



Service Above Self For Over 100 Years

Rotary Club of Grand Junction Club 1167 Draft 2019 Membership Survey

Doing Good Works: Service Projects and Fundraising

1. Rotaries International focuses on **Six Areas of Service**. How well does our Club address these areas of service and do you agree with the following statements?

Our Club does the right amount of good work in the area of...:	We do more than expected	We do about the right amount.	We could do more.	Not sure
...peace and conflict prevention/resolution.	29%	39%	11%	21%
...disease prevention and treatment.	10%	60%	24%	6%
...water and sanitation.	27%	43%	13%	17%
...basic education and literacy.	9%	52%	33%	6%
... maternal and child health.	23%	54%	14%	9%
...economic and community development.	9%	54%	29%	8%

2. How, if at all, can our Club better address specific Areas of Service?

- | | |
|---|--|
| <ul style="list-style-type: none"> 4—Create and Utilize Global Grants More 3—not sure 2—Educate members 2—Water and Sanitation 2—Youth/stronger RYEs 2—More relevant topics/programs/ Industry leaders 1—get more involved in Zone and District 1—participation | <ul style="list-style-type: none"> 1—Global scholars and Peace Fellows 1—maternal and child health 1—Ask for quarterly suggestions from the Club Membership 1—Engage Younger members 1—Disease 1—Pollution (Plastic) 1—Not, Peace and Conflict Prevention/Resolution, too complicated |
|---|--|

3. What is your opinion of the Club's **Fundraising Projects**?

	Agree	Disagree	Not sure
The Club does the right number of fundraising efforts.	81%	7%	12%
The Club's Fundraising efforts are well organized.	81%	7%	12%
The Club's Fundraising efforts are respectful of the members and the community.	90%	3%	7%

4. How, if at all, can the Club improve our **Fundraising Projects**?

- 5—Get more members involved (make sure new members are welcome in projects)
- 2—Coordinate efforts so we don't hit the same businesses too much
- 2—Capitalize on our ability to reach out into the community
- 2—work to develop fundraising partners
- 2—more fundraising for our projects
- 1—Be sure each effort has good committee support

- 1—more PR
- 1—make sure it fits the Club and the community
- 1—evaluate if what we are doing is the best way to support a group (Salvation Army)
- 1—make sure we stay diversified
- 1—we do a lot in the Spring
- 1—we are doing all we can
- 2—No idea

5. What is your opinion of these current **Fundraising Projects**?

	Not Effective or Important	Somewhat Effective	Very Effective	Very Effective and Important
Banff Film Festival		11%	39%	50%
Snowball Sweepstakes	2%	13%	45%	41%
White Elephant Auction	18%	55%	20%	7%
Salvation Army Bell Ringing	2%	16%	46%	36%
CMU/CU Engineering Golf Tournament	9%	51%	35%	5%
Fines	23%	54%	19%	4%
Happy Buck	7%	52%	28%	13%
Weekly Raffle	12%	53%	28%	7%
Donation Requests for Service Projects	4%	56%	35%	5%
Donation Requests for Rotary Foundation	4%	48%	39%	9%
Billing for missed meals	14%	38%	41%	7%

6. What other **Fundraising Projects** would you like to see the Club pursue in the future? For example, hosting a gala, organize a benefit auction, providing fundraising trips &

tours, skip a meal at the Club meeting and donate the cost, organize a walkathon, organize an end-polio event, etc.

- 4—Fundraising Trips/Haunted Tour (coop with Spellbinders)
- 3—skip a meal and donate cash
- 2—improve what we do now, More PR (especially Polio)
- 1—Roast a Celebrity
- 1—benefit auction
- 1—Family Event

- 1—quarterly social events
- 1—more concession work like airshow
- 1—don't give up dictionaries
- 1—walk-a-thon
- 1—more transparency on what we do now
- 1—all good ideas
- 1—don't know
- 2—Too many fundraisers now

7. What is your opinion of the Club's **Service Projects** efforts?

	Agree	Disagree	Not sure
The Club does the right number of Service Projects.	64%	9%	27%
The Club does the right number of locally-oriented Service Projects.	69%	12%	19%
The Club does the right number of internationally-oriented Service Projects.	30%	44%	26%
Service Projects are well organized.	75%	4%	21%
The Club's Service Projects positively impact the community.	86%		14%
The Club seeks to involve members in Service Projects and activities according to their interest, skills, and availability.	58%	16%	26%

