

Revitalizing Your Club

- **Club Visibility and Relevance**
- **Membership Value/Focus**
- **Club's Community Impacts**

Mark a Y for Yes or an N for No

First Impressions

- _____ Are Guests and Visitors greeted and introduced to everyone?
- _____ Do you have an official weekly Greeter at the door?
- _____ Is there a Guest Book for guests to gather guests' contact information?
- _____ Is the Meeting Room arrangement inviting for guests?
- _____ Is there a set time in the meeting for guests' Introductions?
- _____ Are Guests considered and treated as potential new members?
- _____ Is your Website/Social Media creating interest outside of your Rotary circle?
- _____ Do you include attracting new members at your Community Events/Projects/Public Relations (and follow-up)?

New Member Inductions

- _____ Do you have a formal induction?
- _____ Is the family included?
- _____ Is there a personal induction including information about the new member?
- _____ Is the sponsor also recognized?
- _____ Do you publish and announce the new member in a media release?

New Member Orientation

- _____ Is the new member welcomed outside of the club meeting?
- _____ Does the president personally welcome new members with a one-on-one coffee and personal letter?
- _____ Do you include an Individual needs assessment for club activities?
- _____ Do you have a list that explains the benefits of membership into Rotary?
- _____ Do you do a quarterly member satisfaction survey?
- _____ Do you have a Blue Badge-New Member recognition program?
- _____ Is a mentor other than the sponsor assigned?
- _____ Do you include a Rotary Orientation (Rotary 101)?

Friendship, Variety, Communications

- _____ Are your meetings enjoyable, interesting, interactive and FUN?
- _____ Do you have regularly scheduled social events?
- _____ Do you have an inter club events planning committee that includes new members?
- _____ Does your club encourage participation to Club, District, International events?
- _____ Do you have a club weekly newsletter with regular updates?
- _____ Is your website up to date?

_____ Do you have a Social Media presence?

Program Planning and Meeting Organization

- _____ Are your speakers and programs publicized to the public?
- _____ Are all your members familiar with the club calendar?
- _____ Are members prepared and trained to carry out assignments?
- _____ Do your meetings begin and end on time?
- _____ Is there an annual club evaluation for your members and board members?
- _____ Do you include Rotary highlights and updates?

Membership Strengths (Engagement/Development on an individual level)

- _____ Is your Club willing to expand and attract New Members?
- _____ Is your Club growing every year, including your Community network?
- _____ Is your Club being promoted by the Community?
- _____ Are your meetings varied and exciting or memorable?
- _____ Do you have quarterly membership meetings?
- _____ Can your members answer “What’s Rotary?” based on personal experiences?
- _____ Does everyone feel welcome?
- _____ Are there protocols in place for new members?
- _____ Do you have an individual retention plan for each member of your Club?

Occupations, Skills, Passions

- _____ Are occupations, skills, and passions known and used for each member?
- _____ Do you encourage business with other Rotarians?
- _____ Does your Club have an emphasis on professions and abilities to benefit Rotary?

Recognizing Accomplishments

- _____ Does your Club have an awards program for members?
- _____ Are these awards displayed in a prominent location including your website?
- _____ Do you have special ceremonies for these recognitions?
- _____ Does this include Club Leaders?
- _____ Are these awards publicized on community channels?
- _____ Do you recognize people within the Community that are not in Rotary (yet)?
- _____ Is the family or associates included when these awards are presented?

Take a look at all the items that received a “No” and consider ways to change them to a “Yes”, including a way to implement these into your Club’s normal practices.

Also, have you come up with a list of priorities from this?

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