



BE A VIBRANT CLUB

PHILIPPINES

YOUR CLUB LEADERSHIP PLAN

Rotary





MEET OUR VIBRANT CLUB

The Rotary Club of Naga, Camarines Sur, Philippines, is viewed as a model club in District 3820. We have been around for 69 years, but our club remains active in our community and consistently receives recognition for our work. We're honored to be a good example for other clubs in our district. Our challenge is to avoid becoming complacent in our responsibility as Rotarians.

HOW WE DID IT

We champion innovative ideas, leadership skills, and teamwork.

Being vibrant means being willing to change. Each member is encouraged to suggest new ways to improve the club. We adopt strategies from other clubs that we think will work for us. We help our members develop leadership skills by encouraging them to choose projects they're interested in and to initiate changes when developing and implementing those projects.

We also thrive on teamwork. Our projects are successful because we pair members with different skill sets to complement each other. For instance, if one leader is adept in a particular field but lacks communication skills, we assign a partner who is great in communicating but does not share the same field of expertise. In turn, they help each other.

We cultivate strong relationships with members and community.

Rotary is built on friendship. Aside from our regular meetings, we also spend time with each other socially. When prospective members see that we are able to

balance projects, personal lives, careers, and Rotary fellowships, they are more inclined to join. We first let them experience the kind of friendship and fellowship we have by inviting them to our projects and celebrations. No one is pressured to join; we want them to do so when they feel ready.

We show our passion through service.

The best way for us to show prospective members why we love Rotary is to share our experiences through our community projects. We show how we embrace the community as a larger circle of our family. Prospective members see how we work with Interactors and Rotaractors in instilling in them the values of leadership and service when serving the various communities.

As a result of these efforts, membership has grown. Within one year, our membership grew to from 49 to 58.

Our advice to other clubs: Regardless of whether you are a new or an old club, always strive to improve. Lead by example through hard work, dedication, and selflessness. What makes clubs strong over time is that members always choose to work together.



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.

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.

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.

Develop strong relationships within your club.

- Find suggestions in **Introducing New Members to Rotary**.
- Sit with different people at each meeting.

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.

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.

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.

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.

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.

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.