

# ***What are you selling to your Prospective Members?***

Here is a quick and very simple exercise to find out what your club members think of your club! Basically, what do the current users of your product think of it!!!

## **Club Flash Exercise!** (takes 5 minutes of club time!)

- a. distribute a single 3X5 card to each member at a meeting
- b. ask everyone to quickly write down one word that describes their club
- c. collect the cards
- d. at the next meeting, or later in same meeting, distribute back to the club all the words on a single sheet of paper – leaving none of them out!
- e. discuss the good, bad & ugly of your club – does it need work or not?

**An example: FFRC Survey Results of Nov 7<sup>th</sup>, 2018 Rotary Meeting exercise on “What your club means to you!”**

## **Community** DO-GOODERS

Raising **FUNDS** to help community

A **congenial** group of men and women who work to make a better **community**, nation, and world.

## **NETWORKING**

**Raise** & Distribute **Funds**

**Fellowship**

**Networking**

International (**service** opportunities)

Ability to add **friendship** through being involved in **service** projects

? We need to pick one major project to be known for (a signature project) ?

**Learning** about our **community** through interesting programs

Incremental improvements to our **community**

**Fellowship**

**Comradery** of club members.

Develop deep **friendships**.

*By the way! If your results are not all that positive maybe your club needs some work. It may just be communications within the club and the members don't know what their club is really doing!*

Thanks for reading this, in Rotary Service. **Stan Keeler**