



BE A VIBRANT CLUB

MIDDLE EAST AND NORTH AFRICA

YOUR CLUB LEADERSHIP PLAN



MEET OUR VIBRANT CLUB

Since it was chartered 20 years ago, the Rotary Club of La Marsa in Tunisia has made significant headway as champions of diversity in District 9010. Our club is composed of members that come from different faiths, nationalities, and backgrounds. It's our club's vision to have equal participation of men and women in our district. Recently, we've focused on developing women leaders.

HOW WE DID IT

We encourage our members to take on leadership positions.

Since our mission is to introduce dynamic changes, we promote activities that develop the leadership and organizational skills of our members. Members are encouraged to attend local and international Rotary events and training seminars. They are also given a chance to participate in all board positions. Members advance from committee roles to board roles before serving as president. Our leadership development strategy also enabled our club to sponsor four Rotary clubs and three Interact clubs, and to become the first Rotary club that supports service-learning groups for students under the age of 12.

We cater to our members' interests.

To keep meetings engaging and relevant, we choose guest speakers based on the interests of our members. Regular training on specific roles or topics is provided by members and past district governors. We are also flexible in measuring attendance, especially for our younger members, by allowing

them to dedicate more of their time to projects than to meetings. To promote team bonding, we organize an annual team-building exercise, hold monthly dinners with our spouses, and recognize those who participate in our events.

We are visible in our community.

To promote what we do for our community, we ensure significant media coverage for all our projects. We engage the media to promote our events in print, on local TV stations, and on radio. Aside from traditional media, we keep an active social media presence through our Facebook page and website. We also closely collaborate with the district for interclub projects.

Our actions inspired other clubs in the region to recruit more women, and we have seen an increase in women club presidents. To make transformative changes, it is important for clubs to learn from their own experiences. Your own successes and failures can provide a roadmap for how to make an innovative idea become a reality.



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.