



# Member Tips

## Growing Rotary Membership



Membership  
Newsletter of  
Zones 27/28

October, 2008

### Taking a Look at Ourselves

By PDG Dennis Dinsmore, D6330

Any successful business person knows the importance of creating a quality product or service. In this highly competitive world, the best product will always prevail over the weak product.

In the case of Rotary our "products" are our clubs, our "customers" are our members. Members are asked to invest considerable time and money in Rotary and if we want to keep our members, our customers, we need to insure that our clubs, our products, provide what the customers want.

Before the membership building process really starts it must be preceded by making sure that our clubs are effective and worthy of the time and money that a new member is being asked to expend.

Two excellent examples of club assessment tools are found at the end of this newsletter. Each tool looks at club quality from a different perspective. We suggest using both tools to get a full picture of club quality.

The first tool, the *Membership Satisfaction Questionnaire*, is intended to be completed by club members. The compiled results of this questionnaire will give the club a good picture of member satisfaction. Additional questions may be added to this questionnaire to delve further into specific areas of concern such as meeting location or food service.

The second tool, *The Rotary Health Check*, is a scorecard for club performance. Developed in Rotary Zone 8A, Australia (thus the spelling differences), this form could be filled in by the club board. The meaning of the overall score is detailed at the end of the form. In addition, a low score on a particular question indicates a possible area for club improvement.

Both of these tools are great for targeting areas where clubs can improve but, in general, it is much easier to improve procedural deficiencies identified by The Rotary Health Check than to change member perceptions identified by the Membership Satisfaction Questionnaire. For example, if questionnaires indicate that a younger member might not be comfortable with a room full of older members, what could club leaders do about it? In the short run, maybe nothing. In the long run, the young member might be the perfect person to serve on the membership committee helping to recruit more young members. Remember – no problems, just opportunities.

### The Health Benefits of Being a Rotarian

By PDG Dennis Dinsmore, D6330

I recently ran across an interesting report from The Corporation for National & Community Service, a Washington think-tank dedicated to promoting volunteerism. They did an extensive review of recent research into the possible link between volunteer activity and health and some of the findings were quite amazing. Here are some excerpts from the article.

Volunteering has long been a common ethic in the United States, with people each year giving their time without any expectation of compensation. While these volunteer activities may be performed with the core intention of helping others, there is also a common wisdom that those who give of themselves also receive. Researchers have attempted to measure the benefits that volunteers receive, including the positive feeling referred to as "helper's high," increased trust in others, and increased social and political participation. Over the past two decades we have seen a growing body of research that indicates volunteering provides individual

#### D.K. Lee's Membership Challenge for 2008-09

- Ten Percent (10%) Net Increase in Membership per Club;
- Formation of Two (2) New Clubs per District;
- Total Net Membership of 1,300,000 Rotarians at the end of RY 2008-09.

health benefits in addition to social benefits. This research has established a strong relationship between volunteering and health: those who volunteer have lower mortality rates, greater functional ability, and lower rates of depression later in life than those who do not volunteer. Comparisons of the health benefits of volunteering for different age groups have also shown that older volunteers are the most likely to receive greater benefits from volunteering, whether because they are more likely to face higher incidence of illness or because volunteering provides them with physical and social activity and a sense of purpose at a time when their social roles are changing. Some of these findings also indicate that volunteers who devote a "considerable" amount of time to volunteer activities (about 100 hours per year) are most likely to exhibit positive health outcomes.

- The results of a survey of a large, ethnically diverse sample of older adults showed no association between receiving social support and improved health; however, the study did find that those who gave social support to others had lower rates of mortality than those who did not, even when controlling for socioeconomic status, education, marital status, age, gender, and ethnicity.
- A longitudinal study of older married adults found that those individuals who reported providing instrumental support to friends, relatives, and neighbors had lower rates of mortality five years later than those who had not reported providing support. In addition, providing support was found to have a stronger relationship with longevity than receiving support from others.
- A study of adults age 65 and older found that the positive effect of volunteering on physical and mental health is due to the personal sense of accomplishment that an individual gains from his or her volunteer activities.
- Volunteering can provide a sense of purpose, as found in a study of older adults; according to this study, formal volunteering moderated the loss of a sense of purpose among older adults who had experienced the loss of major role identities, such as wage-earner and parent.

