

**REVITALIZING YOUR CLUB
INSTRUCTOR: TAMMY BRUCE
SESSION NOTES FRIDAY 8:30 AM**

What Makes a Vibrant Club?

Great meetings, fun, fellowship
Participation
Service projects with a fellowship atmosphere
Things that include the family
Working towards a goal
Attendance
Communication
Having fun (singing club)
Diversity
Mentoring new members
Youth Exchange program
Programs that hit the heart
New members feel welcome
Educational programs
Including community like participants from HS speech team

Ideas to get us started

Keep goals visible
Incorporate fun
Use Sgt. At Arms - tell jokes, quiz
Snickers Moment
Rotate Sgts.
5th Friday make it a fellowship meeting
Create "pods" in the club to help share the work/tasks
Dinner meeting
Use invocations from Rotary Invocation Book and let others share in the invocation duty
Publish info in newspapers
Use phone tree to personally invite members each week/once a month

Case Study #1

Make personal visits to CEO
Don't just target CEOs, broaden target
Have membership committee
Use PR committee to broaden reach
Ask, "Who in your organization are you grooming?"
Re-evaluate Honorary Membership, ask them to come back
Ask each member to identify 3 people to target and follow-up individually or another who knows them
Vision with the club, re: membership
Identify a "Business of the Month" and invite president/owner

Case Study #2

Education
Increase engagement in projects
More fellowship
Increase attendance to district conference
Need more gender balance

**REVITALIZING YOUR CLUB
INSTRUCTOR: TAMMY BRUCE
SESSION NOTES FRIDAY 10:15 AM**

What makes a vibrant club?

Fun
Good service projects
Feel like it was time well spent
Joy in fellowship
Recognition in the community
Education/Learning
Goals
Timely agenda
Cover all Avenues of Service
Implementing ideas
Making a difference
Meeting location

Ideas to start

Recognizing club members
Tap into member needs
Find people's strengths
Know your members
Give positive comments (PCA)

Case Study #1

Club input and agreement
Serious PR, highlight achievements
Use Club in a Club, show case Rotary to targeted invitees
Throw a party
Invite to a special meeting (listen to good speaker, have them present)
Nanny at Rotary club meetings
Meet members individually at work for coffee to hear needs

Case Study #2

Engaging members - mentoring
Diversity of projects "service"
Exit interview – find out why people left
Encourage participation in district seminars, assemblies, etc.
Assign members research projects that get them on the Rotary website
SWOT Analysis
Visioning
Have a charter member reunion
Ask charter members why they started the club initially

**REVITALIZING Y OUR CLUB
INSTRUCTOR: LINDA COYLE
SESSION NOTES THURSDAY 8:30 AM**

WHY this session?

- Looking to get everyone involved #1
- Club is in a rut...looking to revitalize the club #2
- Hoping to get the club to buy into visioning
- Too many RINOs
- Club is growing...looking for new members...add excitement to club
- Fellowship events planned and then members don't show
- Club has lost its way...needs: vision, a succession plan and a new fund raiser **Tied for #3**
- In a rut.../need more diversity **Tied for #3**
- Need some long term goals
- Dilute some interpersonal problems within the club
- Small club looking for ideas
- Losing members and not replacing them at the same rate
- Falling short of implementing a visioning plan with new members
- Need new members...quit pointing fingers and just solve the problems

What Makes a Vibrant Club

- Enthusiasm
- Involvement
- Pride of Membership
- Camaraderie within and outside of club
- Exciting programs
- Common Vision
- Club and personal believes align
- Making a difference in your community
- FUN!!!!
- Financial stability
- Respect for all members
- Educate members about Rotary
- Attending an RI Convention
- Attending a District Conference

Recognition for both club and members...adds to Pride factor
Club follow through
Set goals and have vision
Adapt to changes
Keep up with times/ social communication
Have Orientation
Have Mentorship

**REVITALIZING YOUR CLUB
SESSION INSTRUCTOR: LINDA COYLE
SESSION NOTES THURSDAY 10:15 AM**

WHY This Session?

Trouble attracting and keeping new members #3
More terminations than new members
Divided Club...older & new members separate themselves
World's problems/issues make for declining membership
Was told to be here!
I like new ideas
Club is growing and I want to keep it that way
Too many older members...looking for younger members
Too few people making decisions.....want to spread the workload
Looking to turn it into a young, vibrant club
Increase to increase volunteerism within the club #2
Keep newer members by making them feel a part of the club #1
Revitalization

VIBRANT CLUBS.....

