

Successful Clubs



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Introductions



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Key Outcomes:

- Why is membership important?
- What is the member experience?
- What is a Vibrant club?
- What makes a club “successful”?
- From Plan to Action!



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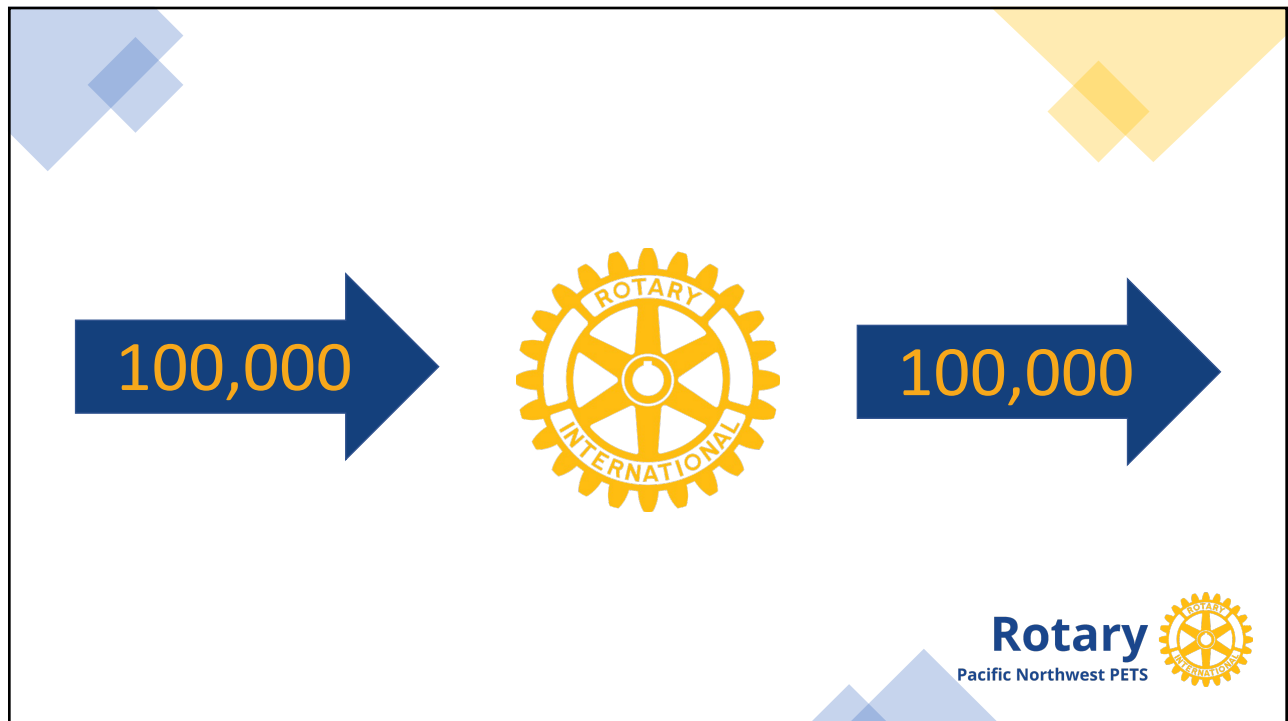
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THE DEFINITION OF *VIBRANT*

Vibrant: vigorous,
energetic, vital



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Small Group Exercise

Full or small
groups discuss
attributes of a
“Successful” Club.

Make list of 3-5
“Most Important”
attributes.

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INTENTIONAL LEADERSHIP FOR GROWTH

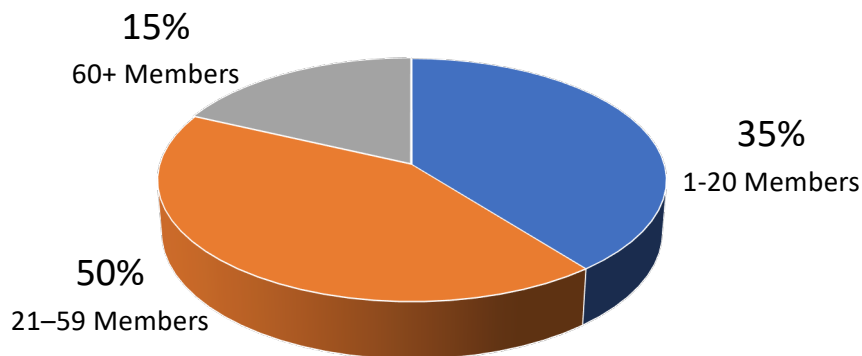
*How Rotary Leaders
Ensure Their Clubs
Thrive*