The majority of studies on the relationship between health and volunteering have focused on older individuals, a population particularly vulnerable to illness and depression. While this focus is, in part, related to the practical efforts to identify those activities that effectively allow individuals to live longer, independent, and healthy lives, some research also indicates that age does matter when it comes to the positive effects of volunteering on physical and mental health.

Some researchers hypothesize that younger volunteers may not experience the same benefits from volunteering because of the greater likelihood that their volunteering may be, in some sense, obligatory (e.g., tied to other responsibilities, such as parenting). In contrast, the volunteer activities of older persons are more likely to be discretionary and provide them with a purposeful role in their community; for these reasons, the experience of volunteering is more likely to be beneficial to them. At the same time, younger adults are less likely to experience ill health, thereby making it difficult for studies to measure quantifiable changes in health.

The implication to Rotary membership recruitment is obvious. What a powerful message to a potential new member: "Volunteer service will make you feel better and live longer! " To read the full report, go to <http://www.nationalservice.gov>

## Your Membership Support Team

<b>Zone 27</b>	RRIMC	Terry Mueller, PDG	6201 N. Wyndwood Dr. Crystal Lake, IL 60014	815-459-2176 <a href="mailto:roterry@sbcglobal.net">roterry@sbcglobal.net</a>
	RIMZC	William "Bill" Rust, PDG	4701 Clark Ave. White Bear Lake, MN 55110	651-429-1913 <a href="mailto:brust@rustarchitects.com">brust@rustarchitects.com</a>
	<i>Districts 5640, 5950, 5960, 5970, 6000, 6220, 6250, 6270, 6420, 6440, 6450</i>			
<b>Zone 28</b>	RRIMC	James "Jim" Ives, PDG	1130 Livernois Troy, MI 48099	248-588-7005 <a href="mailto:jives@att.net">jives@att.net</a>
	RIMZC	Dennis Dinsmore, PDG	PO Box 273 Clio, MI 48420	810-687-7870 <a href="mailto:dennis@dinsmoregroup.com">dennis@dinsmoregroup.com</a>
	RIMZC	John "Jack" Young, PDG	3303 Twain Circle Brunswick, OH 44030	440-759-4000 <a href="mailto:jack1villa@aol.com">jack1villa@aol.com</a>
<i>Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540, 6600, 6630, 6650, 7090, 7280, 7300, 7330</i>				



# Membership Satisfaction Questionnaire

This survey is intended for use by the club. All club members should complete this questionnaire to help assess member satisfaction with club activities and projects. Please return completed forms to the club secretary. Your response is confidential.

**Do you feel welcome in our Rotary club?**  Yes  No

If no, why not? (Please mark all that apply)

I feel demographically isolated: (Please mark the appropriate response)

Other members were

older  younger  different gender  different ethnicity

Other demographic reason \_\_\_\_\_

I have not made an effort to meet other members.

Other members have not made an effort to interact with me.

**Do you feel comfortable sharing concerns with club leaders?**  Yes  No

If no, why not? (Please mark all that apply)

Club leaders have so many responsibilities I do not want to burden them.

Club leaders have their own agenda and are not interested in other ideas.

I have not been a member long enough to feel comfortable approaching club leaders.

I do not want to be perceived as a complainer.

Other \_\_\_\_\_

**How do you feel about the level of our club's involvement in the following types of activities?**

(Mark appropriate response)

ACTIVITY	LEVEL OF CLUB INVOLVEMENT			
Membership Development	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Member Orientation and Education	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Local Service Projects	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
International Service Projects	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Club Public Relations	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Fundraising	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
The Rotary Foundation	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware
Fellowship	<input type="checkbox"/> Excessive	<input type="checkbox"/> Adequate	<input type="checkbox"/> Insufficient	<input type="checkbox"/> Not Aware

**Have you participated in club projects and activities?**  Yes  No

**How did you become involved?**  I volunteered  I was asked

Please indicate your involvement in the following types of activities:

ACTIVITY	LEVEL OF INVOLVEMENT	
Membership Development	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Member Orientation and Education	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Local Service Projects	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
International Service Projects	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Club Public Relations	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Fundraising	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
The Rotary Foundation	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Fellowship	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved
Other _____	<input type="checkbox"/> I am currently involved	<input type="checkbox"/> I would like to be involved

