



IMPACT

REACH

ENGAGE

ADAPT

BRINGING OUR ACTION PLAN TO LIFE

LESSONS FROM THE 2023 NORTH AMERICA GROWING CLUB STUDY.

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ATTRIBUTES OF GROWING CLUBS (2022 Study)

Active, intentional member **engagement**

Dynamic, meaningful **service**

Effective **governance** (intentional leadership)

Strong **public image** (well known in community)

Diversity (representative of community)



SURVEY (2023)

**ROTARY CLUBS IN USA, CANADA & CARIBBEAN
(Zones 25B-34)**

**~350 clubs that showed consistent growth
between 2018-2023**

Top 4% to 5% of ~8,200 clubs

121 responded (35%)

SURVEY CRITERIA

- 10+ Net Members in 5 years
- Growth in at least 3 of last 5 years

Club Sizes Surveyed

- 35% < 20 members
- 50% 21 – 59 members
- 11% 60 – 100 members
- 4% 101+ members

Survey Overview

Included 10 action statements linked to Action Plan priorities.

Example: Increase Our Impact

We set club goals (membership, foundation, service, etc.), track our progress and adjust our actions according to how well we're doing.

(Check One: Never(1), Rarely(2), Sometimes(3), Often(4), Always(5))

Plus, two open-ended questions focused on top reasons for growth in their club.

AVERAGE RESULTS BY ACTION PLAN PRIORITY



Increase our Impact

3.8



Expand our Reach

4.2



Enhance Participant Engagement

4.3



Increase our Ability to Adapt

4.2

Never (1), Rarely (2), Sometimes (3), Often (4), Always (5)

ACTION PLAN PRIORITY 1:

INCREASE OUR IMPACT



INCREASE OUR IMPACT *(AVERAGE RATING)*



We have strong governance and leadership continuity.

4.3



We actively partner with other organizations.

4.2



We set club goals and track our progress

4.0



We periodically conduct a community assessment.

2.8

INCREASE OUR IMPACT

Growing clubs are:

20% - 50% more likely to fill key leadership positions.

40+% more likely to set goals in club central.

Up to 2.5X more likely to achieve action plan focused goals in club central.

35+% more likely to participate in global grants.

2X more likely to earn the Rotary Citation.



INCREASE OUR IMPACT



“We are seen as a means of improving the community.”

“Our members are an innovative bunch.”

“We are intentional about growth.”

“Deep leadership bench and a supportive culture.”

“Partnerships with other organizations is a multiplier effect on our club.”



HOW WILL WE INCREASE OUR IMPACT?

Set realistic goals and track progress.

Strengthen club leadership & governance, especially succession planning.

Focus on our community (local and/or international).

Assess community needs and build meaningful partnerships.



ACTION PLAN PRIORITY 2:

EXPAND OUR REACH



EXPAND OUR REACH (AVERAGE RATING)



We use multiple media to tell our story.

4.3



We actively partner with other organizations.

4.2



We strive to ensure our members reflect our community.

4.0



EXPAND OUR REACH

Average *attraction*

Growing clubs



25%/year

All N.Am. clubs



12%/year



EXPAND OUR REACH

“Outreach to the community. Our members actively invite people to club.”

“Being seen in the community & partnerships with other groups: local college & university, police...”

“People come to our meetings to become a part of the positive force in our community.”

“...a media committee who turned up the volume of all our Club is doing in the community.”



HOW WILL WE EXPAND OUR REACH?

Use multiple forms of media to tell our story.

Engage the whole club in attracting new members.

Invite others to our meetings and service projects.

Ensure membership reflects our community.



ACTION PLAN PRIORITY 3:

ENHANCE PARTICIPANT ENGAGEMENT



ENHANCE PARTICIPANT ENGAGEMENT (AVERAGE RATING)



We celebrate our successes *and have fun* together.

4.6



Members and others are keen to participate.

4.1



We seek out and support member's priorities.

4.1

ENHANCE PARTICIPANT ENGAGEMENT

Average *attrition*

All N.Am. clubs

~15%/year

On average, no discernable difference between growing and all other clubs.



ENHANCE PARTICIPANT ENGAGEMENT

"We make doing the work fun."

"An active vibrant club with multiple projects and ways to get involved."

"Keep members engaged and make sure there's a 'What's in it for them' component."

"...and always we look to care for everyone in the club."



HOW WILL WE ENHANCE PARTICIPANT ENGAGEMENT?



Ensure a welcoming and 'fun' club culture.

Find new ways for people to be involved.

Respond to members' interests and priorities.

Make member 'care' a top priority.

Consider the cost of participation.

ACTION PLAN PRIORITY 4:

**INCREASE OUR ABILITY
TO ADAPT**



INCREASE OUR ABILITY TO ADAPT

(AVERAGE RATING)



We are open to new ideas & willing to try new things.

4.3



We have strong governance and leadership continuity.

4.3



We seek and support member's priorities.

4.1



We strive to ensure our members reflect our community.

4.0

INCREASE OUR ABILITY TO ADAPT

Growing Clubs have

More Female Members (40%)

More Members Under 40 (~10%)

New Growing Clubs (<5 years old) have

More Female Members (46%)

More Members Under 40 (~17%)

Averages for all USA, Canada, Caribbean clubs:

Female - 36%, Under 40 - 7%



INCREASE OUR ABILITY TO ADAPT

"We have a culture of inclusivity in our club."

"Open to new ideas. Engagement."

"Low dues, only meet 2x a month for business meetings, one social, one service per month."

"Club members better reflect our community."

"We never stop looking for ways to improve."

"Changed the model."



HOW WILL WE INCREASE OUR ABILITY TO ADAPT?



Ensure our club reflects our community.

Use our new members' innovative ideas.

Try new approaches to meetings, service projects, fun events, etc.

Start a satellite or Impact, Rotaract, Passport club!



**TWO
LESSONS**

LESSON 1

Growing clubs' attraction rates are 10% higher than their attrition rates because they focus on creating an irresistible experience.

Retention is an outcome, not a target.

LESSON 2

The Action Plan is our guide to creating experiences people don't want to miss, that draw others in, and to being proud and loud in telling our story.



THANK YOU!

Rotary 