8. How, if at all, can the Club 's Service Projects can be improved?

- 5—more participation (involve Interact, evening clubs)
- 3—project follow up (is project completed, is Rotary recognized)
- 2—new member support (mentoring and committee shadowing)
- 2—more projects, take the lead on local issues

- 1—project coordination
- 1—stay local, no international
- 1—occasional (quarterly) business meetings to keep Club informed
- 1—more PR
- 1—not sure

9. What is your opinion of these current **Service Projects**?

	Not Effective or Important	Somewhat Effective	Very Effective	Very Effective and Important
Back to School Supplies	2%	12%	33%	53%

Robin Hood	2%	25%	34%	39%
JUCO	7%	28%	40%	25%
Salvation Army Bell Ringing		23%	35%	42%
3 rd Grade Books/Dictionary	41%	18%	25%	16%
Tree Planting	4%	26%	60%	10%
Community Event Concession Stand (i.e.: Air Show)	9%	47%	35%	9%
County Fair Booth	15%	52%	24%	9%

10. What is your opinion of these current **Youth Programs**?

	Not Effective or Important	Somewhat Effective	Very Effective	Very Effective and Important
Rotary Youth Exchange (RYE)	5%	25%	38%	32%
Rotary Youth Leadership Awards (RYLA)		40%	36%	24%
Interact	2%	31%	44%	23%
Colorado Mesa University (CMU) Scholarships	4%	25%	46%	25%
Rotaract	6%	21%	47%	26%
Mesa Valley County School District #51 Outreach (Dictionaries, Smart Boards, Back-to-School, Supplies, etc.)		23%	38%	39%

11. What other potential **Service Projects** or **Youth Programs** would you like to see the Club do in the Future? For example, organize a workday at a local non-profit, service at a soup kitchen, participating in a trash cleanup, preparing care packages, etc.

- 3—set up more “work-days” with non-profits
- 2—food bank: season meal delivery, soup kitchen
- 2—trash cleanup
- 2—habitat for humanity
- 2—any of the above suggested

- 2—Youth programs, sponsor youth to attend Rotary events outside our area
- 1—strengthen RYE
- 1—work at the The House
- 1—meet with D51 to determine need
- 1—improve what we do now
- 1—more participation

12. Do you participate in the Club’s Fundraising, Service and/or Youth projects?

- Often: 56.1%
- Sometimes: 33.3%

Rarely: 8.8%
I just joined: 1%

13. What would prevent you from participating in a Fundraising, Service and/or Youth project? (Choose all that applies)

Schedule Conflict: 80.4%

Personal Conflicts: 30.4%

Types of projects: 23.2%

Not physically able: 14.3%

Quality of projects: 14.3%

Number of Projects: 14.3%

Cost: 12.5%

1% each for: time commitment, only here in the summer, don't welcome

Member Satisfaction: Club Experience

1. What is your opinion of the Club's **Fellowship Experience**? Do you agree with the following statements?

	Disagree	Somewhat Disagree	Not Sure	Somewhat Agree	Agree
I feel welcome in the Club.	2%	2%	5%	16%	75%
I make valuable connections through the Club.	4%	7%	12%	30%	47%
The Club does a good job involving all members.	5%	17%	10%	52%	16%
The Club members care about one another.		4%	8%	38%	50%
The Club reflects the demographic profile of our area's business, professional, and community leaders.	7%	12%	24%	29%	28%
The Club provides opportunities to use my talents and skills.	2%	5%	16%	40%	37%
My experience as a member is worth the money and time I commit to Rotary.		4%	13%	28%	55%
Through Rotary, I feel that make a difference in my community.		2%	7%	35%	56%

2. What, if at all, would change the Club's Fellowship Experience for the better?

4—New Members support: orientation event, mentorship program (have always felt like an outsider)
 4—more social interaction, occasionally not have a speaker so we can socialize more, more fellowship events
 3—programs: more appealing to young members, more innovations, featuring youth, some humorous projects
 3—more participation (burning some members out, reach out to those who aren't)

1—Table Swap (force members to sit at different tables)
 1—meeting location (and high tables) is difficult
 1—field trip
 1—make it worth it for members
 1—better managed meetings (too many small things like happy bucks)
 1—tattoos (?)

