



BE A VIBRANT CLUB

ROTARY INTERNATIONAL IN GREAT BRITAIN AND IRELAND

YOUR CLUB LEADERSHIP PLAN



MEET OUR VIBRANT CLUB

When Fiona Bassett accompanied her mother, Molly Youd, to a Rotary event, she did not expect to come back as a Rotarian. At the end of her trip, she immediately worked to form what is now the Rotary Club of Wrexham Glyndwr, Wrexham, Wales.

As the newest Rotary addition in the small town of Wrexham, our club faced a recruitment challenge. With three other Rotary clubs already here, how can you find new members?

HOW WE DID IT

We use a flexible meeting format and attendance policies.

Our club is very diverse. Our members come from different walks of life, with ages ranging from 20 to 80. Many of our younger members have children and jobs and find it hard to commit to every meeting, so we meet on a fortnightly basis with no priority placed on attendance. We encourage members to attend at least once a month, but our meetings are informal, and since members do not have to buy a meal, it is very budget-friendly. We do not have structured committees, although subcommittees are formed for specific events and activities. We do not have dress codes. If Rotarian parents cannot get childcare, they can bring their kids along. We are a family-friendly club.

We have an active social media and community presence.

We use social media to connect with each other on a daily basis and to raise awareness of Rotary in the community. This keeps our members engaged and enthusiastic. It was crucial when we organized a very successful Christmas Lights Switch On event that drew over 7,000 attendees and generated about £2,000 for

charity, including End Polio Now. We promoted the event on social media, by word of mouth, and through our event partners. Social media is the way forward. One of our posts in December was seen by 42,000 people within 24 hours, generating awareness of what Rotary is doing in our area.

We collaborate closely with the district and other Rotary clubs.

We work with our district to promote our events. We formed our club with the help of the Rotary Club of Wrexham Yale. This has been very helpful in connecting our club with Rotary values, since our meeting format is different from traditional Rotary meetings. Working with other clubs in our district and beyond assures that our service reflects what it means to be a Rotarian.

As a result, we grew from 14 members when we were first chartered to 31 members in a matter of months. Our message to other clubs is to be flexible, open, and honest and enjoy Rotary. It is so much fun and you meet fascinating people along the way.



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.