

# VIBRANT CLUB

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## Improving the Club Experience of Your Members

### THE KEY to growing membership

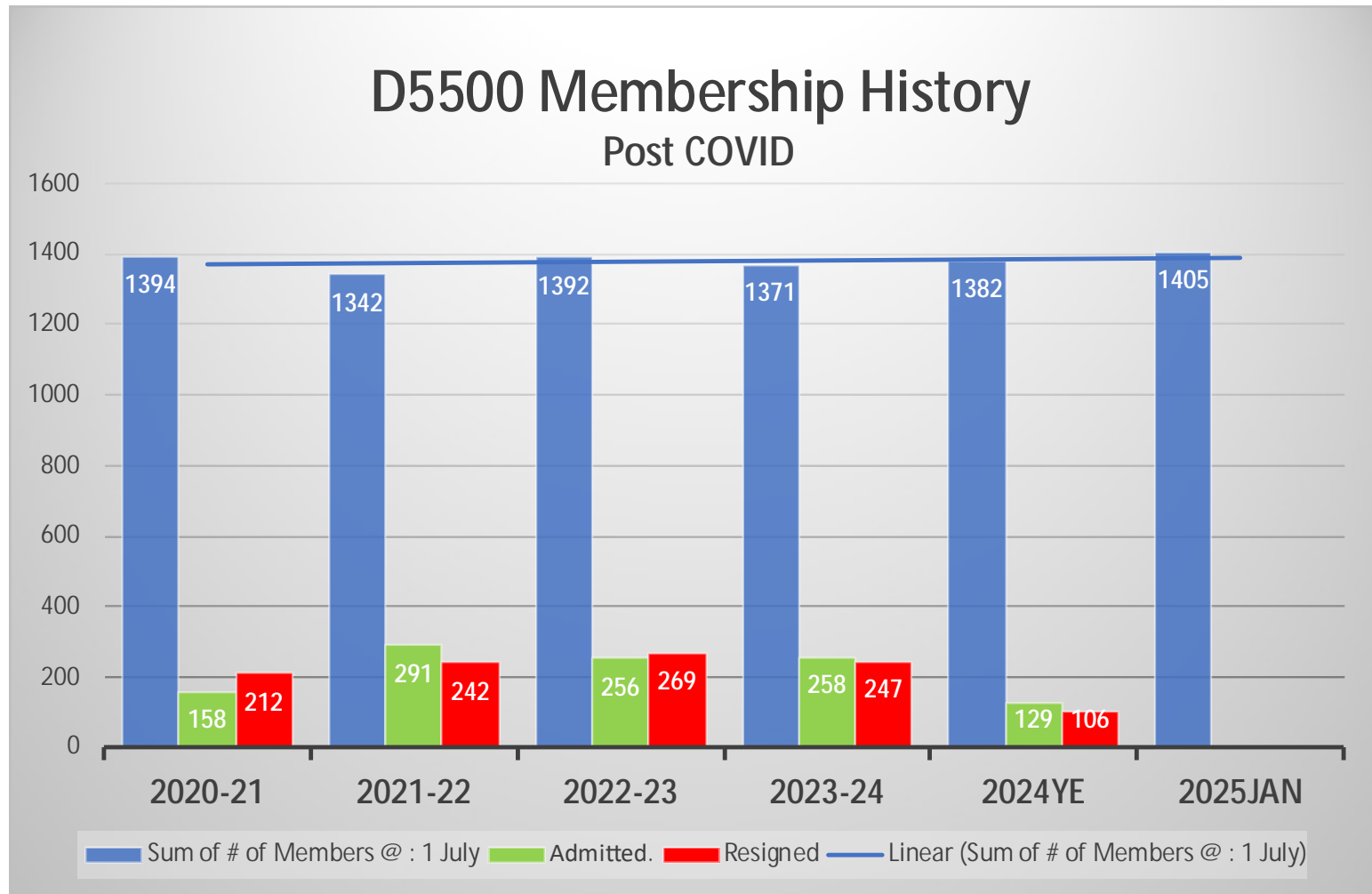
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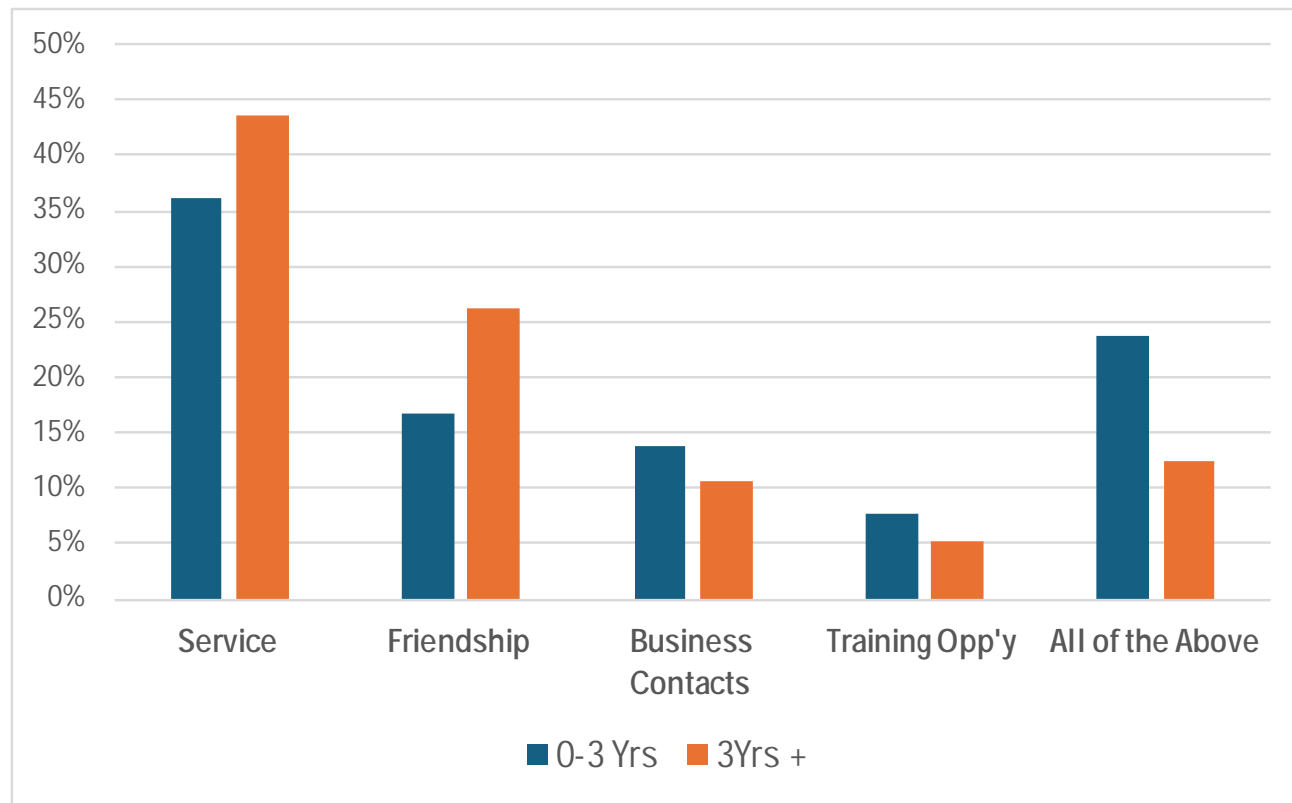


