



# BE A VIBRANT CLUB

ASIA

**YOUR CLUB LEADERSHIP PLAN**



## MEET OUR VIBRANT CLUB

When the Rotary E-Club of 3310 in Singapore was first chartered, we faced many challenges. Being the first online club in the district, our club had to set a precedent in establishing innovative meeting formats. Since then, our club has distinguished itself as a leader in bringing in fresh ideas to better engage our members and the community.



# HOW WE DID IT

## We embrace changes that are beneficial for all our members.

We believe that everything starts with a change in outlook. Advocating for change is never easy. It is important to reframe an idea so members will see how it benefits them. This is how we were able to introduce many innovative firsts in our district, such as the concept of associate membership for former Rotaractors. We also added an “advanced RYLA,” which is a partnership between Institute of Technical Education (ITE) College East and high school students who are members of RYLA.

## We keep our activities fun and meaningful to create positive experiences.

When new members feel valued from the moment they attend their first meeting, they are inclined to remain actively engaged. Whether we meet online through Team App or at our monthly physical meeting in Chinatown Point, we keep our connections relaxed yet productive. We achieve this by providing opportunities for members to share ideas on how we can make our community better with our collective skills and talents. We also hold fellowship nights, like our Chinese New Year fellowship, where members and friends celebrate over beer and food. When we travel as a group, we form a deeper bond. Our travel experience to

Hopehaven Centre for Special Children Melaka, Malaysia, became more meaningful when we witnessed together how our contributions were helping the underprivileged.

## We collaborate with partners in service.

This leads to opportunities for us to expand to audiences we don't normally reach. For example, our participation in the World Speech Day “Be a Better World” event in Singapore exposed our club to a bigger audience. We hosted three workshops, which included organizing a forum with medical specialists on blindness prevention, hosting a youth leadership forum with our ITE College Rotaractors, and showcasing the different causes that Rotary sponsors in our region. In addition, we connected the organizers with club members who have the capability to livestream this important event to a global audience.

Always remember, the members come first! Leaders in the club must engage with every one, since no two members are the same. Value their individual contributions and skills. When we understand them better, it is much easier to propose new initiatives. Don't be afraid to try something different. It is a trial-and-error process.



# 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.