3. What is your opinion of the current **Fellowship Events**?

	Not Effective or Important	Somewhat Effective	Very Effective	Very Effective and Important
Christmas Lights Parade	20%	46%	18%	16%
Newlywed Game	62%	17%	15%	6%
White Elephant Auction	32%	45%	16%	7%
Weekly Meeting		25%	28%	47%
Evening Group	45%	29%	21%	5%

Socializing during a Community Service Projects (i.e.: at the Back-to-School Delivery Day)	5%	32%	40%	23%
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4. Suggest other **Fellowships Events** you would like to see the Club do in the Future? For example, a gala evening, parties with a purpose, sports viewing events, hosted dinner parties, etc.

- 5—hosted dinner parties, progressive dinner
- 4—parties with a purpose
- 3—social groups, network events, fireside events
- 3—Holiday Celebrations: off-holidays (solstice celebration, President’s Day) Christmas Dinner (bring it back)
- 2—all good ideas

- 1—professional development opportunities
- 1—themed gala
- 1—biking event
- 1—golf outings
- 1—educate the Members on what we do now
- 1—leadership needs to be clear about the purpose

5. How would you rate the following aspects of our **weekly meeting**?

	Poor, Not Necessary	Poor, Need change	Fair	Good	Excellent
Organization			5%	71%	24%
Length	2%	16%	23%	48%	11%
Time for Socializing	2%	2%	27%	59%	10%
Programs and Speakers		5%	19%	40%	36%
Variety of Programs		7%	19%	36%	38%
Music	4%	2%	27%	55%	14%
Announcements/Education		7%	21%	61%	11%
Raffle	7%	5%	18%	59%	11%
Fines	11%	7%	27%	45%	10%
Gifts for the President	7%	9%	35%	44%	5%
Location	5%	7%	21%	29%	38%
Meals	5%	13%	35%	29%	18%

6. In what ways, if at all, would you change the **weekly meetings**?

- 7—meetings too long (happy bucks too much, only one song, start at noon)
- 6—location: more professional, no flies
- 3—more time for speakers and Rotary education (don’t need gifts for president)
- 3—assign seat once a month, mix up the tables

- 2—eliminate fines, or keep the cheap and funny
- 2—keep restaurant sounds out
- 1—no changes right now
- 1—educate club how we can be more environmental
- 1—on occasion, RI video instead of speaker
- 1—highchairs need to go

7. Indicate your agreement with the following statements regarding **membership recruitment?**

	Never	Sometimes	Always
I invite my friends, family, and colleagues to Rotary.	7%	88%	5%
I invite qualified prospects to join the Club.	9%	80%	11%
I participate in Rotary recruitment efforts.	13%	78%	9%
The Club provides good support in recruiting new members.	2%	48%	50%

8. How can the Club improve the member recruitment efforts?

- | | |
|---|--|
| 7—more PR of importance of Rotary, social media | 2—not sure |
| 4—invite more guests, Club side challenges to recruit more, pay for quest meals | 1—more participation by all members |
| 3—new members support: orientation events, mentors, friendlier to families | 1—reformat Club meetings, |
| 2—recruit unrepresented aspects of our community | 1—vet new members better |
| | 1—Club seems to be trying in this area, good job |
| | 1—keep Dave H. membership chair |

9. If you are familiar with members who have left the Club, do you know why they left? (Choose as many as might be appropriate.)

- | | |
|----------------------------------|--|
| 53.1%: Moved | 10.2%: Conflict with another members |
| 38.8%: Too expensive | 1% each to: long, too much time & money, lack of commitment, ruled by old guard, aging, died, new job, retired |
| 36.7%: Noon was a difficult time | |
| 32.7%: Disenchantment | |
| 20.4%: Did not feel welcome | |
| 16%: Preferred another Club | |

10. Comment on how the Club can better support the recruiting of new members.

- | | |
|--|-----------------------------------|
| 4—targeted recruitment | 1—more PR |
| 2—better way to determine new member interests | 1—promote evening group |
| 2—doing a good job now, we are doing all that we can now | 1—a targeted welcome program |
| 1—special membership meeting | 1—better education of new members |
| 1—get new members involved | 1—pay guest meals |
| 1—do a program on how to recruit a new member | 1—mentor program |
| | 1—don't know |

Spreading the Word: Communications

1. Thinking about communications within the Club, indicate your agreement with the following statements.

	Disagree	Somewhat Disagree	Not sure	Somewhat Agree	Agree
The Club does a good job communicating with members.	5%	5%	8%	34%	48%
The Club does a good job listening to members.	2%	5%	25%	34%	34%
The Club seeks input and ideas from members.	2%	9%	20%	36%	33%

