



BE A VIBRANT CLUB

INDIA

YOUR CLUB LEADERSHIP PLAN



MEET OUR VIBRANT CLUB

The Rotary Club of Mirzapur, Uttar Pradesh, India, is one of the oldest clubs in the region. Our club wanted to do things differently to meet our members' high expectations and keep them engaged. We wanted to take advantage of Rotary's new flexibility to ensure maximum participation and engagement. Before implementing these changes, club leaders met with each member to make sure everyone was on board with our plan.

Our club's strategic plan took two years to realize. Under the leadership of our club president and district governor, we were able to give our club a fresh new look.

HOW WE DID IT

We replaced traditional meetings with interactive theme meetings.

To make our meetings more interesting, we rotate to different locations and involve our families and spouses in organizing these events. Some theme nights feature a blockbuster movie related to a Rotary cause that families and friends are then invited to discuss. These meetings also double as fundraisers for the Foundation and community service projects.

We engaged members in service projects.

We wanted to engage our members by counting participation in community service projects like health camps as meeting attendance. This made it easy to get our members involved in meaningful projects, which renewed the energy and enthusiasm levels at our club. As a result, we organized two medical camps with a global grant that funded callipers and artificial limbs for a thousand people and made it possible for 100 patients to receive cataract operations.

We improved our public image.

By conducting more youth-related projects, we developed a deeper relationship with our community. Our club was already running a computer training institute that offers 200 students free tuition each year. This year, we sponsored two events that gave young people the chance to showcase their talent and participate in sports and singing competition. Using social media, we successfully promoted these two events, which energized the whole community and increased public interest in Rotary.

Because of these changes, we increased our fundraising at our meetings and events. Enthused by the activity and media coverage, the district administration has not only endorsed Rotary projects, but is partnering in the artificial limb camp.

Our advice to club leaders: If you want to do things differently, start your long-term planning well before your tenure. It is also helpful to work closely with the district to realize your goals.



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.

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.

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.

Develop strong relationships within your club.

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

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.

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.

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.

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.

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.

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.