**I am VERY SATISFIED / SATISFIED / DISSATISFIED with my participation in club activities and projects.** (Circle the appropriate response)

**If you are dissatisfied, why?** (Please mark all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Insufficient knowledge  | <input type="checkbox"/> Lack of resources                  |
| <input type="checkbox"/> Personality conflicts   | <input type="checkbox"/> Lack of support from other members |
| <input type="checkbox"/> Cost                    | <input type="checkbox"/> Insufficient family involvement    |
| <input type="checkbox"/> Personal time conflicts | <input type="checkbox"/> Other _____                        |

**How do you feel about the following costs associated with membership in our club?**

TYPE OF COST	PERCEPTION OF COST		
Club dues	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate
Cost of weekly meetings	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate
Amount of club fines/assessments	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate
Voluntary contributions to service projects	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate
Voluntary contributions to The Rotary Foundation	<input type="checkbox"/> Excessive	<input type="checkbox"/> Reasonable	<input type="checkbox"/> Inadequate

**Do you enjoy our weekly meetings?**  Yes  No

Please circle the appropriate response in the following questions:

The amount of Rotary content in our meetings is ADEQUATE / EXCESSIVE / INSUFFICIENT.

The length of our meetings is ADEQUATE / EXCESSIVE / INSUFFICIENT.

Our club should have MORE / SAME AMOUNT / FEWER fellowship activities.

Our club bulletin contains SUFFICIENT / EXCESSIVE / INSUFFICIENT Rotary information.

Our club bulletin is (please circle all that apply)

INTERESTING / USEFUL / INFORMATIVE / BORING / LIMITED / UNINFORMATIVE.

Our meetings are WELL ORGANIZED / POORLY ORGANIZED.

Our meeting time is CONVENIENT / INCONVENIENT.

If inconvenient, suggestion for an alternate time:

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The location of our meeting is CONVENIENT / INCONVENIENT.

If inconvenient, suggestion for a different location:

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**Which of the following aspects of our meeting place do you find to be unsatisfactory?**

(Mark all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Service              | <input type="checkbox"/> Décor/atmosphere                          |
| <input type="checkbox"/> Meal quality         | <input type="checkbox"/> Meal variety                              |
| <input type="checkbox"/> Parking availability | <input type="checkbox"/> Safety of the area in which it is located |
| <input type="checkbox"/> Other _____          |  |

Suggestion(s) for change: \_\_\_\_\_

The following changes would improve our club meetings:

- |  |   |
|--|---|
| <input type="checkbox"/> Better speakers                     | <input type="checkbox"/> More focus on fellowship                     |
| <input type="checkbox"/> Increased variety of program topics | <input type="checkbox"/> Increased emphasis on vocational information |
| <input type="checkbox"/> More involvement of family          | <input type="checkbox"/> Better time management                       |
| <input type="checkbox"/> More service opportunities          | <input type="checkbox"/> More leadership opportunities                |

**Is there anything else you would like to see changed?**

\_\_\_\_\_

**How does your spouse/partner/family feel about your involvement in Rotary?**

- |   |   |
|---|---|
| <input type="checkbox"/> Proud of my involvement  | <input type="checkbox"/> Feels it takes too much of my time |
| <input type="checkbox"/> Wants to know more/be involved                                   | <input type="checkbox"/> Feels it is too expensive          |
| <input type="checkbox"/> Seeks interaction with other<br>Rotary spouses/partners/families |   |
| <input type="checkbox"/> Other _____  |   |

**Thank you for taking the time to complete this questionnaire and for your commitment to improving our club.**

# THE ROTARY HEALTH CHECK

(Please mark in the appropriate column – the scores are shown in brackets next to the question)

