

TEN IDEAS to Improve CLUB CULTURE



Clubs evolve over time in many directions. Is it time to re-evaluate how your Club operates? Keep what's working, expand it and show it off. Then commit to change those things that are not working. Here are some ideas to consider...

1. Remake Traditions:

Some traditions, like singing songs, ringing a bell, or reciting the Four-Way Test to start a meeting may be confusing and unwelcoming to guests. Try playing music in the background as members and guests arrive and socialize.

2. Update Your Lingo:

Consider changing how you talk about Rotary. You're more than just a Rotary "Club". Show prospective members you are more than meetings – share with them about your social events, service projects, networking and leadership development opportunities... and the FUN you have in Rotary.

3. Embrace Social Media:

It's where younger generations live and where they check in every day, even every hour. Create and maintain a social media presence for your Club that demonstrates to prospective members what you're doing and how they can get involved.

4. Reduce the Cost:

The expense of Rotary membership can be challenging. Be transparent about the breakdown of dues to the Club, the District, and Rotary International... PLUS other costs such as meals. Lower your expenses by rethinking your venue, meal or other activities. Instead of an expensive meal, offer a la carte options or meet at a local pub.

5. Provide Flexible Attendance:

People are busy. Instead of requiring members to attend make-ups, encourage them to attend an online meeting or count their participation in a service activity. Take advantage of flexible meeting policies so members can participate even when their calendars are full.

6. Make It Personal:

Acknowledge and celebrate family and personal events like weddings, children, and professional milestones or personal achievements. Make your Club is family-friendly; consider offering child care or welcoming families to your Club events.

7. Assign Mentors:

Connect younger professionals with Club members that match their interests, skills, or professional background. Mentors also benefit by staying engaged, honing their leadership skills, and building meaningful connections with other members.

8. Meet and Don't Repeat:

Clubs have the flexibility to meet how and when they want so it's not the same ole get-together week after week. Make it a unique experience, something exciting that can't be missed. Change up your meeting location, pique members' interest about a new, exciting topic, and people will pay attention.

9. Go Mobile:

Younger professionals communicate by text message instead of via a phone call or email. After you've connected, stay in touch by text. Everyone texts these days. You need to also.

10. More Than Brochures:

Brochures and print materials are only part of your promotional plan. Include Digital communications that are inexpensive, fast, and reach a wide audience

Rotary

