

# Understanding Your Club Intelligence Reports

## A Reflection Guide for Rotary and Rotaract Club Leaders

The **Growth Intelligence Brief** and the **Structured Membership Mapping Report** provide a picture of the **community ecosystem surrounding your Rotary club**.

They highlight patterns of participation; volunteer energy and partnership networks already present in your community. These reports are **not recommendations or directives**. They are designed to help leaders **notice opportunities that may already exist locally**. The value comes through **conversation, reflection and local interpretation**.

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## 1. Seeing the Community Landscape

Where does the community already gather and participate?

Examples may include:

- cultural events and community festivals
- retiree and volunteer networks
- business and professional communities
- education institutions and youth programs
- civic organisations and local government initiatives

Reflection

- Where do we see the strongest community participation?
  - Which networks appear most active locally?
  - Where is Rotary already visible?
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## 2. Recognising Participation Pathways

Most Rotary members first encounter Rotary through **participation rather than recruitment**. Community networks often contain people who already enjoy contributing.

Reflection

- Which groups attract people who like to help others?
  - Where do experienced leaders already gather?
  - Which networks might naturally connect with Rotary activities?
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### **3. Strengthening Rotary's Community Presence**

Clubs often build recognition through **visible projects, partnerships and recurring events**.

The reports highlight where Rotary activity aligns with broader community participation patterns.

Reflection

- Where is Rotary most visible locally?
  - Which projects create the strongest community connection?
  - Which partnerships could deepen Rotary's impact?
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### **4. Creating Magnetic Club Experiences**

Clubs tend to grow when people experience Rotary as:

- welcoming
- purposeful
- connected to meaningful community activity

Reflection

- Which activities energise our members most?
  - Where do new people naturally engage with our projects?
  - What experiences make people proud to be part of our club?
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# Bringing the Insights Together

The intelligence reports help illuminate a simple progression:

## Community energy

- Participation opportunities
- Visible Rotary impact
- Positive member experience
- Natural membership growth

Every community is different.

Each Rotary club will discover its own pathway by **observing local patterns and engaging with community life.**

## Understanding Your Club Intelligence Reports: A Guide for Rotary Leaders

- Growth Intelligence Brief
- Structured Membership Mapping

