**Challenges and Opportunities Worksheet**

Club officers that prepare together prior to attending their zone meetings gain the most value from the event to improve their club. A well-run zone meeting provides club officers an opportunity for focused discussion on the most important aspects of managing and operating a club.

**Each zone meeting most likely will focus on one of these critical club operations:**

**1. Service** – Engage and involve the club service chairperson in providing feedback and observations regarding the quality of the club’s service projects and activities.

**2. Membership** – Invite the club membership chairperson to provide insights into the club’s membership recruiting and retention success.

**3 Leadership** – The club first vice president may benefit from sharing best practices when preparing for the club’s upcoming fiscal year and new incoming officers.

**To prepare for the meeting, each club should complete the questions below:**

Does our club face a specific challenge the officers would like to discuss with the group?

Have the potential causes of the challenge been identified?

What are the opportunities to hopefully remedy the challenge or issue?

Would our club like assistance from the zone chairperson and/or the district Global Action Team specific to the challenge?

**Bring these topics to the next Zone Meeting for an open discussion.**

## Ten Practical Strategies for Club Presidents and New Members

1. As soon as possible after a new member submits the application and pays the initiation fee and prorated dues, arrange for a meaningful induction ceremony. Invite the spouse (if he/she is not already a member) and other family members to the induction.
2. After the induction, make a personal call to the new member within two days to welcome her/him to the club and express your genuine gratitude that he/she is a member.
3. Immediately assign the new member a mentor (may or may not be the sponsor).
4. Seek out a new member’s interests, passions and hobbies and give him/her some service activity to perform *immediately* around that interest or passion.
5. Encourage the new member to invite others to become members.
6. Talk to the new member about some project or issue going on in the club and seek the new member’s opinion about it.
7. Constantly emphasize the service project’s going on in your club, no matter how small or large, and find some way to involve the new member.
8. Seek the new member’s feedback about how satisfied she/he is with their experience within the first two months after they become a member.
9. Try to get the new member to visit another club’s service activity or meeting with you and the mentor as soon as possible.
10. Provide orientation immediately to the new members, whether it is one-on-one or in more formal settings – orientation should be a journey without an end.