1 MEMBERSHIP	SCORE
<b>1.1 NETT GROWTH In Last Year</b> > 10% (5); 5%-10% (4); 0%-4.9%(3); Nett Loss (0)	
<b>1.2 RECRUITMENT – Number of Members Recruited in last year as a percentage of membership number at the commencement of the year.</b> >20% (5); 11-20% (4); 5-10% (3); 1-5% (2); Nil Inductions(0)	
<b>1.3 GENDER BALANCE in Club</b> Predominance of one gender over other –the questions refer to the minority gender in your club. >40% (5); 25-39% (4); 10-24% (3); 1-10% (2); All one gender (0)	
<b>1.4 AVERAGE AGE OF MEMBERSHIP</b> Is the average age of your club members: >70 (1); 60-70 (2); 50-59 (3); 40-49 (4); <40years (5)	
<b>1.5 PERCENTAGE OF MEMBERS LESS THAN 40 YEARS OF AGE</b> More than 40% (5); 20 to 40% (4); 10to 19% (3); 1 to 9% (2); nil (0)	
<b>1.6 ALUMNI:</b> No of Alumni in your club as a % of total membership: (Include GSE, Scholars, RYLA, RYPEN, Youth Exchange, Rotaract, Other Rotary Programs) Expressed as a % of Total Membership >20% (5), 10-20% (4); 5-9% (3); 1-4% (2), 0% (0)	
<b>1.7 RETENTION OF MEMBERS:</b> <b>Formula:</b> No of members at end of year / Membership at beg of year PLUS total number of members inducted during year – As a %. The Example is 23 members at the beginning of the year, you inducted 7 new members – a total of 30 members you had during the year. You divide the actual number at year end (25) by the total of 30 and multiply by 100 to obtain the percentage outcome.  Eg. $25/30 * 100 = 83.33\%$  Retention Rate: >95% (5); 90-94% (4); 85-89% (3); 75-84% (2); 60-74% (1); <60% (0)	
<b>1.8 FRIENDS OR FAMILY OF ROTARY OPPORTUNITIES</b> Our Club has a Friends of Rotary / Associates /Supporters program in place with key focus on long-term relationships: Yes (2); No (0)	
<b>1: TOTAL MEMBERSHIP SCORE</b>	

<b>2 MARKETING &amp; PUBLIC IMAGE</b>		
<b>2.1 NUMBERS OF PRESS ARTICLES IN LOCAL PAPERS IN PAST YEAR</b> >20 (5); 15 to 20 (4); 8 to 14 (3); 3 to 7 (2); 1 or 2 (1); None (0)		
<b>2.2 DIVERSITY OF MEDIA – Circle and then total how many in column</b>  Local Paper      Mainstream Paper      Television      Radio- Major Stations  Radio – Community Station      Billboards      Community Newsletter  Other - Please Note and include in your number score		
<b>2.3 CLUB BULLETIN / NEWSLETTER IS PRODUCED</b> Weekly (3); Fortnightly (1); Irregularly (0)		
<b>2.4 BULLETIN CONTENT is diverse, it is professional in layout / presentation and content</b> Yes (3); Average (2); Poor (0)		
<b>2.5 BULLETIN CIRCULATION BEYOND THE CLUB includes:</b> Community Leaders, Library, Potential Members (5); Other Clubs & District Personnel & Potential Members (3); Other Clubs & District Personnel (2); Members Only (1)		
<b>2.6 CLUB WEBSITE</b> Do you have a Club Website – is it professional in appearance, easy to navigate and updated weekly? Professional, easy to navigate, updated weekly (5); Professional, easy, updated fortnightly (4); professional, easy to navigate, updated monthly (3); Not as professional looking as we would like (2); Updated each year (0)		
<b>2.7 ARE YOU SEEN IN YOUR COMMUNITY?</b> Are you visible in your community – ie have a Market, Run an Opportunity or Second Hand Shop, Have a stand at the Local Festival, Art Show, Sausage Sizzles, Working Bees, etc. Yes – have activities in our community at least twice a month – have signage always and wear our club T-Shirts and Hats (5); Yes – monthly, have signage and wear club clothing (4); Yes – we have our signage at all opportunities, but it is generally around once a quarter (3); We have the activities, but only have our T-Shirts – don't have signage which we take with us (2); We don't have club T-Shirts or signage – we do the job quietly and don't worry about the promotion of our work (1)		
<b>2.8 CIRCULATION OF RI PUBLICATIONS</b> <b>Do you put RI Publications in Dentists', Doctors', etc Waiting Rooms?</b> Yes – every month (3) Sometimes (2); Rarely (1); Never (0)		
<b>2.9 ROTARY INTERNATIONAL WEBSITE</b> <b>Do you publicise the RI Website?</b> Yes (3) No (0)		
<b>2: TOTAL MARKETING &amp; PUBLIC IMAGE SCORE</b>		

