

Rotary



Southwest  
PELS



# Club Experience

# Learning Objectives

1. Understand the Club Experience framework.
2. Gain awareness of their own club's culture and walk away with at least one idea to improve or reinforce it.

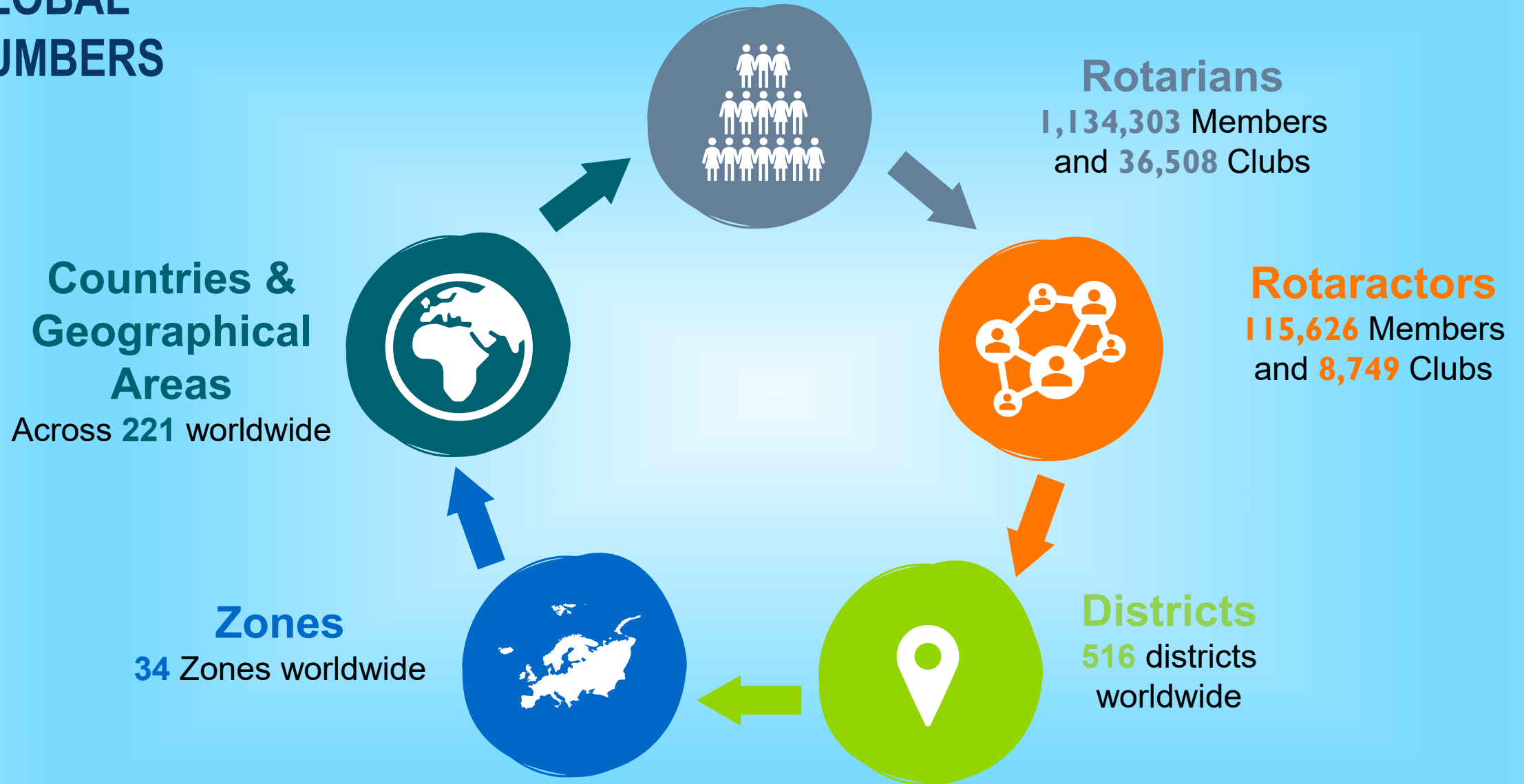
# Warm Up

What is your favorite Restaurant or café?

