



# BE A VIBRANT CLUB

WESTERN EUROPE

**YOUR CLUB LEADERSHIP PLAN**



## MEET OUR VIBRANT CLUB

Before we changed our name to Rotary Club of Sevilla Corporate, we faced declining membership in Sevilla, Spain. We were competing with other charitable organizations, and our values of charity and friendship were not enough to entice like-minded professionals to be a part of Rotary.

We found our inspiration to change in Paul Harris' January 1911 article 'Rational Rotarianism', where he challenged Rotarians to find the rational balance between business and civic duties. We realized that what makes the Rotary Club of Sevilla Corporate unique is that our members have the advantage of tapping into a local and global network of professionals that can support their businesses and civic projects.

# HOW WE DID IT

## We changed our image.

Changing our name from the Rotary Club of Sevilla Macarena to the Rotary Club of Sevilla Corporate was just the beginning. Our leadership team worked with a consultant to develop a strategic plan to implement our transformation. This included making our website more appealing to organizations that might partner with us.

## We restructured our meeting format and frequency.

We now conduct our regular meetings every two weeks, while holding board and project-specific meetings separately. Because the meetings focus less on administrative work, there is more time for fellowship. We also gave members the option to attend meetings remotely. To make our meetings more attractive and engaging, we invite prospective members to speak as industry experts on in-depth topics related to our Rotary projects. These potential members are selected from a pool of professionals who display high standards of corporate social responsibility.

## We held events that promoted professional development.

We held multiple networking meet-ups that connected Rotarians with other professionals in the business community. These meet-ups were useful in letting non-Rotarians understand how Rotary works and allowed existing Rotarians to reflect on a more global view of Rotary. Member engagement also increased as members were encouraged to contribute ideas on how to improve these meet-ups and workshops.

Since then, membership increased from 11 to 17 in a span of one year. Prospective members feel that Rotary provides a safe space where it is possible to merge kindness and generosity within business environments. They also appreciate our dedication to club and vocational service and our need to collaborate with their companies to fulfill our community and global projects.



# 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.