

IS YOUR CLUB HEALTHY?

This “Is Your Club Healthy” textbook is partly extracted from RI online Learning Center course. Please visit the Rotary Learning Center for further information needed on the Rotary website: [Rotary.org](https://www.rotary.org)

Translating Committee
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Contents

Is Your Club Healthy?

The Club Experience	1
Service Activities and Social Events	2
Membership	4
Your Club’s Image	6
Club Operations	8
Summary	10

Is Your Club Healthy?

Help your club stay valuable to your members and to your community by using regular checkups to assess what's working and address what's not. This course helps you identify opportunities for growth and sustainability, offers strategies to remedy outdated practices, and advises you on how to manage change.

Updated: April, 2021

The Club Experience

They may forget what you said — but they will never forget how you made them feel.

— Carl W. Buehner

The club experience is all about the feeling that members have when they're together. This is one of the most important aspects of the overall health of your club, bound up with the club's practices and traditions. Components of the club experience include:

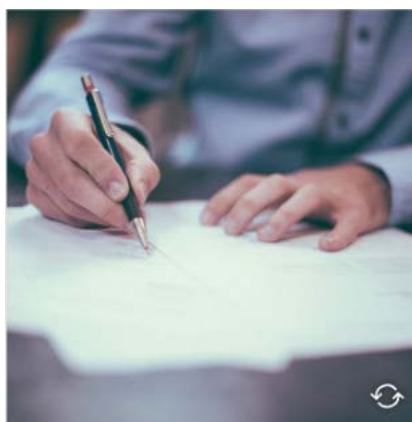
- Having fun at club meetings and with other members
- Feeling included and respected for your unique attributes
- Feeling that the meetings are a good use of your time
- Being proud of your club's work and the opportunities Rotary offers

Creating a positive club experience for members will keep them engaged and involved.

Tips for improving the experience that your club offers.



Change the time, location, or feel of your meetings. Try doing something new at a meeting to keep it interesting.



Find out what your members want by using the Member Satisfaction Survey. Be sure to act on the results.



Offer people opportunities to develop their skills by providing leadership training for newer members.

Service Activities and Social Events

The top two reasons that people give for joining Rotary are to make a difference in their community or in the world and to make connections. Your club can meet these expectations by planning effective service projects and fun social events, whether they're in person or virtual.

Service activities

Participating in service activities that meet the needs of your community is a rewarding experience for members. If your club doesn't have a committee dedicated to planning and organizing service projects, create one with enthusiastic members who can turn their passion into action. Being on a committee is also an opportunity to get to know a small group of fellow members better.

Healthy clubs vary their service projects. Use the tips below for activities that will make an impact:

- Consult community leaders to determine local needs before choosing a project.
- Conduct a skills inventory to assess what expertise your club can use to help others.
- Ask members how they'd like to participate.
- Visit Rotary Showcase to find ideas, resources, and volunteers before starting.
- Decide if you want to apply for a district or global grant to increase the quality and impact of your project.



Social events

Having fun is what keeps members coming back. Make sure that your meetings include time for socializing. Even when gathering in person isn't feasible, you can plan engaging virtual social events to keep your members connected.

More tips about social events.



(1) Have a social committee

Consider having a social committee that organizes events for the club. This can also be a way to let members who aren't as involved put their skills to use.

(2) Invite friends and family members

Holding social events that are open to members' friends and families allows people to share Rotary with those close to them. It also creates a positive Rotary experience for nonmembers.

(3) Vary the event locations

Holding social events at different locations than where your club usually meets may offer a more relaxed environment and a fun atmosphere.

(4) Help people get involved beyond the club

Let members know that they can join a Rotary Action Group or Rotary Fellowship to meet others who care about the same causes and are involved in the same hobbies.

(5) Urge members to expand their Rotary circles

Encourage people to meet more Rotary members and expand their Rotary circles by attending districtwide events and even the Rotary International Convention and project fairs around the world.

Social activities can help create bonds between members. And effective projects that make a difference can empower members while improving your community.

Membership



Healthy clubs are growing and changing. If your club is stagnant, it won't attract new members and risks becoming irrelevant to your community. Pay attention to how your members feel, and be open to new ideas. Involving new members and giving all of them a voice will strengthen your club.

Diversity in your club

When we talk about diverse clubs, we tend to think about including people of various ages, genders, abilities, professions, racial or ethnic groups, and sexual orientations.

We're also talking about people who've had different experiences, who have different areas of expertise, different connections in the community, and different ways of approaching things. These differences help a club better understand and address a community's issues.

Including all of these people also helps your club gain diversity in thought, because people's perspectives are shaped by their experiences. Including people from underrepresented groups can bring valuable new perspectives to a club. Using the classification assessment can help your club represent diverse professions, and using the diversity assessment can help your club build its membership in other important ways.

Benefits that different groups of people bring to your club.



Recent retirees may have time to dedicate to Rotary and could be seeking ways to connect with others. Invite them to become members and ask them to speak about their vocations and experiences.

Younger professionals are creative and eager to gain experience and meet people in their professions. They also bring new skill sets to a club.



Having more women in your club and ensuring that they have access to leadership opportunities will bring new perspectives.

Your Club's Image

Your club's image affects its reputation in the community. Be sure your club's work is visible so that people in your community can see the value your club brings to it.

Learn more about how to improve your club's image.



Be an active club

Planning effective service projects and fun social activities is the first step. Be sure to share the compelling stories and images of the good you're doing in the world so people know about it.

