

Characteristics of a “Strong” club

Weekly Programs

Fun Sergeant-at-Arms
Convenient meeting time
Efficient meetings (end on time)
Welcoming / engaging
Good discussion / conversation
Culture of bringing guests
Youth guests
Great programs (members vote on way out with red or green chip)
Meaningful ceremonies (member induction, Paul Harris Fellow)
Encourage table hopping / planned ‘mixer’
Flexible attendance
Follow up with members that miss club meetings

Orientation

Mentoring
Good orientation program
Good sponsor involvement for orientation process

Club Culture

Diversity of ideas
Engage entire club, not just new or long-time members
Sense of accomplishment
Good sense of self / purpose
Fun / Good energy / Passion / Vibrancy
Member interaction / friendships
Relationships beyond club meetings
Active / Lots of ‘doing’
Active members / member commitment
Include spouses / family

Club Leadership

Focus on ‘big picture’
Innovating
Receptive to change while respecting club history
Structure / Strategic plan
Leadership
Succession planning
Fiscally sound w/reporting
Public awareness / Public image
Strong newsletter
Support Rotary Foundation

Characteristics of a “Weak” club

Member Attraction

Poor member attraction
Ignore guests
No culture of inviting/bringing guests
Not welcoming
Inappropriate ‘ask’ of guest (e.g. too soon, person inviting them should do the ask)
Lack of diversity
Predominantly/All male clubs
Slow, boring songs
No esprit de corps
Unrealistic time demands
Exclude family
Cliquish
Catty
Bad website
Meeting site doesn’
Lack of public relations
Don’t know upcoming programs

Member Engagement

No/weak orientation process
Checklist of orientation activities for new members
Not enough local service projects
Don’t get engaged in Rotary outside of the club
No District participation
Members don’t know Rotary
Lack of Board / Member communication
Loss of members / retention issues
Poor attendance
20% of members do 80% of work
Apathy
Complainers
Lack of member motivation
Lack of vision / leadership / goals
Risk aversion
Status quo
Lack of exit interview

Member Attraction Ideas

Use sergeant at arms to reinforce etiquette (fun fines for things like sitting at same table all the time)

Hold strategic planning session w/board, club leaders & membership

Participate in Rotary Leadership Institute

Create a good member orientation process

Use District resources

Visit another club and take a local guest with you

Have an informal, satellite meeting in another location/time e.g. clubs that have monthly after hours, no-host gathering

Increase opportunities for engagement (e.g. social gatherings, 1-time service opportunity)

Communicate issues

Task member(s) to create plan

Find champions

Make it fun – always

Ensure immersion of new members

Create a culture of bringing guests

Hold a Rotary 101 for all members on annual basis

Walk members through club website

Field trip as club program

Suggestion box at front desk; input is discussed at board meeting

Collaborate with local clubs

Summarize board / committee meetings at club meeting, in newsletter

Member profile in newsletter and on Facebook

- Include a couple fun questions e.g. biggest phobia, favorite movie
- Photo

Create a club Facebook page

- Enlist multiple administrators (e.g. at least 3)
- Post things that are fun (videos/photos of kids, pets, babies are allowed); they don't all need to be Rotary-related
- Commit to regular posts (at least 3 per week; don't get carried away because that can become annoying)
- Use Facebook Ads and target using demographics to drive traffic to club