**SGVD Club Health Check**

It is a good idea to check the health of your club at least twice each year and quarterly if you are able. This allows you time to adjust where needed, educate when warranted, and motivate when necessary. The key to your success will be how well you listen to your members. They will always be the best source of information for building a strong healthy club.

**CLUB EXPERIENCE:** Check as many as apply.

* I look forward to attending club meetings.
* Our club meeting programs are relevant, interesting, and varied.
* We have a greeter who welcomes members to meetings.
* Our meetings are organized and run professionally.
* Members sit at different tables each week to meet and talk to different people.
* Some of the members of my club are my close friends.
* Members other than club leaders participate in events at the club and district level.
* Most members are aware of the GFWC progress toward Advancement Areas and feel proud to be a part of it.
* Our members contribute to local philanthropies.
* We raise funds in a way that allows members to contribute what they wish.
* We recognize members of the club or community at least monthly.
* I have made connections through my club involvement
* Our club tries new things (activities, meeting practices and formats, service, socials, etc.) to enrich member experience.

While some members leave for logistical reasons, many leave because of a lack of engagement, an inflexible club culture or other unmet expectations, all of which affect a member’s experience. If members are not having a good experience, your club is at risk of losing them. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

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| **Problem Area** | **Prescription** |
| Club Meetings | 1. Change the meeting format or style 2. Find out what your members want using the member satisfaction survey 3. Develop leadership skills among club leaders by hosting a leadership skills training class 4. Do a hands on project during club meetings 5. Have a scavenger hunt that gets women moving from one table to another to find things other members may have in their purse. 6. Conduct Meeting Bingo each month and the individual that gets Bingo first during the year or at each meeting gets a prize. The bingo cards can include things like, club woman who was the first to go to college in her family, club woman that was a nurse in WWII, etc. The center “Free” Spot can be for each member to find out a fun fact about the President. |
| Experiences outside the club are lacking | 1. Talk to the local high school and sponsor a youth group – not necessarily a Juniors club or high school version of a juniors club. 2. Create an action group to meet a need in the City – you will need to talk with City officials to see where they need the most help in the community. It can be as simple as creating a walking map for the city parks 3. Promote district events that are open to all members 4. Promote the work that GFWC does around the globe and share the legacy of what it has done over time. There is a great brochure online at GFWC that shares the timeline/history of the GFWC. |

**CLUB SERVICE:** Participating in service and having fun with fellow members are the primary reasons individuals join and stay in their clubs. The healthiest clubs vary their activities and offer multiple ways to get involved. Try a new kind of social event or a different service experience and watch the impact it has on your club.

* Our club holds regular get-togethers (aside from club meetings) for socializing and networking.
* Our club encourages members to bring partners, spouses, and family members to club meetings and events.
* Our club offers members leadership opportunities and professional development.
* Our club invites Youth/students to participate in meetings and is active in HOBY
* Our club sponsors a youth club
* We consult community leaders and community members to determine needs before choosing a project.
* Our club has a service project in progress each month.
* All members can give input on service and social activities.
* Our club service projects are aligned with GFWC’s Areas of Advancement.

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| **Problem Area** | **Prescription** |
| Opportunities for service | * Conduct a meeting on Service projects and ask members to each suggest 1 project they would like to see the club do. Then put all the suggestions in a box and at the end of each meeting pull one random idea out and plan it for the following month. Make sure their ideas are not big projects like a golf tournament. |
| Quality Projects | * Using the member survey find out what they believe makes a quality project. * Ensure your projects align with the Areas of Advancement * Ensure that all members participate or have an opportunity to participate beyond the invitation. Give groups/tables of women a task to complete together. * Invite City officials to a club meeting to discuss projects that would benefit the community * Invite the Superintendent to a club meeting to discuss projects that would help the youth in the school district. * Include family in every project |
| Social Activities | * Put one or more members in charge of organizing socials throughout the year * Take a trip to a nearby museum * Visit your local historical society, police department, and/or fire department * Encourage members to participate in Club Sections that promote social exchange |
| Leadership | * Host leadership training on a Saturday with interactive dialog and exercises |

**MEMBERS:** A healthy club is one that is growing and changing. Having members with diverse perspectives and backgrounds will fuel innovation and give your club a broader understanding of your community’s needs. Pay attention to how your members are feeling about the club. Research shows that one of the most common reasons members leave is that club leaders are not open to new ideas. Involving members and giving them a voice in their club’s future will strengthen both the club and members’ commitment to GFWC.

