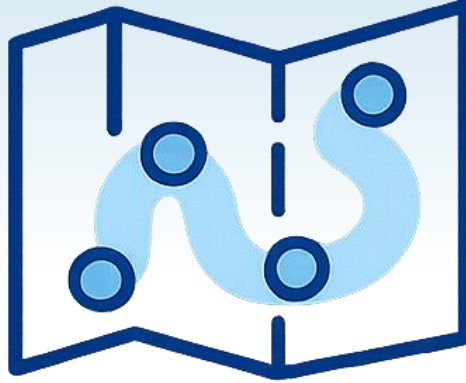
The average age of your club members is 65+ and membership is steadily declining. There is an ageing, small, spread-out population. Many younger residents leave for cities or work in tourism.

Prospective members are interested in gaining skills and giving back but find it difficult to pay club dues. Long serving members are tired and despondent.

**Have a  
vision**



**Develop a  
Plan/Road Map**



**Create a  
Team/Teams**



**Set goals  
with tactics**



**Set Realistic  
Timeframes**



**Periodically  
Assess/adjust**





**Ask**



**Listen**



**Act**

# Resources

- [My Rotary](#)
- [rotary.org/membership](https://rotary.org/membership)
- [rotary.org/flexibility](https://rotary.org/flexibility)
- [Learning Centre](#)
- [Brand Centre](#)
- [Rotary South Pacific membership page](#)
  
- [Specialist Hub](#) including public image
- Rotary Community Leader
- District Membership lead supported by RSP Membership Portfolio
- District governor and team
- Rotary International staff

**ROTARY CLUB  
MEMBERSHIP  
ACTION  
WORKSHEET**



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