

CLUB ASSESSMENT

Club Name: _____

Date: _____

For established clubs – Complete the checklist before club officer training to identify areas that could use improvement and design the training and support accordingly.

For new clubs – Complete the checklist after the clubs first 6 months to confirm understanding and identify areas that need additional guidance.

Understanding Club Responsibilities:

Assess the knowledge of the leaders to determine they know the fundamental concepts of Lions and volunteering or if they are ready for more advanced development.

Do the officers have a general understanding of Lions Clubs International structure, objectives and history? ☐ Yes ☐ No

Resources:

[New Member Orientation](#)

Do the officers understand the general responsibilities of their club? ☐ Yes ☐ No

Resources:

[Standard Form Club Constitution and By-Laws](#)

Club Management:

Make sure club officers are aware of their roles and responsibilities and the training available to support effective club management.

Do the following officers understand their responsibilities to effectively fulfill their role?

Club President ☐ Yes ☐ No

Resources:

[Club President/Vice President Webpage](#)

[Club President Mentor Checklist](#)

Club First Vice President ☐ Yes ☐ No

Resources:

[Club President/Vice President Webpage](#)

Club Secretary ☐ Yes ☐ No

Resources:

[Club Secretary Webpage](#)

[Club Secretary Mentor Checklist](#)

Club Treasurer ☐ Yes ☐ No

Resources:

[Club Treasurer Webpage](#)

[Club Treasurer Mentor Checklist](#)

Club Membership Chairperson ☐ Yes ☐ No

Resources:

[Club Membership Chairperson Webpage](#)

[Club Membership Chairperson Mentor Checklist](#)

Club Marketing Communications Chairperson ☐ Yes ☐ No

Resources:

[Club Marketing Communications Chairperson Webpage](#)

[Club Marketing Communications Chairperson Mentor Checklist](#)

Club Service Chairperson ☐ Yes ☐ No

Resources:

[Club Service Chairperson Webpage](#)

[Club Service Chairperson Mentor Checklist](#)

The monthly [Club Health Assessment Report](#) will indicate if reports were filed, accounts are past due and elections are timely. Refer to the report to answer the items below.

Are membership and activity reports submitted regularly? ☐ Yes ☐ No

Resources:

[MyLCI](#)

[MyLION](#)

[Club Health Assessment Strategies](#)

Are the club accounts current? ☐ Yes ☐ No

Resources:

[Finance Resource Webpage](#)

District Recap Report

Does the club have new leadership each year (officers do not repeat)? ☐ Yes ☐ No

Service Activities:

Has the club assigned a Lion to the Club Service Chairperson position? ☐ Yes ☐ No

Is the club involved in meaningful service activities? ☐ Yes ☐ No

Are these activities visible and relevant to the community? ☐ Yes ☐ No

Are there other projects the members would rather pursue? ☐ Yes ☐ No

If service activities need to be strengthened or new projects need to be identified visit the [Club Service Chairperson Webpage](#). In addition, follow the [Club Service Journey](#), [Global Causes](#), [Project Planner](#), [GST Toolbox](#) and [Making It Happen!](#)

Communications:

An effective communication plan recognizes the club's efforts and makes the community aware of the club's activities. Communication, both internal and external, needs to be positive and inviting to existing and potential members.

Has the club assigned a Lion to the Club Marketing Communications Chairperson Position? ☐ Yes ☐ No

Does the club effectively publicize the projects that are supported? ☐ Yes ☐ No

Are meetings, events, and projects effectively communicated to club members? ☐ Yes ☐ No

Does the club have a website? ☐ Yes ☐ No

Does the club have a Facebook Page? ☐ Yes ☐ No

Applicable resources include the Marketing Communication Guide, [e-Clubhouse](#) and Club Secretary Training. Also consider the Public Relations Course offered in the [Lions Learning Center](#).

Meetings:

Poor Meetings can ruin a club. It is important that the club provides a welcoming atmosphere before new members are recruited.

Are meetings positive, meaningful and productive? ☐ Yes ☐ No

Are they held regularly? ☐ Yes ☐ No

Are they well attended? ☐ Yes ☐ No

Is meeting attendance encouraged? ☐ Yes ☐ No

Do the meetings involve all the members? ☐ Yes ☐ No

What improvements could be made? _____

Resources:

[Your Club, Your Way!](#)

Membership Growth:

Membership growth is most likely the greatest challenge for a club and should only be initiated after the club is operating effectively or the new members will most likely leave. Make sure all other issues are resolved before launching a membership campaign.

Is the club actively recruiting? ☐ Yes ☐ No

Are all members, including new and existing members, involved in projects that they find meaningful? ☐ Yes ☐ No

Does the club have a membership plan? ☐ Yes ☐ No

Why are members leaving the club and what adjustments need to be made to improve retention?

Resources:

[Club Membership Chairperson Webpage](#)

District Support:

The purpose of the district leadership is to support club health and development. However, care needs to be taken to ensure that the club is supporting the projects and events that are interest to the club's members. Studies show that healthy clubs will support district projects that are important to the members, however, they may also take away energy that is needed to rebuild a weak club.

Is the district leadership viewed as positive and helpful? ☐ Yes ☐ No

Does the district or multiple district offer training opportunities that would benefit club officers and members? ☐ Yes ☐ No

Do club officers attend zone meetings? ☐ Yes ☐ No

Are district functions and meetings communicated effectively to club officers? ☐ Yes ☐ No

Do district events/projects detract club members from supporting their own projects? ☐ Yes ☐ No

What support could the district provide?

Further Leadership Development:

There are times when a club is failing due to leadership issues which could range from disruptive members to lack of direction. Lions Clubs International has a vast resource of leadership development courses and programs offered to members to help the Lion leaders be successful. Your District Global Leadership Team (GLT) Coordinator can provide more information about the training opportunities available. *Be sure to let new and existing members know the tremendous opportunity they have for personal growth by participating in the training programs offered by Lions Clubs International.* Visit the [Lions Learning Center](#) for additional information.