* Our club has had a net increase in members in the past year.
* Our club has had a net increase in diverse members in the past year.
* Our club has had a net increase in members under age 40.
* Our club seeks to recruit members from professions in the community that are underrepresented in the club.
* Our club actively recruits GFWC past beneficiaries, business donors, and club supporters.
* Our club actively recruits recently retired professionals.
* Our club retains at least 90 percent of its members each year.
* At least 75 percent of our club members are involved in a hands-on service project, a leadership role, or other assigned roles.
* Our club has a process for soliciting feedback from members.
* A designated person checks and follows up on membership leads.
* Guests are asked to introduce themselves and are invited back.
* Member benefits are explained and promoted to new and continuing members.
* New members are provided with an orientation and opportunities to get involved.
* Newer and seasoned members are paired for mentoring relationships.
* We ask members to speak at meetings about their vocations or other topics of interest.

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| **Problem Area** | **Prescription** |
| Member Diversity | * Conduct a member diversity assessment and invite individuals that are under-represented in the club |
| Professional diversity | * Conduct a classification study and invite individuals from professions that are under-represented in the club * Host an association event for several business organizations. While you host the event, you create awareness for the club. * Ask professionals from PR, Marketing, Business, Technology, Human Resources to sit in on your club meeting and offer advice on how you can make the club stronger and recruit members from their field. This engages them in the club; and, they do not feel pressured by the “ask” |
| Stagnant or declining membership | * Create a membership plan * Connect to membership leads and resources for prospective members * Review the GFWC Membership Advancement Guide * Ask and use ideas from members |
| Members leaving | * Start with the member satisfaction survey to retain current members * Use the exit survey to understand why members are leaving and address the reasons * Let resigning members know they can rejoin and ask for help in addressing the reasons they gave for leaving. This shows them you care and are willing to take action. |
| Orientation and Member knowledge about the GFWC Areas of Advancement | * Offer a Saturday New Member Orientation * Create a New Member kit with tools, tips, and fun facts about the club and the GFWC * Create a New Member badge program with 10 tasks they can complete for a surprise “goodie bag”. The tasks should have them engage in the different sections. Like a rotation. When they are done, give them a goodie bag with a few $5 gift cards and some trinkets. |

**IMAGE:** Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your club’s relationship with your community and prospective members. Make sure your club is getting the credit for the service you provide. Demonstrating that your club meets real needs confirms your value to your community.

* We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
* Our club has members dedicated to public image and outreach.
* Our club appeared in the local media multiple times last year.
* We promote our club and GFWC Advancement Areas through various media in the community.
* Our club invites members of the media to cover our service work.
* Our club materials follow GFWC’s branding guidelines.
* We use branded materials and templates from GFWC downloads.
* We use marketing materials provided by GFWC, such as public service announcements, videos, images, and logos.
* We display Club and GFWC signs and banners at our meeting place.
* Our club’s presence is known in our community.
* We have a customized brochure that we give to community members and prospects.
* We promote our finished projects.

