

## Your club's history

Do you know the club that chartered your club? Starting a new club is a task that requires a great deal of time, people, and most of all, commitment. In order to charter a club at least twenty charter members must be found.

Looking back, what were the most memorable events for your club?

Why did people join your club?

Who brought in the most new members?

What has happened in the past to cause your club to stop growing?



## How is your club doing now?

Is your club growing now? How many net members did you add this year? How is your club's giving to the RI Foundation?

There is a formal member survey you could give your club members to see how they feel about your club, but just off the top of your head:

Is your club fun?

What do you like most about your club?

What are the activities that you think are the most beneficial:

1. For the club?
2. For the community
3. For the world?
4. For you?

If you could change one thing about your club right now what would it be?

Living things never remain the same. Are there some things in your club that need to change so your club can grow?

## Your club's future

Do you think your club will be living in five years? In ten years?

What would your community be like without your club?

Would they notice if your club closed?

Are the needs in your community expanding or contracting?

Is there any problem that could not be solved by inducting new members?

Do you have surplus funds at the end of each year, or do you have projects for which you don't have adequate funding?

If your club does not address the needs of your community, who will?

If a citizen of your community wanted to give back, aside from your club, what other options would they have?

Are they good citizens that you know that might join your club if they were asked?

Has your club inducted new members this year?

Are the new members attending meetings?

Do they have a role to play or a job to do?

How many members have quit in the last year?

Do you know why they quit?

Are you concerned about your club's future?

Is your club considering the new streamlined club leadership plan (CLP)?

Does your club send the president elect, and president elect designate to PETS?

Is your president elect the chair of membership committee?

## The problem (& the solution)

Most Rotarians never ask anyone to join Rotary. Only about 5% of Rotarians EVER ask a friend to visit their club. The average club loses 10% of its members each year for various reasons, so is it any wonder that without a membership plan, most clubs do not reach their full potential?

Once your club has decided to become more healthy, the next step is to get in shape. Growth in Rotary means:

1. Retaining current members. Pay attention to your newest members. Most Rotarians quit during the first two years.
2. Educate your members on what is important: Rotary information, at least one program per month. You could have a Rotary Minute each week with a quote from the Rotarian Magazine.
3. Teach your members the club's policy on guests: how to invite them, who pays, how they are introduced.
4. Explain the membership proposal process (don't have the prospective member sign the proposal form prior to induction).
5. Develop a written membership plan for the club that includes at least two meetings each year devoted to membership retention and recruitment.
6. Train your members by encouraging them to enroll in PRLS (Professional Rotary Leaders Seminars) and attend District events, such as District Conference and District Assembly.



If your club is committed to becoming healthy and growing, then you will need a plan.

Club In A Club (CinC) is a very effective program that your club should consider.

CinC has very strong advantages:

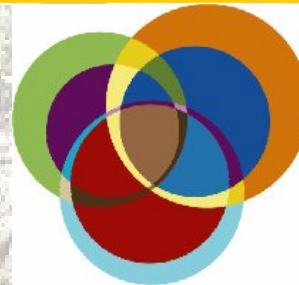
1. Most clubs are good at doing projects because everyone helps. Most clubs membership programs fail because the programs are not "club projects". In CinC every member has a part to play, no matter their experience, background or length of service.
2. The plan is a simple, step by step process so there is no guess work and the results are going to be positive. Everyone likes a successful project!
3. A member of the District Membership Task Force can discuss CinC with your club's leadership and guide your club through the process, so you will have help when you need it.
4. The great news is that you can repeat the program any time you need new members. Twice a year, three times, four times a year!



## SERVICE Above Self

District Membership Task Force 2006-2007  
Greg Nutter, Santa Clarita Valley  
661-254-4734  
David Crosby, Eagle Rock/NELA  
818-472-2621  
Sam Safi, North San Fernando Valley, 661-252-7913  
Jim Sullivan, Van Nuys  
818-904-3545  
Keith Sorem, Glendale Sunrise,

Keith Sorem  
*D5260 Membership Task Force Chair*  
Keller Williams Real Estate Services.  
200 North Central Ave. Suite 100  
Glendale, CA 91203  
keith@beautifulglendalehomes.com  
Tel 818-455-0830  
Fax 818-432-3232



# Healthy Clubs Grow

Is your club healthy?

Is your club growing?

A frank discussion about your club:

it's past,  
present,  
and future.

Rotary District 5260  
Membership Task Force

[www.rotary5260.org](http://www.rotary5260.org)