



# BE A VIBRANT CLUB

CENTRAL AND EASTERN EUROPE

**YOUR CLUB LEADERSHIP PLAN**



## MEET OUR VIBRANT CLUB

The Rotary Club of Vilnius Dipolis, Lithuania, takes pride in the relationship we built with our community. Even as membership is one of the top three strategic goals of our club, our challenge is to attract prospective members who share our value of delivering quality service to our community.



# HOW WE DID IT

## We use social media to build a strong online and community presence.

We keep our members and community well informed through our Facebook page and website on a regular basis. Social media enables us to share some of our most notable community involvement, such as work to maintain the historical park community of Pažaislis, which houses the largest monastery complex in Lithuania. Being visible has generated a lot of membership interest and attracted prospective candidates.

## We engage our members to serve our community.

We immerse our new members in community service. A great example of how our members have made a positive impact is through involvement with our special program, "Atpazink ir pakalbek." Members give their time and resources to guide youth between the ages of 17 and 25 in addressing mental health challenges and suicide prevention.

## We affirm our connections to help one another grow personally and professionally.

Fellowship is one of the most important elements that keep our club vibrant. We invite interesting, dynamic guest speakers to our weekly meetings. In lieu of administrative discussions, we ask one member to share something personal about themselves. This practice has been very successful in helping each member personally connect with the others. In addition, we continue to build on the bond of Rotary friendship by taking an annual "recollection" weekend retreat at the Pažaislis monastery to reflect on the work we have done as Rotarians.

We have brought our successful experience forming strong relationships with community and members to the Interact Club of Kaunas, the Rotaract Club of Vilnius, and the Rotary Club of Vilnius Vytis. We have passed on our knowledge to these clubs and helped them grow by collaborating on common projects and inviting them to our meetings.

Our message to clubs is that we should be proactive in sharing our projects and club events in our community. This creates a positive impression and can help overcome any misunderstanding of what Rotary is about.



# START YOUR CLUB ON A PATH TO VIBRANCY

Vibrant clubs engage their members, conduct meaningful projects, and try new ideas. List the new ideas your club wants to try, and create a plan to increase community interest and attract more members.

As you develop your plan, use these tips and ideas, and let your club evolve.

## Decide what you'd like your club to be like in three to five years.

- Plan an annual session to generate ideas, and use the **Rotary Club Health Check** to identify your club's strengths and areas that need improvement.
- Use the **Strategic Planning Guide** to set long-term goals.

## Decide on your annual goals, and enter them into Rotary Club Central.

- Focus on something your club is good at, and make it something your club is great at.
- Update committees once a month on your goal progress.

## Hold club meetings that keep members engaged and informed.

- Conduct the **Member Satisfaction Survey** to find out what your members like and don't like about your club, and create a plan for implementing changes.
- **Vary your meeting format** to include a mix of traditional and online meetings, service projects, and social gatherings.

## Communicate openly in your club.

- Share information at club meetings, on your club website, and through social media, and check regularly to see how members are feeling.
- Use the templates and resources in the Rotary **Brand Center** to create your club brochures and newsletters.

## Prepare members for future roles to smooth leadership transitions.

- Ensure continuity by making appointments for multiple years, having a current, incoming, and past chair on each committee.
- Conduct on-the-job training for incoming club officers, and have job descriptions for each officer.

## Adapt your club's bylaws to reflect the way the club works.

- Involve your members when you review your club's bylaws every year.
- Edit the **Recommended Rotary Club Bylaws** template to reflect new practices and procedures.

## Develop strong relationships within your club.

- Find suggestions in **Introducing New Members to Rotary**.
- Sit with different people at each meeting.

## Make sure all members are involved in activities that genuinely interest them.

- Conduct a member-interest survey, and use the results to plan projects, activities, and engaging meetings.
- Get new members involved early by learning their interests and giving them a role in the club.

## Coach new and continuing members in leading.

- Appoint a club training committee to oversee training for members.
- Use the **Leadership in Action guide on starting a program** to develop members' leadership skills.

## Create practical committees for your club.

- Small clubs: Consider how you can combine the work of committees.
- Large clubs: Create additional committees to get all members involved.