Great Programs
Engaged members
Relevant service projects
Increase membership
The club matters to its members
Fellowship and FUN
Diverse membership
New ideas

Great speakers
 Members who “want to be there”
 PR with community (newspapers, blogs, websites)
 Members sit at different tables...no clicks
 SMILES!!!
 Visiting guests and Rotarians feel welcomed
 Keep members informed
 Good food and venue
 Sharing info/family news and celebrating together
 Work with new members/mentorship/Rotary buddies
 Excited to be at the meeting
 Include spouse/partner/family in club activities
 Champion Rotary Ideals

**REVITALIZING YOUR CLUB
 SESSION INSTRUCTOR: SANDRA ROBERTS
 SESSION NOTES FRIDAY 8:30 AM**

Why are you here? What’s happening (or not) in your club?

- It’s hard to motivate older members *****
- Old Rules ***
- Everyone’s too busy – commitment problems *
- Need fresh ideas ***
- High attrition or disengagement **
- Lack of fund raising ideas *
- Older members losing contacts in community **
- Need to increase membership **
- Many members are burnt out - over-taxed *****
- Too expensive *
- Leaders are dying

What makes a Vibrant Club?

- The club is FUN
- Lots of participation by all members

- Community has knowledge of the club
- There is a membership waiting list
- Strong fellowship
- Members enjoy knowing and learning about each other
- Everyone is working on projects
- The Club has plans and goals
- Great recognition Programs
- Acceptance and inclusion of new members
- Acceptance of new ideas
- New fundraising ideas
- All members are active and engaged

What is the Role of a Good President?

- Captain of the ship
- Has great district contacts
- Gets members excited
- B-e-n-d-s old procedures
- Holds members accountable
- Creates an environment of meeting expectations
- Plans and sets goals **with** the club
- Encourages participation in educational opportunities

How can the Club have FUN?

- Good Sergeant-at-arms
- Good projects and Fundraisers
- Good interaction with the community
- Special fellowship events
- TGIF at someone's home
- Membership awards

Case Study #1

- Stop Honorary Memberships
- They are targeting the wrong people
- The whole club has responsibility for new members
- Invite potential members to lunch
- Membership competition teams
- Focus on business owners

REVITALIZING YOUR CLUB

SESSION INSTRUCTOR: SANDRA ROBERTS

SESSION NOTES FRIDAY 10:15 AM

Why are you here? What is happening (or not) in your club?

- Loosing membership *****
- Aging membership *****
- Same old fundraisers **
- Want more FUN *
- 80/20 problem (20% of members do 80% or the work) **
- Resistance to change **
- Looking for new ideas *
- Money problems due to the recession **
- Need new members *****
- Lack of energy *
- Same people doing things all the time *****
- Need to re-stimulate older members *****
- Lack of Focus *
- More interesting Programs *****

What makes a Vibrant Club?

- Visible in the community
- Recognized as the leading service organization in the community
- Energetic and effective
- Increased membership
- Increased knowledge of Rotary
- Membership is diversified
- The club is a FUN place to be
- Dynamic
- Has a good Public Relations plan

What is the Role of a Good President?

- A good role model who stimulates the club
- Conducts the clubs planning and regular business
- Leads by example and acts in a timely fashion
- Provides continuity and acts as a district liaison
- Is an inspiration to others - motivating
- Participates in Rotary events in club and district
- Creates a budget and shows financial leadership
- Excellent communicator and educator
- Appoints good chairpersons and delegates responsibilities to same
- Develops of culture of accountability

What are some new ideas?

- FUN – Create a culture of fun, night meetings encouraging humorous members
- Membership team completion – Monkey on your back idea
- Fellowship – 4-6 nights out including spouses and partners
- TGIF at a member's home
- Recognition – create an award for internal recognition for work well done within the club

Case Study #1

- Recruiting problem
- Redefining honorary members
- Exit interviews
- Need to give members something to do

Case Study #2

- Need at strategic plan with long range goals
- Education is lacking
- Investigate why are members are leaving the club
- Leaders need to involve club members
- Need to expose members to other Rotary events.