Have an online presence

Having an online presence is essential. People in your community who are curious about Rotary will find your website. Their experience there will determine their next steps. Include images of your club making a difference and having fun, as well as contact information for your club officers. Have separate sections for members and visitors so that people who don't know a lot about Rotary can find what they need. Social media accounts can also help you promote your activities.



Use the Brand Center

Using the guidelines available in Rotary's Brand Center ensures that all of your materials have the consistent look and feel of Rotary clubs worldwide. You can download logos, templates, and more.

Learn more about maintaining your club's image using the resources below.

Brand Center

Find Rotary's visual guidelines, logos, templates, and other materials in the Brand Center.

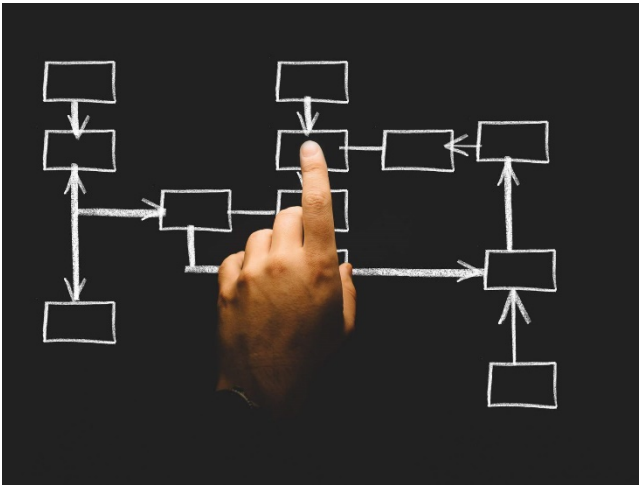
EXPLORE MORE: <https://brandcenter.rotary.org/en-us/>

Engaging Younger Professionals toolkit

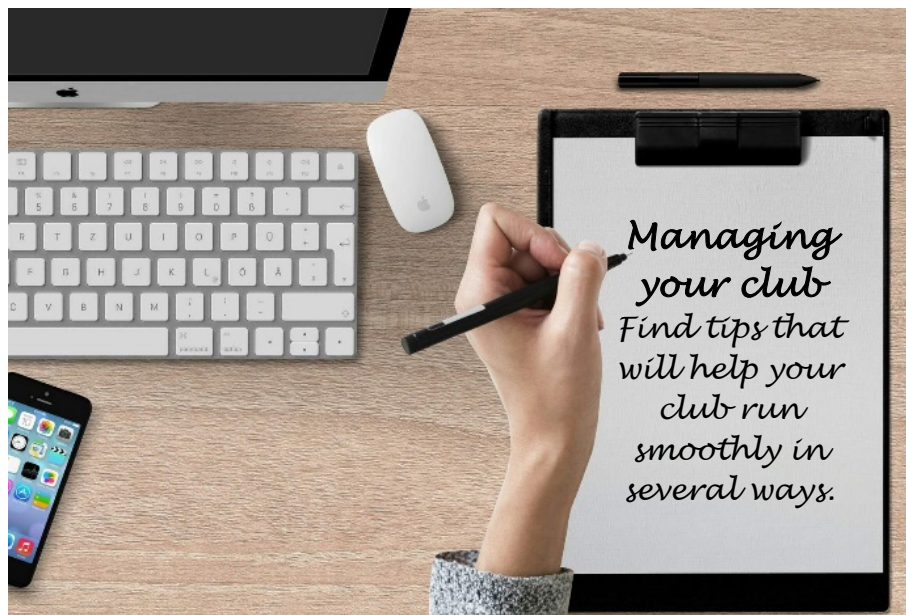
Use our digital kit to help you rethink membership and bring emerging leaders into your club.

EXPLORE MORE: <https://www.rotary.org/en/engaging-younger-professionals-toolkit>

Club Operations



When your club is managed well, the current members are engaged, new members receive an orientation that helps them understand the impact they can make in Rotary, and guests are welcomed. This doesn't happen by accident. Your club leaders have spent time thinking and planning to make sure this occurs.



Managing your club

Find tips that will help your club run smoothly in several ways.



1) Leadership

Implement a succession plan that involves selecting club leaders a year or two in advance and ensuring that they are well-trained for their roles. Make sure that the path to these roles isn't exclusionary.

2) Committees

Set up committees dedicated to the tasks necessary to operate your club. Rotary International recommends having committees for club administration, membership, service projects, public image, and The Rotary Foundation. Review sample committee structures (file: club_committee_structure_en.pdf) for clubs of different sizes.



3) The club experience

Regularly assess what works and what doesn't, and make any necessary adjustments. Consider holding quarterly assemblies to get feedback from members about what they enjoy and what they want to change.

4) Leadership development

Use your members' experience and expertise to train one another and develop their leadership skills. Take courses to improve your own communication and leadership skills, and encourage members to do the same. Stay up-to-date on the resources that Rotary provides to clubs and attend Rotary training events.



Summary

A lively club experience, meaningful service projects,
and fun social events keep members engaged and
show our impact in the community.
It's a well-managed club that makes all of that possible.

Summary



Staying healthy

Just as regular visits to the doctor help you stay healthy, your club needs regular checkups to ensure that it's functioning at its best.

What's next

Ask your club leaders to take the Rotary Club Health Check to assess what's working well and what could be better. Then have them discuss their results and use the suggested remedies to begin making changes. Going through this process annually is a great way to ensure that your club stays healthy.