<b>3 BALANCE IN CLUB</b>	
<b>3.1 CLUB ACTIVITIES</b> (Please mark in correct column) <b>Avenues of Service Projects</b> If 2 in each of the Avenues (5); 1 in each avenue (3), If less than 1 in each avenue (0)	
<b>3.2 INVOLVEMENT OF MEMBERS</b> In a 6 month period, What % of your club members are involved in a Club Activity? 100% (5); 90-99% (4); 80-89% (3); 50-79% (2); <50% (0)	
<b>3: TOTAL BALANCE IN CLUB SCORE</b>	
<b>4 LEADERSHIP &amp; DELEGATION</b>	
<b>4.1 PRESIDENT</b> How many times has your club had a President who has served as President previously? Never (5); Once (2); > Once (0)	
<b>4.2 SELECTION OF PRESIDENT ELECT</b> Does your Club select and nominate a President Elect & Nominee without difficulty Yes – no problems (5); Usually have difficulty, but do have appointments on time (2); Don't have a PE in place (0)	
<b>4.3 ALLOCATION OF COMMITTEE ROLES</b> Based on Members specific area of interest &/or skill (5) By rotation after discussion with members (3) Random allocation (1)	
<b>4.4 DISTRICT ACTIVITIES</b> Our club is represented at District Seminars (PETS, District Assembly, Rotary Foundation Seminar) Always – 100% (5); 90% eligible attend (4); 50-90% attend (3); <50% attend (2); none attend (0)	
<b>4.5 DISTRICT COMMITTEES</b> No of members who serve on District Committees – expressed as a % of total membership of the club: > 15% (5); 10-14% (4); 5-9% (3); 1-4% (2); Nil (0)	
<b>4: TOTAL LEADERSHIP &amp; DELEGATION SCORE</b>	

<p><b>5 CLUB SPEAKERS &amp; WEEKLY MEETING PROGRAMME</b></p>	
<p><b>5.1 STYLE &amp; FORMAT OF MEETINGS: Is it welcoming and inclusive in its style; have structured process for reports from members; well run by Sergeant; no one member is dominant?</b>  Yes, very well structured &amp; welcoming (5);  Clear structure, but welcome can improve (4);  Very Welcoming to all visitors, but no reports from members (3);  Meeting gets a bit out of hand – Sergeant doesn't control very well, but everything else ok(2);  Has one or two who dominate meetings (1);  No structure, members stick together and leave guests on their own, lots of in jokes, etc (0)</p>	
<p><b>5.2 LENGTH OF MEETINGS – TIME EFFICIENCY FOR MEMBERS – Do your meetings run for a reasonable length (ie 1 Hour or 2 ½ hours?)</b>  Generally suggest 2 ½ hours is too long (2); 1 ¼ hours to 2 Hours (3);  45 minutes to 1 ¼ hours (5)</p>	
<p><b>5.3 SPEAKERS PROGRAMME</b> is organized:  2 Months Ahead (5); 4 Weeks Ahead (4); 2 Weeks Ahead (3); 1 Week Ahead (2); Not organized, usually shows 'To Be Advised' (0)</p>	
<p><b>5.4 BALANCE OF PROGRAM</b> highlights a share of Community Speakers, Business Based, Rotary Speakers and Other Area of Interest.  Is this program in place? Yes (3), No (0)</p>	
<p><b>5.5 HAS THE PROGRAM HAD CONSECUTIVE SPEAKERS ON THE SAME AREA: ie 2</b>  Community Organisations or two less exciting topics two weeks running. If Yes – mark (0); if No – good balance (3)</p>	
<p><b>5.6 VOCATIONAL VISITS conducted in the past year</b>  Yes - have 2 or more (3); Have 1 per year (2); None in past year (0)</p>	
<p><b>5.7 ROTARY INFORMATION - In the past year, does the club have Rotary Information Segments (excluding Guest Speakers):</b>  At least once every two weeks (5); Held once a month (3); Ad hoc (0)</p>	
<p><b>5.8 MEETING EFFICIENCY – Do your Club Meetings start and finish on time?</b>  Always – Every Week without fail (5); Regularly - Say 11 out of 12 (4) ; Mostly – Say 8 out of 12 (3); About 50% of the time (2); Rarely (1); Never (0)</p>	

