

# EVALUATE YOUR ROTARY BRAND EXPERIENCE

The Rotary Brand Experience is part of everything we do!

The following questions are a starting point to help you better understand your club's Rotary Brand Experience and opportunities that may exist to strengthen your club.

## First Impression:

1. Do you have signage with clear Rotary club identity inside and outside the meeting? **Yes / No**
2. Are all guests warmly greeted? **Yes / No**
3. Are all guests introduced to officers and members? **Yes / No**
4. Does your club track guests with contact info and have a process to follow up with them? **Yes / No**
5. Would business, professional, and community leaders want to meet in your room? **Yes / No**
6. Is the meeting conducted in a professional manner? **Yes / No**
7. Are guests invited to introduce themselves to the group? **Yes / No**
8. Are guests and speakers considered as potential members? **Yes / No**
9. Do you explain the benefits of membership to potential members? **Yes / No**
10. Is your website and social media up-to-date, including clear Rotary identity and an easy way to contact club leadership? **Yes / No**
11. Has your club been recognized in local media in the last year? **Yes / No**

## New Member Orientation:

1. Does your club hold a personalized induction, including presentation of a membership pin and Rotary and club information for new members? **Yes / No**
2. Does your club assign a mentor for each new member? **Yes / No**
3. Does your club have a written mentorship plan? **Yes / No**
4. Are new members' needs assessed for engaging them in club activities? **Yes / No**
5. Do you use an objective way to measure new member satisfaction? **Yes / No**
6. Are new members given an opportunity to get involved in club activities? **Yes / No**
7. Are new members personally encouraged to get involved in club activities? **Yes / No**
8. Has your club updated new member orientation in the last two years? **Yes / No**
9. Do you explain the benefits of membership to your new members? **Yes / No**
10. Does the club president meet personally with new members at least once to assess satisfaction and engagement? **Yes / No**
11. Does the club president (or other officer) personally send welcome letters and information to new member's home address? **Yes / No**

## Fellowship, Variety and Communications:

1. Are members and guests greeted warmly and made to feel welcome? **Yes / No**
2. Are enjoyable, interesting and educational meetings planned? **Yes / No**
3. Does your club have regularly scheduled social events? **Yes / No**
4. Do all members participate in club, district and international events? **Yes / No**
5. Are interclub events encouraged and planned? **Yes / No**
6. Does your club issue a newsletter on a regular basis? **Yes / No**
7. Are your website and social media pages updated regularly (at least weekly)? **Yes / No**
8. Does your website and social media include photos of local Rotarians in action? **Yes / No**
9. Have all your members "friended" your club Facebook page? **Yes / No**

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## Program Planning and Meeting Organization:

1. Are the meeting programs, agenda and speakers publicized in advance? **Yes / No**
2. Do meetings begin and end on time? **Yes / No**
3. Are club meetings varied and exciting? **Yes / No**
4. Are members asked to complete a club evaluation at least each year? **Yes / No**
5. Does your club promote ongoing Rotary education? **Yes / No**
6. Do you request your members to sit at different tables each week? **Yes / No**

## Membership Strength:

1. Does your club want to attract new members? **Yes / No**
2. Is your membership application process documented and readily available? **Yes / No**
3. Does your club membership grow each year? **Yes / No**
4. Do you know your club's membership retention percentage for the last two years? **Yes / No**
5. Do long-term members stay active in the club? **Yes / No**
6. Is your club promoted in the community? **Yes / No**
7. Are new member sponsors recognized? **Yes / No**
8. Does your club hold a regular membership-building program? **Yes / No**
9. Are benefits of membership explained to your existing members? **Yes / No**
10. Does your club have a membership retention program? **Yes / No**
11. Does your club have a protocol for following up with members who are not engaged in club activities or have missed several meetings in a row? **Yes / No**
12. Are club members' needs and wants assessed to determine club projects and activities? **Yes / No**
13. Is your club flexible to help members stay in the club? **Yes / No**
14. Do you know all the members of your club? **Yes / No**
15. Do you know the names, occupations and passions of all your club members? **Yes / No**
16. Does your club encourage annual participation in The Rotary Foundation? **Yes / No**

## Recognizing Accomplishments:

1. Does your club have recognition awards? **Yes / No**
2. Does your club share progress reports and impact of projects to keep all members informed? **Yes / No**
3. Are member's personal and vocational achievements recognized at the club? **Yes / No**
4. Are club leaders recognized and thanked? **Yes / No**
5. Are club and member achievements publicized outside the club? **Yes / No**
6. Are Rotary Foundation contributions recognized at the club? **Yes / No**
7. Does your club participate in district or Rotary recognition programs? **Yes / No**

**HOW CAN WE TURN NO TO YES?**