



Founder's District Marketing

Keeping Clubs Strong

"Maybe it will get better-" Five dangerous words to say when your health is at stake. Ignore the problem, and it gets worse; regular health check ups keep you in shape. It's the same for your club.

Below are a series of questions clubs can ask to determine the health of the club:

Meetings

- Are all speeches from the Basic or Advanced manuals?
- Do you have a printed agenda for every meeting?
- Are all meeting roles assigned prior to the start of the meeting?
- Does your meetings start and end on time without stopping to "get organized"?
- Do evaluations and reports contain points for improvement as well as positive comments?
- Are members always well prepared for the roles they are fulfilling?

People

- Do the number of members attending meetings hold steady or increase, over the course of four weeks?
- At any given meeting are more than one-third of your membership *and* more than nine members attending?
- Do you have guests attending your meetings at least twice a month? Do members regularly invite guests?
- Are guests greeted at the door, encouraged to participate throughout the meeting, *and* invited to join?
- Does your club have an active membership building program?
- For company clubs: Does the company demonstrate its commitment to training and educating its workforce?
- Does the club have a permanent, regular meeting location and time?
- Do your club officers, especially the president, regularly attend club meetings?

Outside Business

- Do all the clubs officers attend Founder's District-sponsored officer training?
- Are all officer positions filled at regular annual or semi-annual elections - especially the top offices?
- Does your club have members competing at every Area Speech Contest; helping and participating?
- Does your club stick to a "one person, one club officer" policy, particularly for president and vice presidents?
- Does your club send a representative to every District Conference?
- Are the semi-annual dues reports always filed on time?
- Does the club always have plenty of supplies such as ballots, evaluation forms, etc., on hand?

If you can answer *yes* to these questions, your club is in fine shape. But if your club health is in jeopardy - call your Area Governor. If you need more help than your Area Governor can provide, contact Gregg Van Citters, DTM, Lt. Governor Marketing.

From an online chat between Eric Matto, DTM, Dan Durishan, AbleTM, CL and John Fleming, ATM-B; with Rick Clements, AbleTM-S