# Congratulations!

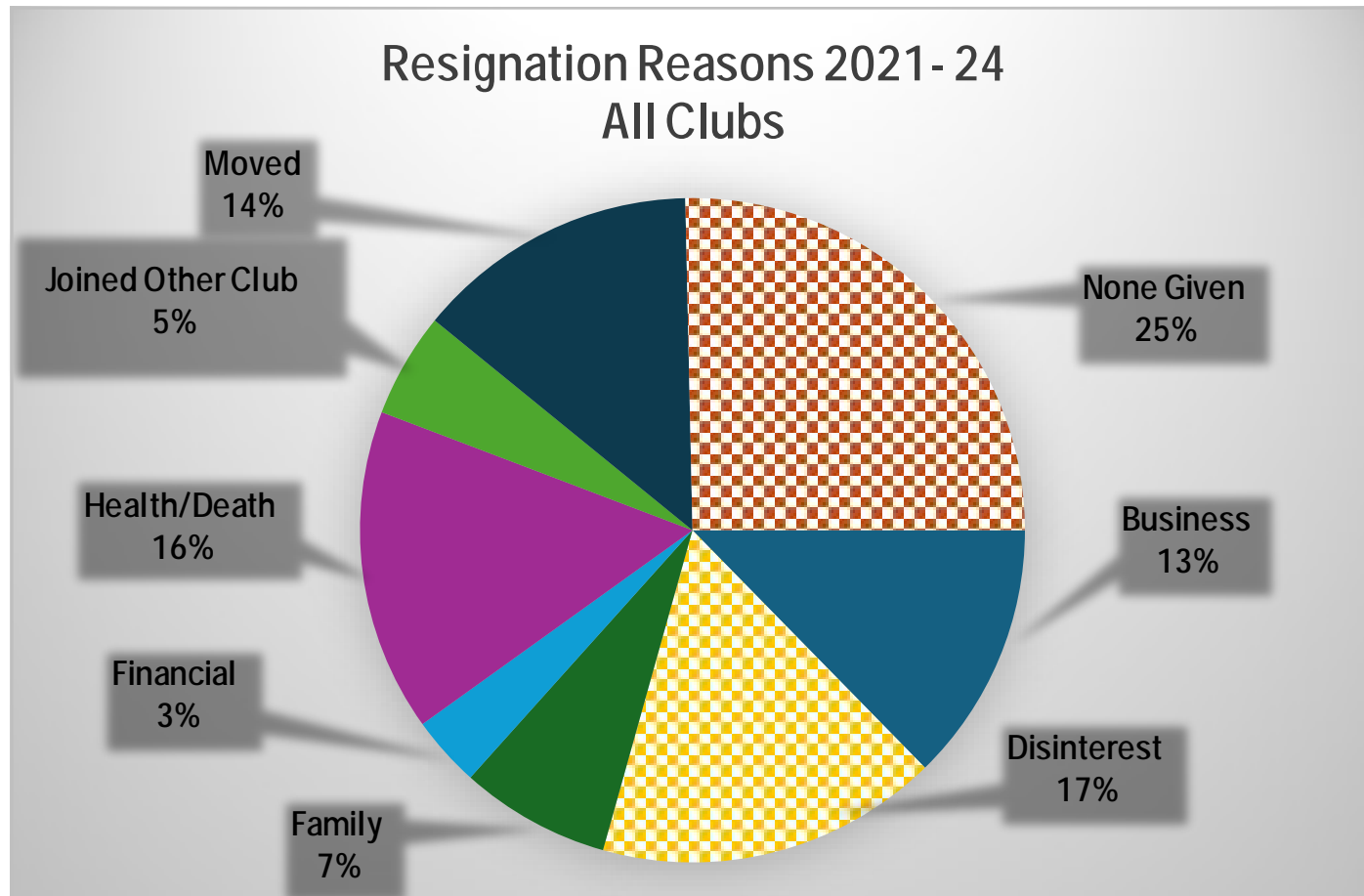




# Why Do People Join Rotary?



# Why Do Members Leave Rotary?





# Vibrant Club = Great Club Experience

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- Conducts frequent & meaningful projects
- Reflects its members interests
- Is relevant in its community
- Has a unique identity and advertises it
- Is welcoming to members and visitors
- Tries new ideas
- Is Fun!



**Impact - Belonging - Fun**



## Question

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**Imagine you have a magic wand that can instantly enhance your club. What specific change would you make to improve your member's experience and engagement?**

# Enhancing Club Engagement

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**1) What factors Contribute to low engagement?**

**2) How can meeting become more interesting and valuable?**

**3) What activities could increase member participation and commitment?**



# What Do Vibrant Clubs Look Like?

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- Growing membership

## RETENTION plus attraction

- Club is known in the community and partners other organizations for projects
- Has a signature project and/or fundraiser
- Has an active social media campaign
- Has a full complement of club officers and committee chairs
- Goals identified before start of the new year
- Scheduled club meetings to review and discuss club status
- Participates in district and global grants
- 100% of members contribute to TRF at some level
- Meetings and events are interesting and fun.
- Club meetings have a high attendance rate and those not attending are kept up-to-date
- Members aren't satisfied with the status quo





# Objective Assessment of Your Club

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- Is your membership truly **active & engaged**?
- Is your **club service** what your community and members want?
- What is the effectiveness of your **leadership team**?
- What is your **public image** in the community?
- Do your members contribute to **The Rotary Foundation**?

Take Off the Blinders!

# The Rotary Club of \_\_\_\_\_ 2.0



## STARTING A ROTARY CLUB



JOIN LEADERS: [Rotary.org](https://www.rotary.org)  
800-678-1420

## NINE STEPS TO **RE**-STARTING A ROTARY CLUB

“Adapt and adopt”



# Rotary — from Good to Great

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“Greatness is not a function of circumstance. Greatness, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*



# Your Club — from Good to Great

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“**Vibrancy** is not a function of circumstance.

**A Vibrant club**, as it turns out, is largely a matter of conscious choice, and discipline.”

Jim Collins, Author, *“Good to Great”*