Assessing Club Health

*Participant
Manual*

Session Objectives

At the end of this session, participants will be able to:

- Identify Characteristics of Healthy Clubs
- Analyze Club Health Assessment Reports
- Use Resources to Boost Club Health

Assessing Club Health Scenarios

In this activity, imagine that you are looking at the Club Health Assessment reports for four clubs in your zone. Read each scenario and then discuss with your table whether the club in each scenario is:

- A healthy club
- A club that is struggling
- A club that is somewhere in between

Club 1 has the following indicators on its report:

- Net Growth Y-T-D of = **4 members**
- Months since last service activity report was filed = **0**
- President Rotation Terms Repeated = **None**
- Months Since Last MMR = **0**
- Club Status = **Active**

What level of health is this club?

Club 2 has the following indicators on its report:

- Net Growth Y-T-D = **3 members**
- Months since last service activity report was filed = **0**
- President Rotation Terms Repeated = **7**
- Months Since Last MMR = **1**
- Club Status = **Active**

What level of health is this club?

Club 3 has the following indicators on its report:

- Net Growth Y-T-D = **-5**
- Months since last service activity report was filed = **4**
- President Rotation Terms Repeated = **3**
- Months Since Last MMR = **6**
- Club Status = **Status Quo**

What level of health is this club?

Club 4 has the following indicators on its report:

- Net Growth Y-T-D = **4 members**
- Months since last service activity report was filed = **2**
- President Rotation Terms Repeated = **None**
- Months Since Last MMR = **1**
- Club Status = **Active**

What level of health is this club?

Club Health Assessment Action Strategies

Situation	Potential Problem	Possible Actions/Resources
Membership		
Losing Members Note length of membership service to see if the club is losing new or established members and adjust strategy accordingly.	• Poor club meetings • Club not able to support the activities that are meaningful to club members • Not providing relevant service • Poor new member orientation • Lack of new member recruiting • Other reasons	Improve Retention Participate in the Club Quality Initiative and conduct the "How are your Ratings?" survey with existing members. Distribute the "Former Member Satisfaction Survey" (located in the member Satisfaction Guide) to uncover why former members left the club. Based on the research, help the club retain members using the following tools: • Help club's find a meeting format that meet's member needs by utilizing Your Club, Your Way! • Make sure activities are relevant and meaningful by utilizing "Making it Happen" • Study the "Effective Teams" course in the Lions Learning Center to examine ways to work as a team within your club. • Utilize the "Club Officer Training" course in the Lions Learning Center to strengthen club leadership. • Educate clubs members on how the club operates and the value of membership by hosting a member orientation using the "Orientation Guide" • Strive to achieve the Club Excellence Award. • Utilize the Mentoring Program to build stronger relationships with members and encourage members to strive to achieve higher leadership levels within LCI. • Recognize clubs that retain members with the Membership Satisfaction Awards. Rebuild the Club • Consider utilizing the Club Rebuilding Program to allow additional support in assisting the club in areas needing guidance, support or help. • Guiding Lion – Assign a Guiding Lion to rebuild the club, conduct training and assign a team of club officer mentors. • Develop a membership campaign – Club Membership Chairperson e-Book Club Membership Chairperson Guide, utilize targeted membership initiatives to reach family members, students, young adults and others. • Encourage the club to participate in Lions Worldwide Induction Day • Publicize club activities – Club Marketing Chairperson

Reports		
Months since the club filed an MMR	Club not filing the MMR	Contact the Club Secretary to make sure they have a password and to see if they need instruction on how to submit the report. Utilize the MyLCI training for additional information or provide contact information from an experienced club secretary.
Years since last Officer Report (PU 101)	Club has not reported club officers for over a year	Contact the club to ask them to report club officers. They can be reported via MyLCI or using the club officer reporting form. If the secretary needs assistance, guide them through the reporting process. If elections have not been held, work with the club to ensure proper elections. Provide the e-Books to new officers and encourage them to attend zone meetings.
President Rotation	Current President has served more than 2 years consecutively	This may indicate a lack of new leaders. Encourage the club to elect new officers each year to build the club's leadership base, bring new ideas into the club and strengthen the club.
No Active Email	Notes the officers that do not have an active email	Since most officer communication is sent via email, having an email address is critical to the club. Contact the club to obtain uncollected email addresses. Updates should be made by the club's secretary via MyLCI.
Months Since Service Activity Report	Provides the number of months since the last on-line activity report	Contact the club to see if they are having problems their service activities. via the Service Reporting system or your regional reporting system. If the club does not have an activity to report, encourage them to visit the Service Journey webpage which provides project planners and the service toolkit.
Finance		
Account Balance	Notes if a club has a balance over 90 days	Contact the club to see if there is a problem with a payment and ensure that the club is collecting dues. Provide the club information concerning financial suspension to help them regain good standing. Contact the A/R and Club Account Services Department for more information. Clubs can now pay on-line by registering online and accessing the on-line club statement.
LCIF		
Donations for current fiscal year	Indicates donations from the club or a member of the club.	If a club has reported that a donation was made and it does not appear on the report, contact the donorassistance@lcif.org to see if the payment was received and perhaps posted as dues or is unidentified.

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Using Resources to Boost Club Health

Refer back to pages 1 and 2 and review each of the four clubs again. Which of the following resources would you use for each club scenario? You can choose more than one resource for each club.

1. **Club Health Assessment Action Strategies** is a tip sheet that advises courses of action you can take for club health issues such as losing members, not filing MMR, Officer, or Service Activity Reports, lack of president rotation and more.

2. **Your Club, Your Way!** focuses on helping clubs customize meetings to better suit the needs of your club members, which in turn will help with their retention.

3. **Plan for Your Club**'s Success uses a planning guide and PowerPoint to help you discover your club's strengths, ways to improve and new opportunities that will help your club grow and thrive!

4. **Club Quality Initiative** is a strategic planning tool to help clubs identify opportunities for improvement. By understanding current operations, identifying areas that may be improved and taking measured steps to accomplish goals, every club can be even better.

5. **Club Excellence Award** could be used as a motivational tool to rally members in your club. You could also use this initiative to increase membership and promote more compelling service activities to attract prospective and maintain regular members

Club 1

Club 2

Club 3

Club 4

Notes: