

Preparing Our Club to Grow

To sustain growth, clubs need to know why business and professional people join and why they stay. If invitees don't join or members don't stay, our club is not meeting or exceeding their expectations. To ensure our club is worth belonging to, start by answering the following questions. This will give us a starting point for improving our club.

Evaluate Your Club by Taking This Survey

A - First Impressions:

- 1) Are all guests and visitors greeted warmly and introduced to officers and members?
Yes No
- 2) Do we have a weekly greeter at the front door?
Yes No
- 3) Does our 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) Are guests and visitors introduced at the meeting?
Yes No
- 6) Are guests & speakers considered and treated as if potential members?
Yes No

B - New Member Induction:

- 1) Does our club hold formal induction, including presentation of a member pin?
Yes No
- 2) Are inductees' partner and/or children invited to the induction?
Yes No
- 3) Are inductions "personal" so they focus on telling the club a lot about the new member?
Yes No
- 4) Is the new member's sponsor recognized?
Yes No

C - New Member Orientation:

- 1) Are new members made to feel welcome?
Yes No
- 2) Does the President (or other officer) personally send welcome letters & information to new members' home address?
Yes No
- 3) Are new members' needs assessed for involving them in club activities?
Yes No
- 4) Do we explain the benefits of membership to new members?
Yes No
- 5) Are new members given an opportunity to do something?
Yes No
- 6) Do we use an objective means or practice of measuring if new members are satisfied?
Yes No
- 7) Has our club reviewed its "Blue Badge" requirements in the last two years?
Yes No

D- Friendship, Variety and Communications:

- 1) Are our meetings typically enjoyable and educational?
Yes No
- 2) Does our club have regularly scheduled social events?
Yes No
- 3) Are inter-club events encouraged and planned?
Yes No

Any NO answers?
How can we Turn NOs into YESs?



- 4) Do all members participate in club, district, and/or international events?
Yes No
- 5) Is a club newsletter issued on a regular basis?
Yes No
- 6) Is our website kept up to date (weekly or more)?
Yes No
- 7) Are all members "friends" on our Facebook page?
Yes No

E - Program Planning and Meeting Organization:

- 1) Are the programs and speakers publicized in advance?
Yes No
- 2) Do members know their program responsibilities?
Yes No
- 3) Are member prepared to carry out their assignments?
Yes No
- 4) Do our meetings begin and end on time?
Yes No
- 5) Are members asked to fill out a club evaluation form each year?
Yes No
- 6) Does our club promote ongoing Rotary education? (Webinars, Conferences, etc.)
Yes No

F - Membership Strength:

- 1) Does our club really want to expand and attract new members?
Yes No
- 2) Does our club grow each year in membership?
Yes No
- 3) Is our club promoted in the community?
Yes No
- 4) Are club meetings varied and exciting?
Yes No
- 5) Does our club hold a regular (quarterly) member development program?
Yes No

- 6) Do we explain and feature the benefits of membership to existing members?
Yes No
- 7) If asked by anyone, can all members explain what Rotary is?
Yes No
- 8) Do all guests and members feel welcome at our meetings?
Yes No
- 9) Does our club have a protocol for following up with members not involved in club activities?
Yes No
- 10) Does our club make adjustments to the needs of members to keep them in the club?
Yes No

G - Our Vocations and Professions

- 1) Do all other members know your name and vocation?
Yes No
- 2) Do you know the name and vocation of all other members?
Yes No
- 3) Do you do business with fellow Rotarians?
Yes No
- 4) Does our club put adequate emphasis on members' professions and abilities?
Yes No

H - Recognizing Accomplishments:

- 1) Does our 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

Any NO answers?
How can we Turn NOs into YESs?

