



TEN STEPS TOWARD GROWTH

A CHECKLIST FOR BUILDING STRONGER CLUBS

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GROWTH: is crucial for Rotary's viability as an important contributor to the 21st century. If we do not grow, we cannot meet the many demands for humanitarian service that tomorrow will bring. Here are some guidelines to help club leaders and members build our future of service.

1. PLAN: Set a reasonable goal for club extension and membership development. Study past growth patterns. Watch for demographic changes as well as social and economic trends in your community. Explore all possibilities. Have a purpose. Draw up a "model extension plan," then implement it.

2. ORGANIZE: Set up a good club framework to enhance development and growth. Look for people with organizational skills and a sense of responsibility, appointing them to key offices. Then encourage them to implement a plan that will weather the test of time. Organization is the cornerstone of success.

3. TEACH: Use all available resources and Rotary publications. Publicize and share them with all appropriate parties. Put a high value on the use of Rotary literature. Devise an effective training system for new members.

4. MOTIVATE: At every possible opportunity talk about the importance of membership growth and retention. Write about it in the club newsletter or bulletin. Promote good-natured competitions among clubs and Rotarians. Inspire enthusiasm. Ask everyone, "How many members have you brought into Rotary?"

5. WORK: Bring your clubs up to date. Make them strong, representative clubs with dedicated, qualified members and leaders. If your club is weak, low-profile, with a lackluster service record, help it to become strong. The challenge of service is too great to be borne by only a few.

6. BE CARING: Do not neglect current club members. Every Rotarian ought to know why he or she is part of Rotary, and what role he or she plays in the club. Encourage assimilation and retention of members. Keep your fellow Rotarians interested, motivated and active.

7. EVALUATE: Constantly look at achievement. Has enough progress been made? Are there weaknesses? Where are they? How did they come about? Don't accept excuses from people who agreed to take on responsibilities but aren't doing the job. Sensible and regular performance evaluations are the best insurance for success.

8. DISSEMINATE: To interest others in becoming club members, Rotary's work should be well-known. Our message, if conveyed well, has a strong impact because of what Rotary represents and the concrete results that it brings about. Rotary has much to offer, so offer it to others!

9. ACKNOWLEDGE: Recognize everyone who has made a commendable effort and has attained a significant goal.

10. BE AN EXAMPLE: Take the first step by proposing a new member yourself. Cooperate with others by endorsing the chartering of a new club. Set an example; after all, actions speak louder than words.

