



# BE A VIBRANT CLUB

CARIBBEAN

**YOUR CLUB LEADERSHIP PLAN**

Rotary







## MEET OUR VIBRANT CLUB

The Rotary Club of East Nassau in the Bahamas has had a stellar record of success in fundraising, project execution, and Foundation giving. Membership has also been growing slowly but steadily in the past several years. When the Council on Legislation approved the changes to allow for more flexibility, we saw an opportunity to improve our membership strategy.

# HOW WE DID IT

## We actively promoted Rotary's successful legacy in serving our local and global communities.

Our club exists in a country and region with a greater reliance on services provided by civic organisations. Being involved in these organisations is deemed highly respectable. We lean on social media to promote our local history of leading successful community projects. We also share Rotary's global initiatives such as End Polio Now on our Facebook page and website. We update these pages with our weekly events and featured guest speakers. As a result, we attract prospective candidates looking for opportunities to serve in civic work.

## We added new membership types to cater to different needs.

To make our membership more attractive, we created associate and corporate membership types. Although these options come with a financial premium in dues, their tier of membership exempts them from attendance requirements. We allow corporations to register up to three qualified employees of their firms as active Rotarians. The dues we get from these types of memberships benefit The Rotary Foundation and our

local charitable trust that funds our scholarships. We can now retain members who believe in and support what we do but had difficulty in meeting the attendance requirements.

## We fostered leadership skills in Rotaractors.

Our club has a wonderful relationship with our Rotaractors, who are entrenched in the community. We mentor them on skills such as fundraising and budgeting, moulding them for community work. As a result, our club is composed of 10 percent Rotaractor transfers with a 100 percent retention rate. Because we have instilled the value of service, the cost of joining was never an issue. We are the first in the Bahamas to retain a concurrent Rotaractor/Rotary member.

Our advice to clubs is to recognize that nothing is as constant as change. Take the time to consider what you might do to attract potential members while keeping the activities that are still satisfying to your current members. Engage as many as are willing to participate in the discussion, and don't rush the process; consensus can take time!





# START YOUR CLUB ON A PATH TO VIBRANCY

Vibrant clubs engage their members, conduct meaningful projects, and try new ideas. List the new ideas your club wants to try, and create a plan to increase community interest and attract more members.

As you develop your plan, use these tips and ideas, and let your club evolve.

## Decide what you'd like your club to be like in three to five years.

- Plan an annual visioning session, and use the **Rotary Club Health Check** to identify your club's strengths and areas that need improvement.
- Use the **Strategic Planning Guide** to set long-term goals.

## Decide on your annual goals, and enter them into Rotary Club Central.

- Focus on something your club is good at, and make it something your club is great at.
- Update committees once a month on your goal progress.

## Hold club meetings that keep members engaged and informed.

- Conduct the **Member Satisfaction Survey** to find out what your members like and don't like about your club, and create a plan for implementing changes.
- **Vary your meeting format** to include a mix of traditional and online meetings, service projects, and social gatherings.

## Communicate openly in your club.

- Share information at club meetings, on your club website, and through social media, and check regularly to see how members are feeling.
- Use the templates and resources in the Rotary **Brand Center** to create your club brochures and newsletters.

## Prepare members for future roles to smooth leadership transitions.

- Ensure continuity by making appointments for multiple years, having a current, incoming, and past chair on each committee.
- Conduct on-the-job training for incoming club officers, and have job descriptions for each officer.

## Adapt your club's bylaws to reflect the way the club works.

- Involve your members when you review your club's bylaws every year.
- Edit the **Recommended Rotary Club Bylaws** template to reflect new practices and procedures.

## Develop strong relationships within your club.

- Find suggestions in **Introducing New Members to Rotary**.
- Sit with different people at each meeting.

## Make sure all members are involved in activities that genuinely interest them.

- Conduct a member-interest survey, and use the results to plan projects, activities, and engaging meetings.
- Get new members involved early by learning their interests and giving them a role in the club.

## Coach new and continuing members in leading.

- Appoint a club training committee to oversee training for members.
- Use the **Leadership in Action guide on starting a program** to develop members' leadership skills.

## Create practical committees for your club.

- Small clubs: Consider how you can combine the work of committees.
- Large clubs: Create additional committees to get all members involved.