2. How, if at all, can the Club improve communications within the membership?

5—we do an excellent job of community with members (great newsletter, great job Marty)
 2—social media
 2—improve what we do now, especially club runner
 2—remain open to new ideas, encourage new ideas and effort

1—Rotary Education Program
 1—use the Club member who are leaders to get the word out
 1—quarterly club program on club activities
 1—anonymous suggestion box
 1—this survey is a great start

3. Thinking about communicating with the larger community, indicate your agreement with the following statements.

	Disagree	Somewhat Disagree	Not sure	Somewhat Agree	Agree
The Club does a good job telling the community about Rotary.	14%	31%	12%	33%	10%
The Club does a good job telling the community about the Club's projects.	14%	28%	15%	36%	7%
The Club does a good job listening to the community.	4%	14%	42%	23%	17%

4. How, if at all, can the Club improve its communications with the community?

6—need to step up our efforts on all fronts, more aggressive (squeaky wheel gets oiled)
 3—newspaper articles
 1—post the Spokesman at certain locations
 1—recruit a Daily Sentinel member
 1—more social media posts

1—tv and radio spots
 1—more outreach events
 1—put Rotary plaques on projects
 1—take lessons from Lions
 1—give speakers more time
 1—don't know

5. List ways the Club could better share Rotary and our projects with the community?

3—social media

2—better press releases

1—take lessons from Lions

1—utilize local media

1—promote at the local libraries

1—plaques

1—we do fine right now

1—better use of local radio

1—get ideas from other Clubs

Club Structure and Maintenance

1. Do you agree with the following statement?

	Strongly Disagree	Somewhat Disagree	Not sure	Somewhat Agree	Agree
The Club updates the process and rules to meet the needs of its members.		11%	35%	35%	19%
The Club has a sufficient number of committees.	3%		21%	36%	40%
The Club's leadership well represents the membership.		11%	23%	30%	36%
I am comfortable with the pace of change in the Club.		11%	11%	43%	35%

2. How can we improve the Club's structure?

- 7—Education about the Club and Rotary: Structure Club to help new members and younger Rotarians: Educate members: Five-minute Rotary moments: learn from other clubs: More training and networking: insert Club Structure info in New Member packets
- 2—Change leadership selection: Multi Candidate Slate, Give more of a voice to all Club Members
- Have an annual “members-only” session to review matters
- 2—Move the Club Closer to Rotary Mission and Ideals get Our Club more involved in Rotary at large
 “The club represents the focus of Rotary that is why it is an International organization as Rotary has common goals or areas of focus. People join for this reason and the club should not be changing the process or needs to match the changes in membership. Very important point otherwise we lose focus.”
- 2—Improve meetings: Limit the time people speak, Discontinue some of the less important meeting activities
- 1—Recruitment of members: Improve the percentage of women members
- 1—Have vocational service and chairman
- 1—More member involvement

3. Have you participated in a District, Zone, and/or International Rotary Training or Event?

	Yes	No, but would like to	No, and not really interested
District Conference	54%	16%	30%
Leadership Training Institute (RLI)	34%	24%	42%
Grant Training	26%	18%	56%
President-Elected Training (PETS)	43%	13%	44%
International Convention	42%	23%	35%

4. What Committees have you participated in during your Rotary career?

5—Many, Lots

4—Almost all, too many to list

7—Board Member

6—Foundation

6--Snowball

5--Robin Hood

5—Bell Ringing

4--Banff

4--International

4--Membership

4--PR

4--Sargent of Arms

4--School Supplies

3--Dictionaries

3--PHF

3--Programs

3--Service

3--Youth

2—History

2--RYE

1--Words of

Inspiration

1--Projects

1--Interact

1--District Grants

1--JUCO

1--Golf

1--Vocational

1--Foreign Exchange

1--Spokesman

1—Money

1--Tree Project

1--Masquerade

1--Fishing Derby

1--Duck Race

1--Fundraising

Committees

4--None, Still New and Deciding which ones

5. Is there a committee that the Club does not have but needs?

2—Social/Fellowship Committee

2—New Member/Mentor Committee

2—Care/Sunshine (reaching out to those who have been absent)

2—Community Outreach: With other organizations, Minority Outreach

2—Marketing/Stronger Public Relations

1—CMU

1—Vocational

1—Strategic Planning

6. What committees would you be willing to lead? (If so, please contact the President or any Board Member.) _____

2—PR

1—Paul Harris

1—History

1—Robin Hood

1—School Supplies

1—Depends on money and time demands

1—Any other than secretary

3—I've done my share/"at my age..." /none at this time

7. Have you served the Club in a leadership position (President, Board Member, Committee Chair, other)?

Yes 75.4%

No 24%

8. Would you like to serve the Club in a leadership position? (If so, please contact the President or any Board Member). _____

