

Preparing Your Club to Grow

One of the challenges of club membership growth is our old fashion ways of integrating new members into our clubs. Many of our clubs have been using the same methods and procedures for too many years. If our clubs are going to sustain growth we need to identify the reasons the “New Generation” joins Rotary. Usually our clubs try to mold new members into what we expect them to be. The “New Generation” is looking to make a difference (not be molded). They are looking for self-satisfaction and the ability to use their knowledge and skills to enhance your club. So how are you going to give them the opportunity? Here are a few thoughts that may help you prepare your club for growth.

Do your members look forward to your next Rotary meeting? Are most of your guests joining your club? If you answer to either question is “no”, it’s time to find out why.

Every club gains new members now and then. But do those members stay? If not, why not? If new members generally don’t stay with a club, the club is not meeting their needs. For sustained membership growth, make your club worth belonging to! Start by evaluating your club by using the following questions. After the inventory is completed you have a benchmark – a starting point for club improvement in every factor needed to sustain growth.

Evaluate Your Club by Taking This Survey

First Impressions:

1. Are all guests greeted warmly and introduced to officers and members **Yes** _____ **No** _____
2. Do you have a weekly greeter at the front door **Yes** _____ **No** _____
3. Does your club keep a guest book with addresses and contact information **Yes** _____ **No** _____
4. Is the meeting room arranged in a professional manner **Yes** _____ **No** _____
5. Would professional people want to meet in your room **Yes** _____ **No** _____
6. Do the arrangements meet the speakers needs **Yes** _____ **No** _____
7. Are guests invited to introduce themselves to the group **Yes** _____ **No** _____
8. Are all guests invited to join **Yes** _____ **No** _____
9. Do you explain the benefits of membership to potential Members **Yes** _____ **No** _____

New Member Orientation:

1. Does your club hold formal induction, including presentation of a membership pin and manuals **Yes** _____ **No** _____
2. Does your club assign a mentor for each new member **Yes** _____ **No** _____
3. Are educational programs discussed with new members **Yes** _____ **No** _____
4. Are the new members needs assessed for engaging them in club activities **Yes** _____ **No** _____
5. Do you use an objective means of measuring if a new member is satisfied with their membership in your club **Yes** _____ **No** _____
6. Are the new member given an opportunity to get involved in all aspects of the club activities **Yes** _____ **No** _____
7. Has your club updated your Blue Badge requirements in the last two years **Yes** _____ **No** _____
8. Do you explain the benefits of membership to your new members **Yes** _____ **No** _____

Fellowship, Variety and Communications:

1. Are guests greeted warmly and made to feel welcome **Yes** _____ **No** _____
2. Are enjoyable 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 inter club events encouraged and planned **Yes** _____ **No** _____
6. Is your club newsletter issued on a regular basis **Yes** _____ **No** _____
7. Is your website kept up to date (weekly or more) **Yes** _____ **No** _____

Program Planning and Meeting Organization:

1. Are the meeting programs, agenda and speakers publicized in advance **Yes** _____ **No** _____
2. Do members know program responsibilities **Yes** _____ **No** _____
3. Are they prepared to carry out all assignments **Yes** _____ **No** _____
4. Do Meetings begin and end on time **Yes** _____ **No** _____
5. Are table topics creative and entertaining **Yes** _____ **No** _____
6. Are evaluations given in a positive and helpful way **Yes** _____ **No** _____
7. Are members asked to fill out a club evaluation form each year **Yes** _____ **No** _____
8. Does your club promote ongoing Rotary education **Yes** _____ **No** _____
9. Do you ask your members to sit at different tables each week **Yes** _____ **No** _____
10. Do you know your club's membership retention percentage for the last two years **Yes** _____ **No** _____

Membership Strength:

1. Does your club really want to expand and attract new members **Yes** _____ **No** _____
2. Does your club grow each year in membership **Yes** _____ **No** _____
3. Does your club have good retention (91% or above) **Yes** _____ **No** _____
4. Is your club promoted in the community **Yes** _____ **No** _____
5. Are club meetings varied and exciting **Yes** _____ **No** _____
6. Are new member sponsors recognized **Yes** _____ **No** _____
7. Does your club hold a regular membership-building program **Yes** _____ **No** _____
8. Do you explain and feature the benefits of membership to your exiting members **Yes** _____ **No** _____
9. Does your club have a Membership Retention Program **Yes** _____ **No** _____
10. Does your club have a protocol for following up with members who are not engaged in club activities
Yes _____ **No** _____
11. Does your club make adjustments to the needs of members to keep them in the club **Yes** _____ **No** _____

Recognizing Accomplishments:

1. Does your club have recognition awards **Yes** _____ **No** _____
2. Is a progress chart displayed and maintained for projects **Yes** _____ **No** _____
3. Are member achievements formally recognized with ceremony **Yes** _____ **No** _____
4. Are club leaders recognized **Yes** _____ **No** _____
5. Are club and member achievements publicized **Yes** _____ **No** _____

Congratulations to all clubs that were able to answer "YES" to all of these questions. Your club is ready to grow. We encourage those clubs that had "No" answers to look into how their club may change it to a "YES" answer.