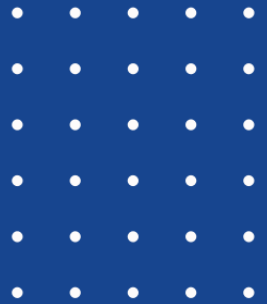
What makes it so special?



# GLOBAL NUMBERS



# ENGAGING EXISTING MEMBERS



## Why members leave:

CLUB ENVIRONMENT AND CULTURE

UNMET EXPECTATIONS

TIME AND FINANCIAL  
OBLIGATIONS

PERSONAL CIRCUMSTANCES

Every Club has  
a unique  
culture based  
on things such  
as....

01

Members



02

Relationships



03

Activities



04

Policies & Practices



Research shows that our members want or expect...

01

Meeting Enjoyment



02

Confidence in Club Leadership



03

Personal Growth

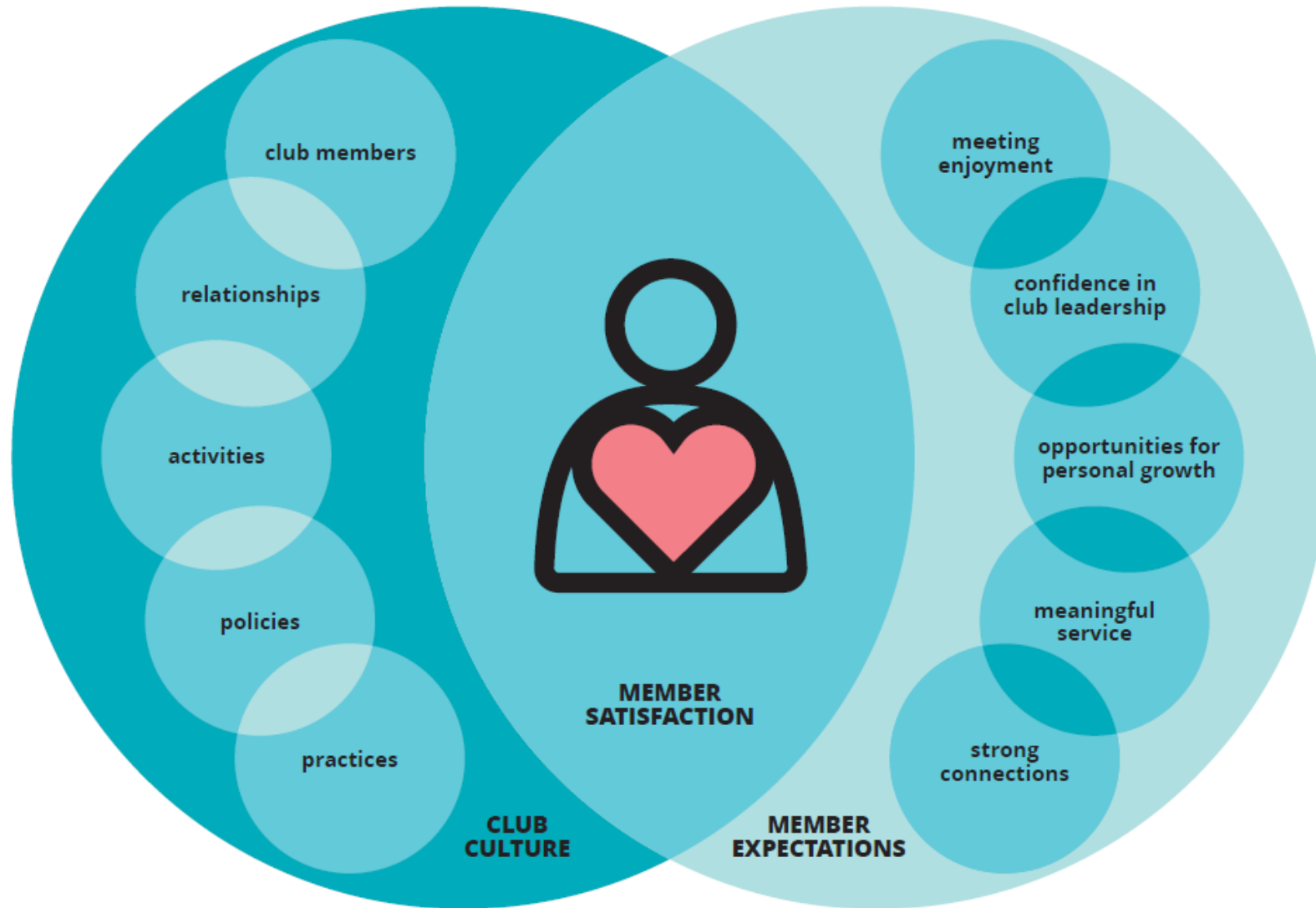


04

Meaningful Service & Connections

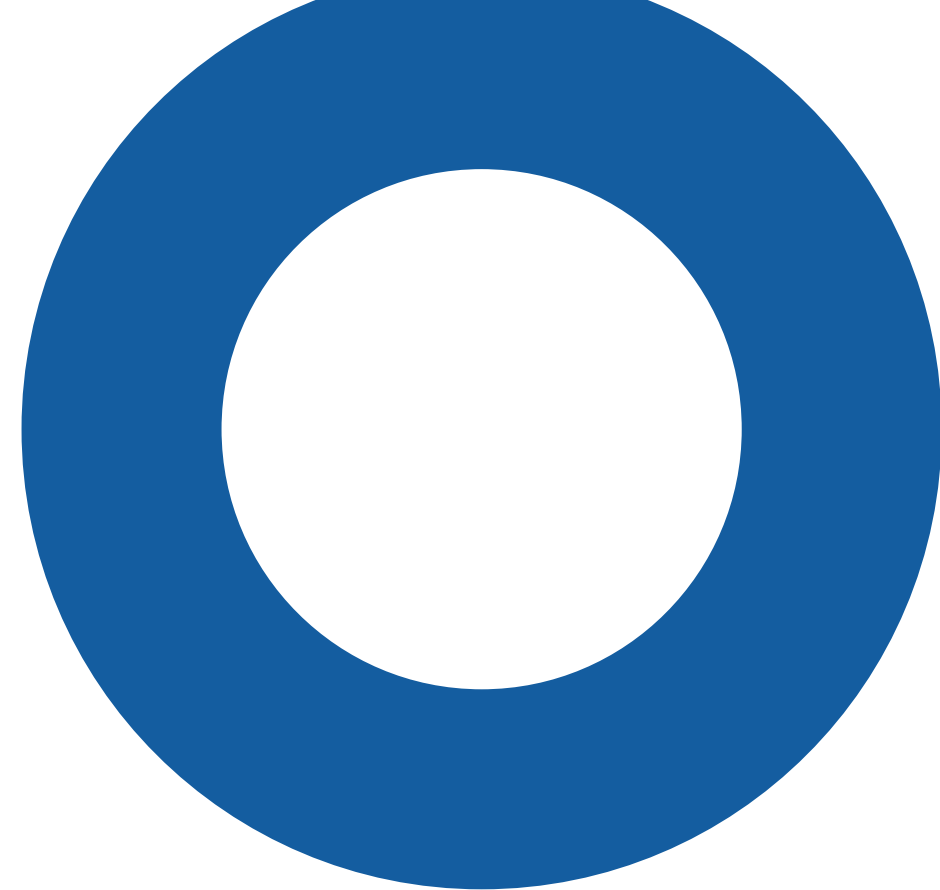


# THE CLUB EXPERIENCE



# Crowd Source Activity

- Each table will get one large paper with one item
- Discuss and Write down positive things that your club has done for each topic
- After 4 minutes, pass the paper to the next table
- Repeat until your table has done all five topics



# Questions