

TIPS for PRESIDENTS

Create a Member Survey

Members differ in the way in which they want to participate in their club, the type of 'service' they enjoy, the time they have to give, their personal interests and skills and their leadership desires. Understanding *how* members want to participate in their club is a first step in encouraging lifelong affiliation.

Tip 1: Find out what your members think. Create a membership survey that you can use in your own club. It can be a wonderful tool for learning what is working well, what can be improved, and how to help every club member feel special. Perhaps a group of club members could help you to develop it? Think about what you want to learn from individual members. Brainstorm questions and be creative.

- How members like current fellowship, service and leadership development activities?
- How would they improve them?
- Are they a lifelong learner, a service advocate, or a personal connector?
- Do they like the timing and location of meetings?
- Do they want to develop new personal, leadership, or service skills?
- What do they like best about their club experience?
- What would they improve, change or add?
- What time constraints do they have now?

Develop your survey from all of the ideas presented. You can give every member a copy of the survey in printed form, or seek member feed-back in a discussion or have a one-on-one telephone call.

Be sure to report back to your club on what you have learned from the survey and how you plan to use this information to help the club.

Tip 2: Take action with what you learn. Quota is a personal experience and every member enjoys it in a different way. Members join and remain club members for very different reasons. What do you do with survey information once you have it?

Tip 3: Embrace change in your club. Understanding what motivates individual members of your club will help you "customize" programs, meetings, fellowship opportunities, fund-raising, and service projects for all members. It also helps you find out how individual members WANT to participate. Remember, members may WANT to participate in changes from time to time too!

Tip 4: Talk with your members. *Is it okay if several members do a whole lot of the club's work?* Sometimes those members who do more of the club's work WANT to do the work. That is how they enjoy participating in the club. If you are concerned that they are over-burdened, talk with them. If they are feeling resentful about their work load, talk to the club about the problem.