*Results of a North-American wide study
of growing clubs from 2017-2022*

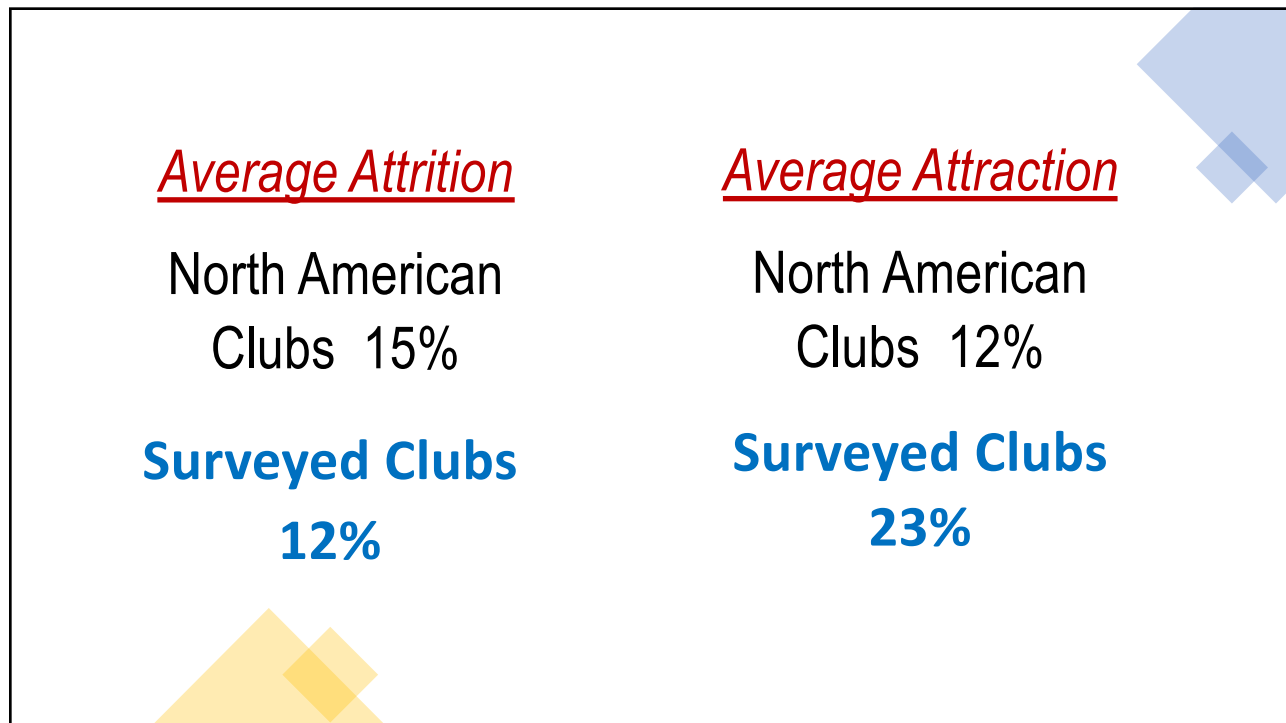
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A Diversity of Club Sizes At Start of Survey in 2017