<p><b>5.9 CLIQUES IN SEATING – Do you regularly have cliques in the Seating Arrangements in the club?</b>  There are always a group who sit together (2); Sometimes (3); We have seating initiatives in place to move members around (4); No Cliques – members move around regularly (5)</p>	
<b>5: TOTAL CLUB SPEAKERS &amp; MEETING PROGRAMME</b>	
<b>6 FUND RAISING</b>	
<p><b>6.1 ACHIEVING YOUR GOALS – In the last year, our Club set and achieved its Fund Raising Goals as follows:</b>  100% (5); 90-99% (4); 80-89% (3); 70-79% (2); 50-69% (1); raised less than 50% of the goal set (0)</p>	
<p><b>6.2 DIVERSITY OF FUND RAISING ACTIVITIES: Do you have a diversity of fund raising activities in your club?</b>  Yes – funds raised from at least three main sources and several minor sources (5);  Funds raised from 1 main and several minor sources (3);  Funds raised from more a variety of varying sources (2)  All from one project (1)</p>	
<b>6: TOTAL FUND RAISING SCORE</b>	
<b>7 VENUE</b>	
<p><b>7.1 VENUE: Is your venue easily identifiable – ie Both external and internal signage to assist visitors, guests, etc.</b>  Yes – Both external &amp; internal (5); Partly (3); None at all (0)</p>	
<p><b>7.2 FOOD: If you have food as a part of your meals – honestly assess the standard of the food.</b> Excellent (5); Very good – always reliable quality at a great price (4); Good meals at a reasonable price – generally similar style, but always nice (3); A bit patchy in quality –but quite edible (2); Poor meals, little variation and quality barely acceptable (0)</p>	
<p><b>7.3 HOSTS: Does your host genuinely welcome you at their venue – or do they see your Rotary Club as a bother or inconvenience.</b>  Yes – our hosts enjoy us being there (3); Generally welcome, but occasionally appear to be a bother around peak seasons (2); Our Hosts see us as a bother (0)</p>	
<b>7: TOTAL VENUE SCORE</b>	

<b>8 SOCIAL ACTIVITIES</b>	
<b>8.1 NUMBER OF SOCIAL ACTIVITIES in the club in the last quarter?</b> > 10 (5); 7 to 9 (4); 5 or 6 (3); 3 or 4 (2); < 3 (1)	
<b>8.2 NEW SOCIAL ACTIVITIES – Suggested by New Members</b> <b>Have you asked your new members for ideas for social activities</b> Yes (3) No (0) <b>Have you acted on them and involved them in the organization:</b> Taken up idea & involved new member (5); Taken up idea, not involved new member in it (3); Not taken up at all (0) <b>Total up the two questions and write score in column</b>	
<b>8.3 INVOLVEMENT OF FAMILY &amp; PARTNERS</b> Does your club have partners and family attend: Always (5); Regularly (4); Occasionally (3); Rarely – once or twice a year only(1)	
<b>8: TOTAL SOCIAL ACTIVITIES SCORE</b>	
<b>9 PLANNING</b>	
<b>9.1 DO YOU HAVE A STRATEGIC PLAN FOR YOUR ROTARY CLUB?</b> Yes (5) No (0)	
<b>9.2 OUR STRATEGIC PLAN IS UPDATED...</b> Yes - At least annually (5); Not updated in last year – but did it the year before (3); Not updated for a few years (0)	
<b>9.3 CLUB LEADERSHIP PLAN: Have you adopted the R I Club Leadership Plan?</b> Yes – we have adopted the CLP fully (5) We are implementing it next year (3) We are not planning to adopt it at all (1) We haven't and don't plan to consider it in our club (0)	
<b>9.4 CLUB PLANNING DAY is held in our Rotary Club</b> Yes – Annually prior to the start of the Rotary Year (5); Not at all (0)	
<b>9.5 CLUB ASSEMBLIES are held:</b> 4 - 1 per quarter (5); 3 – 1 every 4 months (3); 2 – 1 every 6 months (2); 1 per year (1); None (0)	
<b>9: TOTAL PLANNING SCORE</b>	

