



PROBUS CLUB HEALTH CHECK

By using this health check, you're taking a step to maintain your Club's health and preserve it's value for members and the community.

To help your Club's Leaders get a true picture of your Club's health, answer the questions honestly and encourage others to do the same. The end result will be a healthy, vibrant and growing Club.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.



Probus
SOUTH PACIFIC

YOUR CLUB EXPERIENCE

Members who have a positive Probus experience are more likely to stay. In turn, they create a positive Probus experience for others, because their enthusiasm is contagious. If members genuinely enjoy being a part of the Club, you're on the right path. Your experience includes not just your Club meetings and other activities, but also the connections you've made and your pride in Probus.

- ☐ I look forward to attending Club meetings.
- ☐ Our Club meeting programs are relevant, interesting, and varied.
- ☐ Our Club **regularly** has interesting guest speakers with a variety of topics covered.
- ☐ We have a greeter who welcomes members to meetings.
- ☐ Our meetings are well organized and run professionally.
- ☐ Our meetings allow for plenty of social interaction.
- ☐ Members sit at different tables each meeting to interact with different people.
- ☐ Some of the members of my Club are my close friends.
- ☐ Our Club tries new things (activities, meeting practices and formats, interest groups, social events, etc.) to enrich members' experience.

PROGNOSIS

While some members leave for logistical reasons, some may leave because of a lack of engagement, Club culture or other unmet expectations, all of which affect a member's experience. If members are not having a good experience, your Club is at risk of losing them. Look at the boxes left unchecked and consider implementing those suggestions.

SOCIAL

Sharing social time and having fun with fellow members are the primary reasons Probians join and stay in Probus. Activities are any events that bring Probians together such as outings, tours, trips and interest groups. The healthiest Clubs vary their activities and offer multiple ways to get involved. Try a new kind of social event or a different experience and watch the impact it has on your Club.

- ☐ Our Club holds regular get-togethers (aside from Club meetings) for socialising and networking.
- ☐ Our Club provides a range of different activities for members to participate in.
- ☐ Our Club seeks input from members on possible activities for our Club.
- ☐ Members interests are represented with many varied Interest Groups.
- ☐ Members are encouraged to try different activities to those they normally associate with.
- ☐ A designated person checks on those members who reduce or cease their participation in Club activities.

PROGNOSIS

Clubs that have inadequate social opportunities are at risk of losing members who don't feel connected or engaged. The good news is that these deficiencies can be remedied in fun and rewarding ways. Look at the boxes left unchecked and consider implementing those suggestions.

MEMBERS

A healthy Club is one that is growing and changing. Having members with diverse perspectives and backgrounds will fuel innovation and give your Club a broader understanding of your members needs. Pay attention to how your members are feeling about the Club. Research shows that one of the most common reasons members leave is that Club leaders are not always open to new ideas. Involving members and giving them a voice in their Club's future will strengthen both the Club and members' commitment to Probud.

- ☐ Our Club has a membership development plan that targets a net increase in members each year.
- ☐ Our Club understands the average age of our members and targets to reduce the average age each year.
- ☐ Our Club retains at least 90 percent of its members each year.
- ☐ At least 75 percent of our Club members are involved in two or more Club activities, not including Club meetings.
- ☐ Our Club has a process for seeking feedback from members.
- ☐ A designated person checks and follows up on membership leads provided to the Club.
- ☐ Member benefits are explained and promoted to new and continuing members.
- ☐ New members are officially inducted and are presented with appropriate materials.
- ☐ Our Club creates opportunities for members to interact with other members that they do not normally associate with.
- ☐ New members are provided with an orientation and opportunities to get involved.
- ☐ Newer and seasoned members are paired for mentoring relationships.
- ☐ We ask members to speak at meetings about their vocations or other topics of interest.
- ☐ An exit interview is conducted for those members that resign.

PROGNOSIS

Clubs that have deficiencies in membership are at risk of becoming outdated and less valuable to their members and community. Fortunately, there are many tools available that are proven to give results. Look at the boxes left unchecked and consider implementing those suggestions.

IMAGE

Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your Club's relationship with your community and prospective members. Demonstrating that your Club meets real needs confirms your value to prospective members.

- ☐ We have an Interest Group that promotes our activities through our own Club website or Facebook.
- ☐ Our members are actively encouraged to promote our Club.
- ☐ Our Club appeared in the local media multiple times in the last year.
- ☐ We use marketing materials provided by PSPL such as flyers, posters and media releases.
- ☐ We display Probud signs and banners at our meeting venue.
- ☐ We are listed on the local Council's website and/or Community group listing.

PROGNOSIS

Clubs that don't have a visible presence in their community are at risk of minimising their impact or being perceived as irrelevant. PSPL has resources that can help.

CLUB ADMINISTRATION

When your Club runs smoothly, you likely have good leaders who are looking toward the Club's future. The leaders shape the Club as a whole, and it's crucial to have skilled people in those leadership positions. For this reason, leadership development is also a way to fortify your Club.

- ☐ Our Club minimises the amount of time on the business part of the meeting, ensuring maximum time is allocated for fun and friendship.
- ☐ We have clear roles and responsibilities for each Committee member.
- ☐ We have a succession plan to identify potential candidates at least 3 months in advance.
- ☐ Committee regularly reports to members on the Club's progress.
- ☐ Our Club Committee seeks feedback from members and is open to change.
- ☐ We review Committee positions and consider assistant roles to minimise the Committee's workload.
- ☐ We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions.
- ☐ We understand the range of resources available from PSPL that can assist with Club management.
- ☐ We ask our members to complete a member satisfaction survey regularly.

PROGNOSIS

Clubs that don't have the appropriate members in leadership roles are at risk of losing their members. There are plenty of remedies for Clubs that want to thrive.

WHAT'S NEXT?

As our community ages, its needs change over time, Probus Clubs must adapt in order to thrive. Your efforts to drive change and lead your Club will recharge your members and future proof your Club for many years to come. Take note of which areas had the most check marks and which had the fewest. Look at the suggested remedies and take action.

Remember that Probus South Pacific are always here for advice and help when you need it.



Probus
SOUTH PACIFIC

Australia: **1300 630 488**

New Zealand: **0800 1477 6287**

W: **www.probussouthpacific.org**

E: **admin@probussouthpacific.org**

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