



BE A VIBRANT CLUB

SUB-SAHARAN AFRICA

YOUR CLUB LEADERSHIP PLAN



MEET OUR VIBRANT CLUB

The Rotary Club of Vacoas in Mauritius currently enjoys a membership composed of Rotarians from many backgrounds. Our club is vibrant in many ways, but our strong sense of fellowship is what makes our club unique. Like many clubs, we, too, had membership challenges. Members were finding it hard to go to regular meetings, and there was a lack of interest in participating in service projects.

The Member Satisfaction Survey gave us insight into what we really needed to change. Our members needed a new strategy that focused on building connections with fellow Rotarians and provided service to local and international communities.

HOW WE DID IT

We expanded options to meet virtually and varied our meetings.

We now meet on a fortnightly basis, every other Tuesday. Members who are unable to join in person have the option to connect with us virtually. We also choose discussion topics that are relevant to current times. We keep our Tuesday meetings fun by making it a theme night. If possible, we dress up in outfits that match the theme our group chooses. For the first half, we discuss Rotary business, and in the second half, we have fun activities such as dancing, singing, or even karaoke. Sometimes our Tuesday meetings become “night out” events. Since we freed up two Tuesday nights of regular meetings, these are now used to conduct board meetings or service meetings. We credit the club’s tech-savvy members with teaching us to use social media so that members can stay connected between meetings. Since we made these changes, our club’s attendance has increased more than 75 percent.

We focused on strengthening connections.

Because our members wanted to deepen connections with one another, we plan activities that celebrate and commemorate events that are important to each of them. Spouses, Rotaractors, and guests are invited to our meetings and events. Since our guests experience fellowships firsthand, we receive many inquiries into membership.

We engage our members through service.

We encourage our newer and younger members to propose projects or join an existing service program that interests them. The board supports their active participation in brainstorming sessions and encourages them to lead projects of their choice. More experienced Rotarians act as advisers and mentors, providing guidance on fulfilling tasks. Our strong support system gives new and young leaders a sense of achievement and motivates them to serve on another project.

There is value in conducting a member satisfaction survey on a regular basis. Make changes from time to time so meetings do not become monotonous. Build connections with members by inviting family and friends to Rotary events. Pass on the spirit of service to a new generation of Rotarians through encouragement and recognition.



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.