<b>10 BOARD MEETINGS</b>	
<b>10.1 FREQUENCY OF BOARD MEETINGS over the past year</b> Once every month – total of 12 (5); 11 (4); 10 (3); 9 (2); 6 to 8 (1); < 6 (0)	
<b>10.2 EFFICIENCY &amp; AGENDA OF BOARD MEETINGS</b> <b>Do you set a clear agenda including timings and then meet them?</b> Finish on time always (5); Within 10 minutes of estimate on agenda (4); Within 10 to 20 minutes (3); Within 20 to 30 minutes (2); > 30 Minutes longer (0)	
<b>10.3 CLUB RECORDS</b> Are Board Meeting Records filed and retained, readily available as required for reference: Yes (5); Yes – but resolutions not recorded separately (3); Poor filing & historical records (0)	
<b>10: TOTAL BOARD MEETINGS SCORE</b>	
<b>11 FINANCES OF CLUB</b>	
<b>11.1 ACCOUNTABILITY – The Club has separate bank accounts for Administration &amp; Fund Raising (or Projects) Funds.</b> Yes – totally separate (5); No – but accounts for separately in ledgers and reporting (3); Combined totally (0)	
<b>11.2 BUDGET - The club has set and approved a Budget prior to the commencement of the Rotary Year (ie in May / June latest)</b> Yes (2); No (0)	
<b>11.3 FINANCIAL REPORTS FOR THE BOARD MEETINGS include reporting of actual versus budget with variances – for both Administration and Fund Raising / Project Accounts</b> Yes (2); No (0)	
<b>11.4 FINANCIAL REPORTS TO CLUB MEMBERS are provided Six Monthly</b> Yes (2); No (0)	

<p><b>11.6 USE OF I.T. AND ELECTRONIC COMMUNICATION are in place in our Club: Please circle those that are available and write total number circled as score in column :</b></p> <p>Direct Deposit for fees                  Direct Deposit for functions / sponsorships</p> <p>Credit Card Payments accepted                  Bulletin sent by Email</p> <p>Website Updated and source of updates for members          SMS Communication</p> <p>Other (Please write down )</p>	
<b>11: TOTAL FINANCES OF CLUB SCORE</b>	
<b>12 SERVICE ACTIVITIES</b>	
<p>Mark in the column a score of (2) for each one of those listed which you feel you satisfy well in your club:</p> <p>12.1 Recurring programs – well serviced</p> <p>12.2 A range of projects are covered, rather than focused on just one or two areas.</p> <p>12.3 Do you seek input from your community partners on needs (ie Church, Councils, Government, Education facilities, Youth Workers, etc.)</p> <p>12.4 Are you as a club genuinely willing to serve those in the community who are in need – both individuals and organizations?</p> <p>12.5 Do you partner with other organizations in your service activities?</p> <p>12.6 Do you combine with other Rotary Clubs in service projects?</p> <p>12.7 Do you feel that you cover the avenues of service well – that is no one area of bias?</p>	
<b>12: TOTAL SERVICE ACTIVITIES SCORE</b>	
<b>TOTAL SCORE OVERALL</b>	

## UNDERSTANDING YOUR SCORE

Topic	Comment
<b>Membership</b>	<p><b>30 or more</b> – You are going very well</p> <p><b>23 to 29</b> – Review your plans and check you are following your plans</p> <p><b>0 to 22</b> – You need to review your current process and consider implementation of Two Up! or Club In A Club and look at assessing why members are not remaining in the club and your age profile.</p>
<b>Marketing &amp; Public Image</b>	<p><b>31 or more</b> – You are going very well</p> <p><b>24 to 30</b> – Review your plans and check you are following them.</p> <p><b>0 to 23</b> – Review your Bulletin style and content and then diversify the distribution; seek training on writing Press Releases; ask the District Marketing / Public Image Chair or Committee to speak at your club; ask for the topic to be included in District Assembly, etc.</p>
<b>Balance In Club</b>	<p><b>9 Or 10</b> – You are going very well</p> <p><b>6 to 8</b> – Review your overall service projects and timing to see if too clustered and aim to spread out if possible. Look at your club composition to see if your projects are when members are around.</p> <p><b>0 to 5</b> – Review and assess honestly your service profile to aim for a balanced service in each area – and identify when your members are best able to undertake projects. Avoid heavy clustering at key times of the year.</p>
<b>Leadership &amp; Delegation</b>	<p><b>22 to 25</b> – You are going very well</p> <p><b>19 to 21</b> – Review your club leadership development and committee rotation structures to ensure effective training is occurring.</p> <p><b>0 to 18</b> – Strongly consider implementing the Club Leadership Plan if you haven't already; implement a process where your members are rotated regularly onto committees, commencing with their key area of interest &amp; skill. Encourage actively in your club attendance at District activities and recommend those members who show an interest in District Committees to the Incoming District Governor for inclusion in the future.</p>
<b>Club Speakers &amp; Weekly Program</b>	<p><b>36 to 39</b> You are going very well.</p> <p><b>28 to 35</b> Review your approach to your Weekly Meetings and double check each of the aspects. It is going along, but there may be some areas which need fine tuning.</p> <p><b>0 to 27</b> Review your approach – Agendas to ensure meetings are not too lengthy, ensure they both start &amp; finish on time, speakers are organized around 2 months in advance &amp; members are</p>

