



Club Membership Health Check Up

This tool will help you to assess your club's membership health year to date. The "scores" are shown in (..). It can also be used for a 12-month period from July 1 to June 30 of any year.

Your Club's YTD Membership Snapshot	SCORE
July 1 2010 _____ Today - date _____ Added YTD _____ Lost YTD _____ Retention (E) _____ %	
A. NET GROWTH > 10% (5); 5%-10% (4); 0%-4.9%(3); Net Loss (0)	
B. ATTRACTION: Number of members added as a percentage of membership number on July 1. >20% (5); 11-20% (4); 5-10% (3); 1-5% (2); No inductions(0)	
C. LOSS: Number of members lost as a percentage of membership number on July 1. >20% (5); 11-20% (4); 5-10% (3); 1-5% (2); No inductions(0)	
D. BALANCE OF MEMBERSHIP 1. Gender Predominance of one gender over other (majority vs. minority) >40% (5); 25-39% (4); 10-24% (3); 1-10% (2); all one gender (0)	
2. Age Of Membership Average age of your club members: >70 (1); 60-70 (2); 50-59 (3); 40-49 (4); <40years (5)	
3. Percentage Of Members Less Than 40 Years of Age More than 40% (5); 20 to 40% (4); 10 to 19% (3); 1 to 9% (2); none (0)	
4. Alumni Number of Rotary alumni in your club as a % of total membership: (Include GSE, Scholars, RYLA, Youth Exchange, Rotaract, other Rotary programs) This is the % of total membership. >20% (5), 10-20% (4); 5-9% (3); 1-4% (2), 0% (0)	
E. RETENTION OF MEMBERS (%): Formula: Number of members on July 1 + total number of new members during the year divided by today's number x 100. _____ + _____ = _____ divided by _____ x 100 = _____ % Example: 23 members on July 1, 7 new members were added = 30 members. The number today is 25. Divide 25 by 30 and multiply by 100 to obtain the percentage. 25/30 x100 = 83.33% retention. Retention Rate: >95% (5); 90-94% (4); 85-89% (3); 75-84% (2); 60-74% (1); <60% (0)	
F. FRIENDS OR FAMILY OF ROTARY Our club has a Friends of Rotary / Rotary Associates/ Rotary Supporters program in place with key focus on developing long-term relationships: Yes (2); No (0)	

Your Club's Membership Score

35 or more –

Congratulations! Your club is doing well. Now try to stretch and pursue even bigger plans!

28 to 34 – Review your membership plan. It being followed? Does it need some adjustments? Invite the District Membership Chair to give a program at your club and help your club with implementing its plan. If you don't have a written plan, now is the time.

0 to 27 – Review your current club processes. Consider implementation of new strategies such as Club In a Club. Assess your membership profile and why members are leaving your club. Contact the District Membership Chair to hold a strategic planning session with your board and your club.