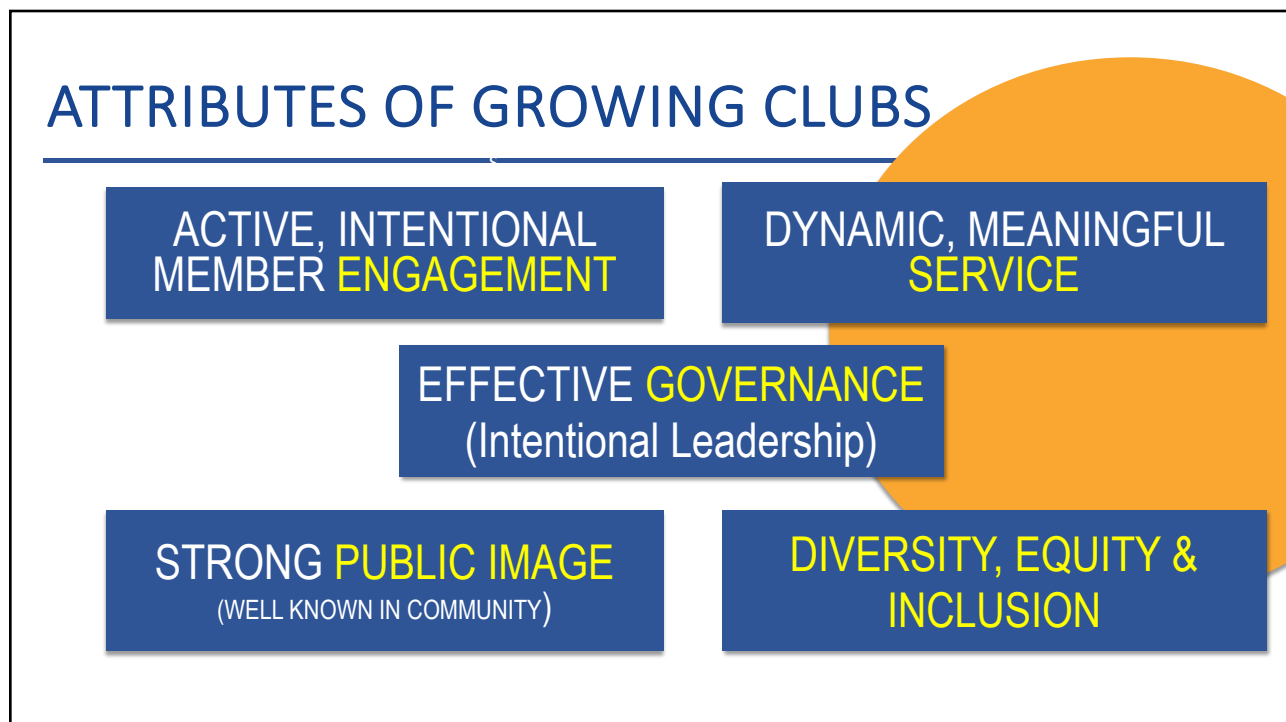


*Size doesn't matter...
Leadership does!*

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Effective Governance



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THEY PLAN FOR GROWTH & SET GOALS

81%

Have a
Planning
Process for
Growth

71%

Regularly Updated
Growth Plans

Annually (48%)
Quarterly (16%)
More Frequent (7%)

83%

Established
Annual
Membership
Goals

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LEADERSHIP CONTINUITY

89%

Designate a
President-Elect at
least one year in
advance

49%

Designate a
President-
Nominee at
least 2 years in
advance

92%

Have a club
membership
chair

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INTENTIONAL MEMBERSHIP FOCUS

Membership
growth top of
mind

Membership is
everyone's
responsibility

Weekly
agenda item

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Active, Intentional Engagement

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ACTIVE, INTENTIONAL ENGAGEMENT

GREAT MEETINGS & STRONG FRIENDSHIPS #1

CONSISTENT & FLEXIBLE MEETINGS

ENGAGING NEW MEMBERS

SAYING "THANK YOU"

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Dynamic,
Meaningful
Service



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“SIGNATURE” SERVICE PROJECTS & FUNDRAISERS (>50% Member Involvement)

86%

Have a repeating
‘signature’ project
every year



83%

Have a repeating
‘signature’
fundraiser every
year

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INCLUDE COMMUNITY MEMBERS

87%

Invite community members to projects and fundraisers



67%

Hold one or more events to attract new members

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Strong
Public
Image

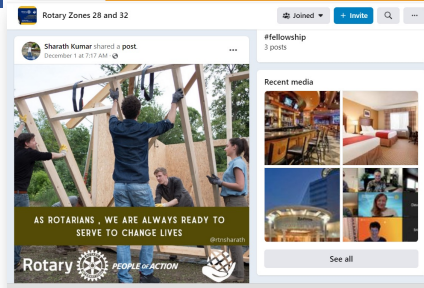


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STRONG PUBLIC IMAGE

ACTIVE USE OF MEDIA TOOLS

FOCUS ON MEMBER
ATTRACTION



It's not just doing, it's being seen doing!

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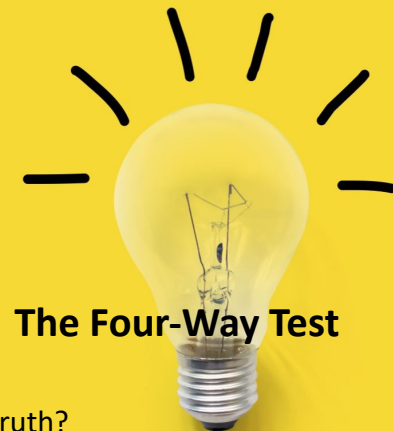
Diversity,
Equity,
Inclusion



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DEI Code of Conduct (Put Simply)

