## **CLUB EXPERIENCE MATTERS THE MOST**

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.

Meeting enjoyment — When members have fun, and feel that they are included and belong Confidence in club
leadership — When
members feel that they have
input in the club, their club
leaders are open to their
ideas, and when they trust
the leaders to make good
decisions for the club

## WHAT MAKES UP THE CLUB EXPERIENCE?

Personal growth
opportunities — When
members feel that their
club and Rotary offer
ways for them to
develop skills and to
grow

Connections — When members feel that they've formed valuable relationships through Rotary

Meaningful service —

When members feel that the service their club does makes a difference in the world and in their community

Using our <u>Membership Assessment Tools</u> guide, which includes the <u>Member Satisfaction Survey</u>, can help you craft an experience that reflects your members' interests and needs.

