



Rotary



Southwest
PELS



Club Experience

Learning Objectives

1. Understand the Club Experience framework.
2. Gain awareness of their own club's culture and walk away with at least one idea to improve or reinforce it.

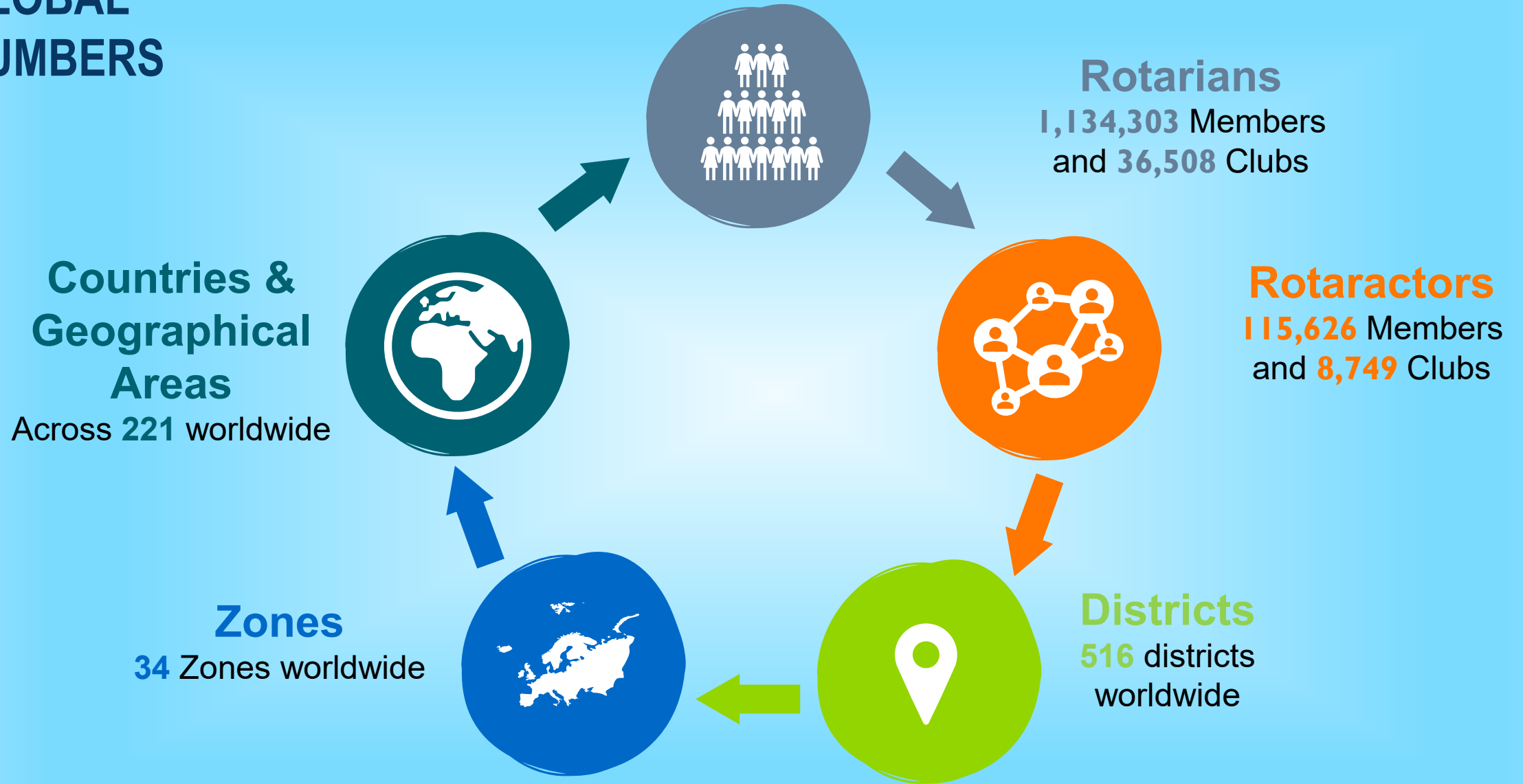
Warm Up

What is your favorite Restaurant or café?

