



My results:

- 70% attendance at the retreat.
- 10 new members in the 5 months following the retreat.
- 12% increase in attendance
- Best thing: one member had not been to a meeting in over 3 yrs. Came to the retreat, has been at every meeting since, and brought in 2 new members!

Current problems facing the club: (These responses are from me and also from emails sent to me from other members.)

- Poor attendance at meetings - We average 30 members at any given time. Attendance ranged from 20% to 44% during the last year, with the average being 34%. 6 of our members have not attended more than 3 meetings in the past year.
- Those 10 members work on most of the projects. Most members help with the spaghetti dinner, but otherwise do not participate in projects.
- Information about projects is often only distributed at club meetings, so those not attending are not given the opportunity to participate
- We have no clear mission statement or goals.
- We do not have a signature event that all take part in whether they attend meetings or not.
- We have no affiliation with a cause that is our singular purpose.
- Is our meeting at the wrong time? Wrong place? Too many meetings each month?
- Minutes going out each meeting gives update without having to attend. Maybe once a month?
- Announce the program ahead of time so people know there will be one.
- Need more diversified speakers. Also new speakers each year, seems we have the same ones over and over.
- What brings people to this club instead of a different? (Lions instead of Kiwanis etc, Sioux Empire instead of Downtown). Members do not have a connection to the club or to each other.
- There is too much talking and time wasting at the meetings.
- Our location must be a problem - the senior center is not a place that young people want to go to.
- Some members feel not needed.
- We need a goal-a big project or fundraiser that unites us.
- We need better structure and organization.

I met one on one with five members who rarely attend meetings, to find out what their thoughts and ideas were. One thing that came from those meetings I found very interesting was that one member felt that he wasn't really needed. When he would sign up to do something, he would show up only to find that someone else was doing what he'd signed up to do, or that the timing wasn't what he was told it'd be, or any other number of things. It made him feel that his participation was really not necessary at all.