	<p>advised through Bulletin; Chairs, Greeters, Desk Duties are clearly set out and members know in advance of their responsibility. Encourage Visits off site from your meetings and set down parameters &amp; guidelines for your Speaker Program to ensure diversity. Establish seating approaches to avoid cliques.</p>
<b>Fund Raising</b>	<p><b>8 to 10</b> You are going very well  <b>6 to 7</b> Review your approach and check all is in place.  <b>0 to 5</b> Recommend a review of your current core fund raising activities and do a brainstorm in your club to gain new ideas (Remember – all ideas are great ideas!). Consider grants training, so you can source grants for some of your projects.</p>
<b>Venue</b>	<p><b>12 to 13</b> You are going well  <b>8 to 11</b> Review your venue suitability on at least an annual basis.  <b>0 to 7</b> Invite your club for their input to the suitability of your venue, food, etc. Invite suggestions on alternatives – it is important to have a stable `home` for your club, but it must be able to meet your needs for service, ambience, reliability, etc.</p>
<b>Social Activities</b>	<p><b>16 to 18</b> You are going well  <b>9 to 15</b> Review your range of activities and that they are relevant to not only the majority of your members, but your newer members.  <b>0 to 8</b> Take stock of what you do – increase if not many activities and invite members to organize activities and include family members in them.</p>
<b>Planning</b>	<p><b>23 to 25</b> You are going well  <b>13 to 22</b> Review your plans and identify those aspects that you currently don't do – and consider their implementation.  <b>0 to 12</b> Recommend implementation of a Club Planning Day, the Club Leadership Plan – have a speaker on this to the club and the Board; have regular club assemblies and discuss key issues and seriously review establishing a Strategic Plan for your club over the longer term.</p>
<b>Board Meetings</b>	<p><b>13 to 15</b> You are going well  <b>9 to 12</b> Review – ensure you have clear agendas, reports from Directors; timelines on topics and you have clear direction.  <b>0 to 8</b> Establish a schedule for your Board Meetings, separate from club Meeting Times / Days if necessary, be clear on the requirements – reports from Directors and the role of the Board. Set a Clear Agenda with times for respective reports. Provide guidance to Secretary on record keeping of minutes, resolutions, etc. Ask Assistant Governor</p>

	/ District Governor for guidance.
<b>Finances</b>	<p><b>19 to 22</b> You are going well</p> <p><b>15 to 18</b> Review your accounts and reporting – ensure it is timely. Review the opportunities for electronic transactions, etc.</p> <p><b>0 to 14</b> Review the suitability of your bank account structure; reporting to the board, budgeting to be sure it is proactive and reported against. One of the key signs is that you will remit your payments to RI late, etc. – ensure you raise your invoices in a timely manner – which will result in payments being made earlier. Review the options for electronic banking and credit card facilities for your club.</p>
<b>Service Activities</b>	<p><b>13 o 14</b> You are going well</p> <p><b>9 to 12</b> Review to ensure you are making the most of the opportunities to link with your community partners.</p> <p><b>0 to 8</b> Review your service activities to assess the range and if they are really serving your community – or just simply continuing on `because we always do them'. Ask yourself who you can link with –other members of your community and other Rotary Clubs. Being proactive will be positive.</p>