

**100 Hints on How to Strengthen Rotary Clubs
By RI President-Elect Sakuji Tanaka**

1. Have more focused service activities
2. Adjust the number of committees according to the size of the club
3. Make club more open and less cliquish
4. Create an atmosphere that is friendly and easy to communicate with one another
5. Provide training for those with less than 5 years as a member
6. Foster balance among age groups in mid and long term plans
7. Recruit prospective members who have a sense of fairness, are ethical and willing to serve
8. Club president should be humble, and listen to different ideas and suggestions to improve club
9. Be punctual at club meetings: Prolonged meeting time or delayed starting times take away attendees' precious time.
10. Frequent changes of meeting dates cause members to leave clubs
11. Show we care for those members who are frequently absent from club meetings, and take actions to address the issue while at an early stage. The club president and membership chair should visit the member who has been absent for a long time and find out the reasons and address the situation.
12. Clubs should make mid to long term plan of 3-5 years, and implement the plan accordingly every year.
13. Recruit business associates, friends, relatives, and neighbors who share the same interests to join clubs.
14. In order to develop future leaders, it is necessary to enhance member education and training.
15. Implement a membership campaign in August that is Membership Development and Extension Month.
16. The club president and secretary's enthusiasm can energize the club

and make it strong

17. Provide a suggestion box to encourage any question, idea, or opinion from members. Make sure the appropriate committee would provide responses.
18. Members often do not give real reasons as to why they left clubs. Anticipate possible issues before the member leaves.
19. Periodically change the seating at club meetings to encourage more people to get to know one another.
20. Active committees in which the chair and vice-chair can fully utilize their potentials can help members grow as Rotarians.
21. Constantly keep having interesting service projects and club meetings in mind.
22. If possible, having spouses come to club meeting once a month or several times a year.
23. Ensure Rotarians understand the importance of contributing to The Rotary Foundation (US\$100 annually)
24. To be aware that club meetings can help an individual in many aspects, just as Rotary is the training ground for life.
25. To apply the Four-way Test in personal, societal, and professional lives.
26. Club members should strive to be caring and understanding.
27. Club members should take responsibilities to produce weekly bulletins, and promote communication, rather than asking office staff to do so.
28. To create and periodically review operational criteria and activity manual for each committee.
29. To maintain creativity for club meetings so they don't become routine.
30. Identify the strengths and characteristics of the club, make necessary adjustments, and share all these information with all members.
31. Consider moving the meeting place to a less expensive venue.

32. Review club dues and analyze committee costs so that budget can be used more effectively.
33. Over half of the club meetings are held in the evening. Consider changing a lunch meeting to evening meeting.
34. Be creative and make club meetings more meaningful
35. Avoid collecting extra fees other than annual club fees
36. Find meals that are not expensive yet refreshing; beware of meals becoming dull.
37. To find membership development success stories and use them as examples.
38. To look for ways to carry out things, not excuses why things won't work.
39. Rotary is the best organization that offers opportunities to expand acquaintances
40. Before complaining the difficulties for membership development, reflect on how much efforts the club has put in.
41. Under the same conditions, some clubs show great membership growth. Why such is the case?
42. To interact with people from different backgrounds can only enrich ones' life
43. Rotary offers the possibility to make many new friends
44. Promote Rotary in simple terms so that people in the communities understand what Rotary is and the community services it does.
45. All membership efforts should start from club president-elect
46. Every club member should participate in membership development with the efforts similar to when expanding the club. Form groups in the club to make plan and implement it.
47. There are many people who have never been asked to join clubs
48. Make conscious efforts to balance fellowship and service activities

49. Recommend busy people to join clubs. Busy people know how to manage their time effectively.
50. Think back who recommended us. It is time to pay back the favor we received.
51. Be generous in commending on people's actions, services, achievements, accomplishments, celebrations, tasks completed, and kindness
52. Recruit former Rotaractors, GSE members, and Foundation Alumni to the club.
53. Form new clubs for people under 40 years old who are in managerial and professional position.
54. Consider reducing annual fee to half for young members who are under 40 years of age.
55. Designate a Guest Day several times a year, having members taking turns to invite friends or prospective members to club meetings.
56. Female membership was approved in 1989. Today, there are more than 190,000 female members around the world. Have you done enough to increase female members?
57. Rotary is the oldest organization with weekly meeting tradition. Rotary is also the largest NGO.
58. Inviting people who are not prospective members to come to meeting can be a good PR. They may have interest in joining Rotary a few years later.
59. To try to approach different people and greet them at club meetings
60. More experienced members should accompany newer members for make-ups, district conferences, and International Conventions.
61. Every organization has its strengths and shortfalls. The reason Rotary has continued for 105 years is because Rotary's strengths surpassed shortfalls.
62. The three obligations for club members are: (1) to pay dues and fees, (2) to subscribe to the Rotarian magazine, and (3) to attend meetings
63. Rotarians should be exemplary as members of a society and for young

people

64. There are many things one can learn from other Rotarians through club meetings and other gatherings
65. One can find information regarding how to solve problems and what to aim for among fellow Rotarians.
66. There are many people who state that their lives have been changed through Rotary
67. Find a Rotarian who can be your role model to improve yourself.
68. Make conscious effort to provide opportunities so that every member can be involved in a committee or leadership role.
69. Time is precious. Plan meetings carefully so that attendees don't feel the time has been wasted.
70. Fully understand the privileges and obligations of being a Rotarian.
71. Provide basic Rotary information to new members as well as old timers.
72. Club members experience the world and contribute to it through Rotary
73. Rotarians who have been in Rotary for a long time should be friendly to new members and young members so that they can assimilate into the club quickly.
74. Club is the place where Rotary members learn what service truly means.
75. Attractiveness of Rotary is the magical power that draws people into Rotary.
76. Club committees should be active and share what they have been doing at club meetings.
77. RI protocols should be followed at all meetings (refer to pp. 60–70 in 2007 MOP)
78. Make it a habit at club meetings for longstanding members to share their personal experiences with new comers.

79. Greet people before being greeted.
80. Review how to improve the meeting after it is concluded every time.
81. To consider the viability to set up multi-club office and meeting venue
82. Any less than favorable situation at club meetings can be a teaching or learning moment.
83. Attend meetings with the attitude that one can always learn from others
84. Members with more seniority in Rotary should sit next to new comers and start the conversation with them.
85. It would be a good idea to ask new member to recommend a prospective member within a year of his/her joining the club
86. Every club member should at least recommend one or more prospective members every 5 years
87. One should be aware of the importance of self-development and practice it so that one can be a contributing member to society.
88. Plan good programs for the entire year, and evaluate them periodically.
89. Be enthusiastic about Rotary and sense its magic starts with good understanding of Rotary.
90. Every member should feel they are absolutely needed in the club.
91. Conduct a survey to clearly identify what are the most important things for club members.
92. Make people in the local community understand Rotary well is the basic PR activity.
93. Spouses, family members and guests should be invited to participate in commemorative events
94. Be kind to new members and show you care for them.
95. As a Japanese saying goes, "To be skilled at a matter begins with liking it," effective communication with club members would make them like Rotary and be skilled in it.

96.It is said that Rotary is the philosophy of life that harmoniously integrates the purpose to benefit self as well as benefit others.

97.To provide new members with accurate information before they join, can prevent them from leaving the club.

98.Courtesy should be exercised even among intimate friends.

99.To recognize every member's strength and trust them.

100.To be generous with giving praises.