

# 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 first 90 days 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](#)

Refer to the [Club President Mentor Checklist](#) as you prepare for your term

*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 Chairperson  Yes  No

**Resources:**

[Club Marketing Chairperson Webpage](#)

[Club Marketing Chairperson Mentor Checklist](#)

Club Service Chairperson  Yes  No

**Resources:**

[Club Service Chairperson Webpage](#)

[Club Service Chairperson Mentor Checklist](#)

Club LCIF Coordinator  Yes  No

**Resources:**

[Club LCIF Coordinator Webpage](#)

[Club LCIF Coordinator 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!](#)

### **Marketing:**

An effective marketing 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 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

*Is the club actively using Social Media?*  Yes  No

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

### **Lions Clubs International Foundation:**

*Has the club assigned a Lion to the LCIF Coordinator position?*  Yes  No

*Are club members aware of LCIF grants and programs and the importance of supporting our global foundation?*  Yes  No

*Is the club involved in fundraising activities for LCIF?*  Yes  No

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

*Are there LCIF grant project members would like to pursue?*  Yes  No

To learn more about LCIF grant opportunities and to find resources to see if an LCIF grant is right for your club, district or multiple district, visit the [LCIF Grants Toolkit](#). To learn more how your club can support LCIF, visit the [Ways to Give](#) page. To read and share stories of service made possible by LCIF grants, visit [LCIF: Stories of Pride](#).

**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?*

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**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.