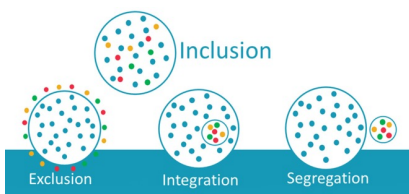
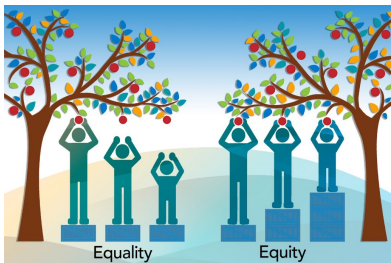
- Use respectful language.
- Be supportive.
- Foster a welcoming & inclusive environment.
- Celebrate diversity.



The Four-Way Test

- Is it the truth?
- Is it fair to all concerned?
- Will it build goodwill and better friendships?
- Will it be beneficial to all concerned?

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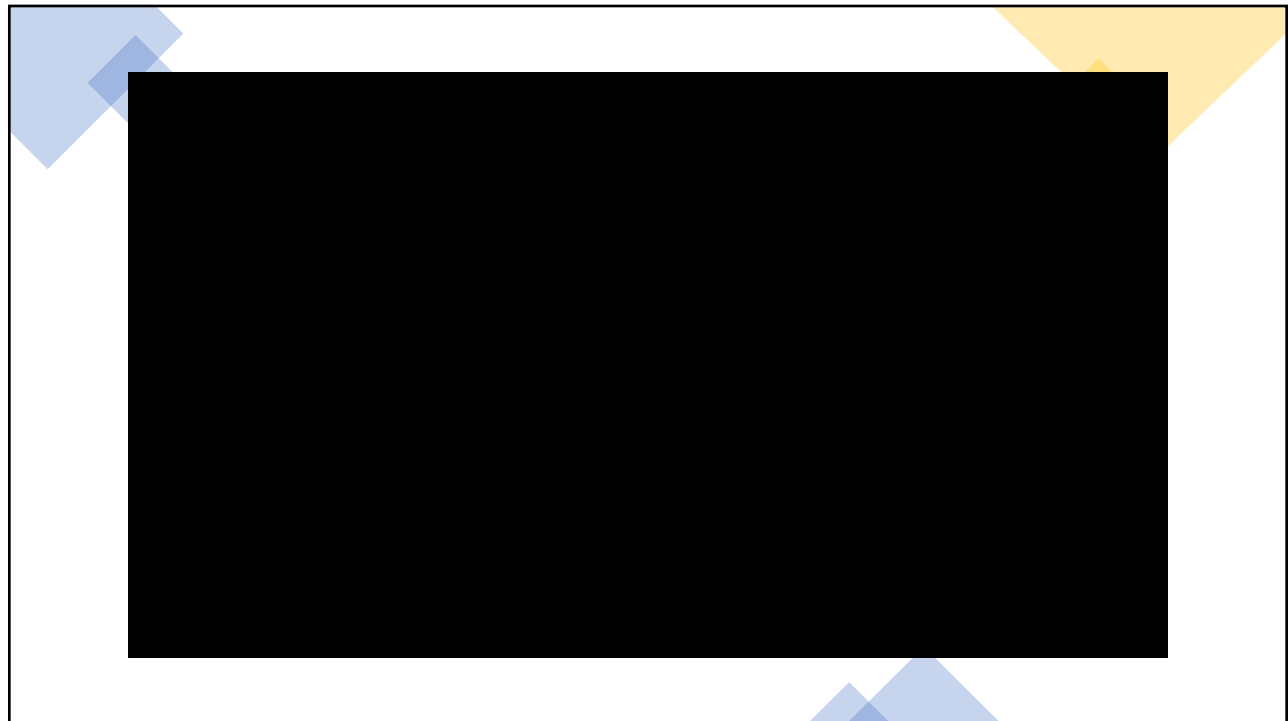


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Creating a
culture of
consistent,
moderate
membership
growth

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The “Secret Sauce” for Successful Club Culture

*What do Rotarians
often say is the
last part of the 5-Way
Test??*



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Small Group Exercise

Discuss ways
to make the
Rotary
“Experience”
more fun

Meetings
Fundraisers
Club Social
New board
installation
Etc!!

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Your Resource for EVERYTHING Rotary...

The Learning Center:

- Vibrant Clubs in Action
- Numerous membership courses
- Rotary Club Health Check
- Strategic Planning Guide
- Member Satisfaction Survey
- Introducing New Members to Rotary



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Any Questions?

*Don't forget your
session evaluation!*

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