



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Club Health: Time for a Check-Up

Members repeatedly tell us when they joined Soroptimist they did so with much excitement because they found a place where they could form friendships, be personally fulfilled, and volunteer with like-minded women.

Unfortunately, that kind of enthusiasm can wane. While we all support our mission of improving the lives of women and girls who face obstacles such as poverty, violence and teen pregnancy, a club's atmosphere can become stale and we hear comments such as:

Our club is experiencing a slowing down of member involvement.

Club meetings are becoming routine.

No one wants to try anything new.

It's getting harder to attract and keep members.

The same few members are doing all the work.

Do these statements sound like something you or other members in your club might say?

The monotony of working on the same projects combined with outdated traditions and club members who "do it all" can lead to decreased member satisfaction and engagement, and ultimately to members who decide that renewing their membership not a priority.

Think about yourself for a moment. Remember yourself at age 20, 30, or 40. Are you the same person? Now think about your club. How has the club changed in the last 5, 10, 15 years? Sadly, we often hear our clubs are slow to make changes. But just as we have evolved personally, our clubs should do the same.

How can you help to get back the feeling of excitement and passion for service? Try using the Club Assessment Tools regularly which can be a "yearly health exam" needed to identify strengths, weaknesses, and establish priorities for members.

The club assessment tools are helpful in evaluating the membership experience and include the following:

[Administrative Guide](#) – A comprehensive guide on how to evaluate the responses.

[Survey](#) – Asks about membership experience and how the club rates at providing these experiences.

[Survey Results Worksheet Template](#) – An Excel spreadsheet to help tally the responses.

In order to conduct a successful assessment, use the following tips to achieve the best results:

- Seek an assessment coordinator: this should be a neutral, unbiased club member (someone who is not on the board or in a leadership position) who can lead the initiative.
- Engage all members: mail or email the survey in order to reach everyone and encourage members to answer all the questions to the best of their knowledge.
- Assure confidentiality: reiterate that all information is confidential and/or anonymous unless they choose for it not to be.

The results of an assessment can help clubs determine what is working, what challenges have kept them from reaching their goals, and what must be done to overcome these obstacles. For example, if an assessment reveals that a majority of club members feel the club's projects do not promote the Soroptimist mission, the club should consider revamping current programs or trying new ones.

By continually evaluating and adapting projects and practices, clubs can maintain the interest of current members and be attractive to new ones. Considering giving your own club a health check for positive change, building teamwork among members, and equally as important—revitalizing their enthusiasm!