Clubs that don’t have a visible presence in their community are at risk of minimizing their impact or being perceived as irrelevant. GFWC has resources that can help. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

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| **Problem Area** | **Prescription** |
| Community Awareness | * Plan events to raise community awareness of your club * Stand up before City Council meetings to announce upcoming events and projects you have completed in the community. * Recognize key individuals in the Community in front of their work place, city council, service group. This puts your name out in the community. * Post a public service announcement in your community – these are free * Post your events, meetings, and projects in the local newspaper calendar section – most media will allow you to post for free |
| Outdated Materials | * There is really only one thing you can do here. Get to work. Assign several clubwomen to the task and give them a deliverable date for completion * Ask local high school seniors to help – this gives them exposure to your club and their parents exposure to your club. This also gives them credit for community service which helps them on their college applications. * Recruit members with skills to create club collateral (i.e. printers, graphic designers, web developers, etc). Not only can they do the job, they can get it done in a fraction of the time it would take clubwomen that are not familiar with the platforms. Ownership creates a pathway to Membership. |
| Online Presence | * Recruit members with skills to create club collateral (i.e. printers, graphic designers, web developers, etc). Not only can they do the job, they can get it done in a fraction of the time it would take clubwomen that are not familiar with the platforms. Ownership creates a pathway to Membership. * Take a Social media course on You Tube * Use Images and Videos developed by GFWC |
| Marketing Expertise | * Recruit professionals with Marketing and Public Relations experience. * Use templates created by GFWC * Work with clubs that have the expertise and partner with them to help build your club expertise. |

**BUSINESS AND OPERATIONS:** When your club runs smoothly, you likely have good leaders who are looking toward the club’s future. The leaders shape the club as a whole, and it’s crucial to have skilled people in those leadership positions. For this reason, leadership development is also a way to fortify your club.

* We have a strategic plan for our club that we update regularly.
* We have annual goals and review them with the club members at the beginning of each new club year.
* Our club has committees that support the activities and regularly report to the club board on progress toward goals.
* Our club board changes what isn’t working well and updates club bylaws accordingly.
* We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions.
* Members attend district events and seminars on GFWC topics that interest them.
* New members are officially inducted and are presented with appropriate materials.
* Our club sets and approves a budget for the upcoming club year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
* Our club sets and achieves fundraising goals using a variety of fundraising activities.
* We ask our members to complete a member satisfaction survey each year.
* We offer ongoing learning opportunities for our members.

Clubs that don’t have skilled members in leadership roles or that neglect member needs are at risk of becoming ineffective and obsolete, and losing their members as a result. There are plenty of remedies for clubs that want to thrive. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

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| **Problem Area** | **Prescription** |
| Planning and goal setting | * Work with the leadership team to develop a club vision and set long-range and short-term goals * Track your goals and report out quarterly to the club * Create a membership development plan that recruits individuals that have the skills, experience, relationships, and expertise to achieve your goals |
| Innovation | * Ask members for input and try their ideas. * Get ideas from other clubs that are growing and innovating – be open to sharing across clubs. We all have a common goal in GFWC and that is the success of our projects and Advancement Areas. |
| Processes | * Review and update existing protocols for new members, prospective members, leadership, member retention, etc. * Review and update Bylaws at least annually. If there are not updates, then formalize the review as part of a Club Audit. |
| Leadership | * Use GFWC materials to create leadership training for the club * Engage your LEADS candidate to assist * Offer leadership opportunities and promote self-paced larning |
| Managing Funds | * Review the guidelines set by the CA Attorney General for Clubs operating under a 501 (c) 3 and 501 (c) 4 status * Create a Treasurers tool kit complete with forms that can become standard practice. * Work with the Treasurer to recruit CPA’s, Financial Planners, Auditors, Bankers – they make great Treasurers because of their vast experience dealing with funds. |
| Managing Club Administration | * Add, edit, remove members from member lists as soon as the change occurs. Be sure to notify the district on the appropriate form for new members. * Track membership leads through the system. * Perform other duties as outlined in your job description. |

When you visit your doctor, you may get advice about maintaining your good health or possibly a prescription or two to combat an ailment. If you don’t follow the advice or take the prescriptions, you aren’t making the most of your visit. Similarly, to make the most of your club health check, use the suggested ideas, create ideas of your own and add them to the list above. Be sure to share these ideas with me so that TOGETHER we create a strong tool for clubs of all sizes to utilize. In the end, it is the Membership Chairs task to help the club adapt the their changing environments by recruiting individuals that are able and capable of addressing challenges that may arise; and, creating the path for the future. Your efforts will recharge your members and keep your club fit and relevant!