What makes it so special?



GLOBAL NUMBERS



ENGAGING EXISTING MEMBERS



Why members leave:

CLUB ENVIRONMENT AND CULTURE

UNMET EXPECTATIONS

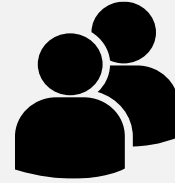
**TIME AND FINANCIAL
OBLIGATIONS**

PERSONAL CIRCUMSTANCES

Every Club has
a unique
culture based
on things such
as....

01

Members



02

Relationships



03

Activities



04

Policies & Practices



Research shows that our members want or expect...

01

Meeting Enjoyment



02

Confidence in Club Leadership



03

Personal Growth

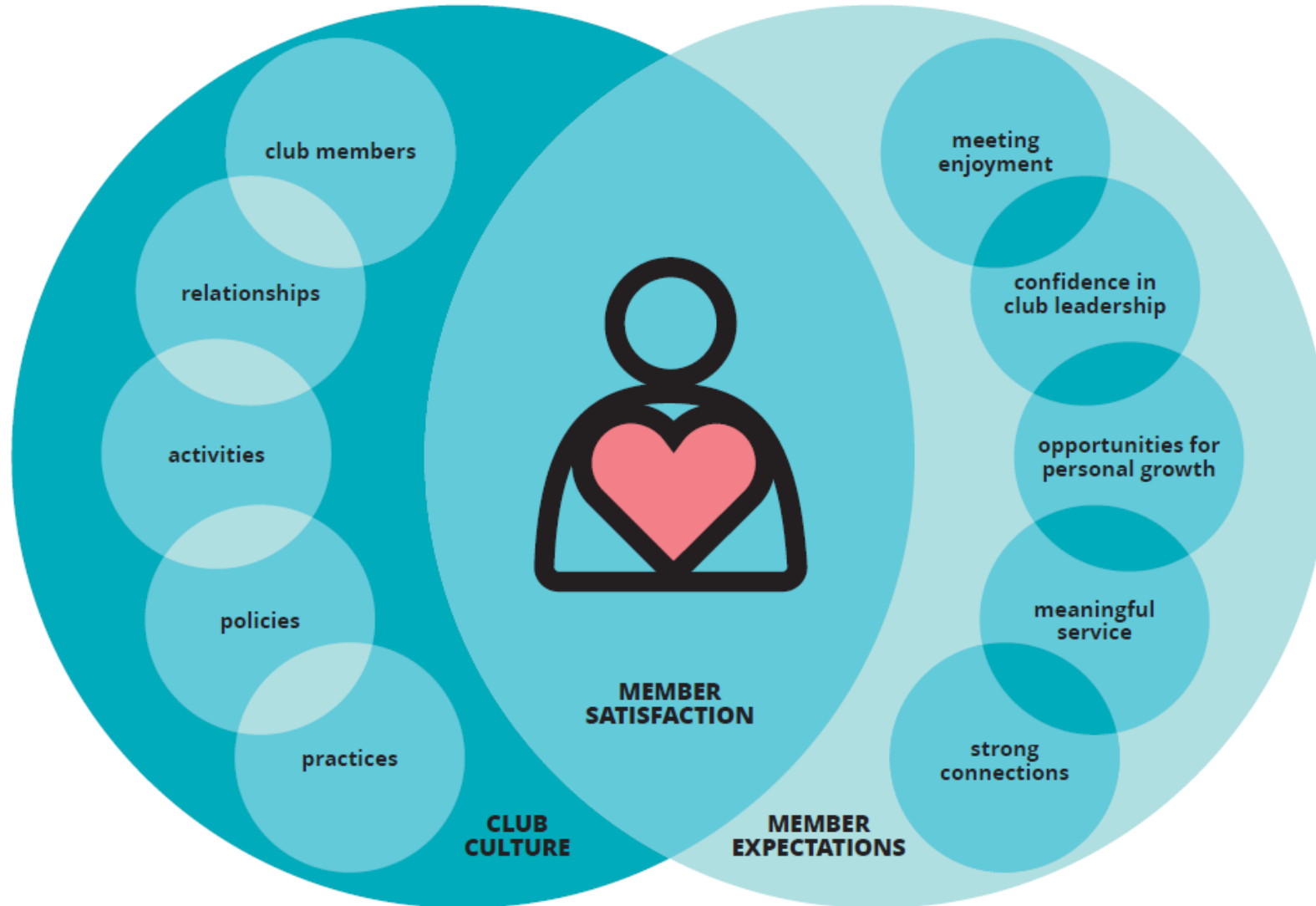


04

Meaningful Service & Connections

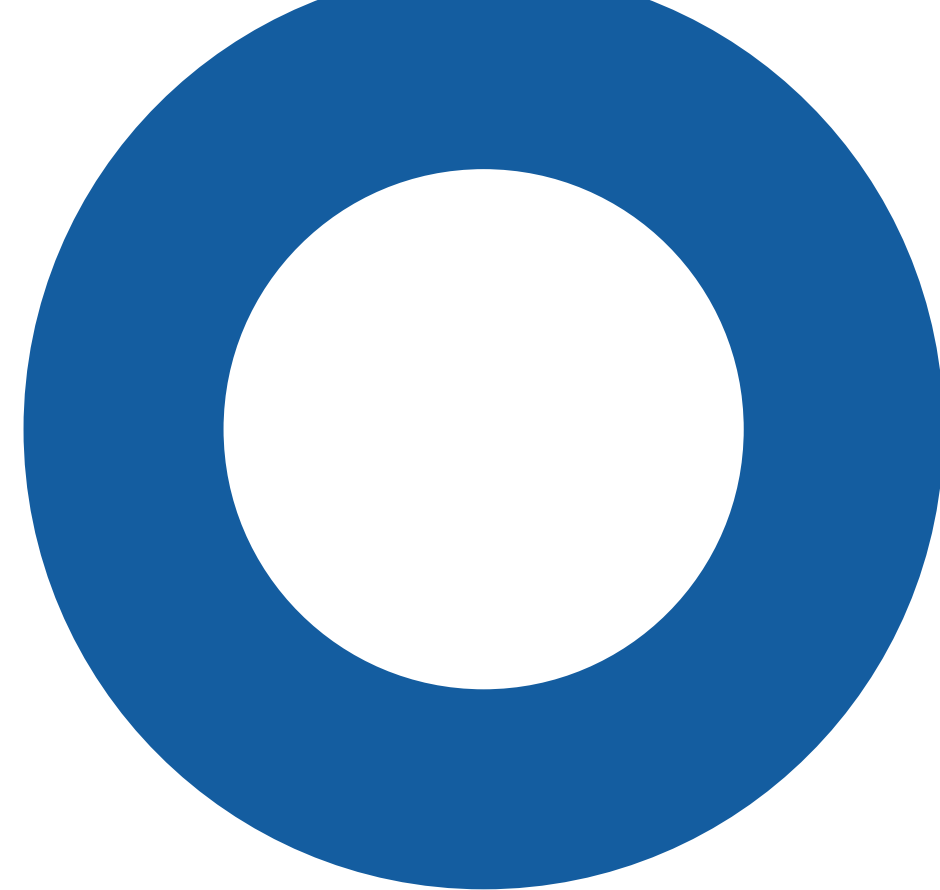


THE CLUB EXPERIENCE



Crowd Source Activity

- Each table will get one large paper with one item
- Discuss and Write down positive things that your club has done for each topic
- After 4 minutes, pass the paper to the next table
- Repeat until your table has done all five topics



Questions