Yes 34%

No 66%

Planning for the Future

1. List three of the Club's strengths.

13—fellowship & Supportive
12—Generosity of Members/Community Giving
11—Quality Members/ Skills of Members/Well Rounded members/dedicated
11—Community Reputation/name recognition in community/tradition/Heritage
10—Community Service/Awareness/ Responsive to needs
6—Friendly/kind
6—Large Club/Club size
5—Diversity
4—Fun
3—Leadership
3—community leaders
3—Informative Programs
3—collaborative of Synergy of Club Members
3—egalitarian/not ego driven
2—Members willing to participate/Service above Self
2—Energy/willingness to take action

2—New Members
2—Organization
2—Reach
2—Networking
2—Vision for the future
1—Women Members
1—Evening Group
1—Strong Purpose
1—Youth support
1—Inviting
1—Good projects
1—Professionalism
1—Consistency
1—Education
1—International
1—Fighting Polio
1—Long Term Club
1—Meeting Location
1—Past Presidents
1—Music
1—meets at lunch

2. List three of the Club's weakness.

8—Lack of participations/(asking too much of the same people)/lack of committee participation
7—Membership diversity
7—New Member support/engage the new members
5—depending on older members too much/ Cliques
5—Need to focus on Rotary mission/Education of Rotary concepts/goals/focus on growth over mission/stronger strategic plan
4—Slow to Change/Rigidness
4—Meetings too long
4—Direction and focus not well defined/
Lack of identity
3—Declining Membership
3—need more PR
3—location and meals

2—leadership checks and balances with leaders
2—Leadership selection/ Lack of Transparency
2—Lack of diversity in donation recipients
2—Need more fellowship/Need more Social Gathering
2—Speakers/too many non-profits
2—Length of meetings
2—Too Big of a club
1—lack of fellowship
1—Affordability
1—need more community leaders as members
1—Happy Bucks too long
1—need more women
1—better more focused projects
1—Resting on Laurels

3. List three opportunities for the Club.

12—engage younger and new members

7—more community projects/impact/service (mental health, environment)
 6—PR/make Rotary more visible/social media
 5—more global involvement
 4—growth/ Sky is the limit/direction
 3—recruit and utilize influential members
 3—increase the number of service projects (get your hands dirty)/more fun events
 3—leadership/continue to be a community leader
 2—Expand Grant Utilization

2—encourage more fellowship/golf-bowling-race car driving
 1—recruit diversity
 1—membership
 1—visitation committee to support missing members
 1—improve the efficiency of the meetings
 1—Rotary connection
 1—potential of current fundraisers
 1—fellowship
 1—personal growth
 1—bringing community/business leaders as speakers

4. List three characteristics that you would like the Club to have in three to five years.

5—More reflective of the community diversity
 5—more robust membership/more growth
 5—higher profile in the community/ better branding and PR
 4—more younger members
 3—more women leadership
 3—More Welcoming/fun/friendly
 3—more open to new ideas
 2—more fellowship
 2—efficiency
 2—“big project” or signature project mentality
 2—innovative

1—More Engaging
 1—strong purpose
 1—continuing to attract retirees
 1—new location
 1—higher profile in the RI
 1—open process for leadership choices
 1—more family friendly
 1—fun
 1—address homelessness
 1—more youth projects
 1—Great Fundraisers
 1—More effective on service: local and international

“What is wrong with what we have? What is broken?”

5. List three Club ways you would like to be more involved with.

6—I’m Good/I am too old/I am involved as much as possible
 5—Robin Hood
 3—Banff Film Festival
 3—leadership
 3—International
 2—PR
 2—Social Events
 2—school supplies/school support
 2—Golf tournament

2—snowball
 1—PHF
 1—Foundation Board
 1—Work projects
 1—Rotary Education
 1—preservation of heritage
 1—youth
 1—drug prevention
 1—suicide prevention
 1—Bell ringing

Further Thoughts:

1. Do you have any other thoughts about our Rotary Club's current challenges and future opportunities?

4—Great Club, Great Heritage, Don't lose sight of legacy

“It's not broken, we have a lot to be proud of and up to this point we have included all, even those who do not consider Rotary the number 1 priority in their community involvement, important but not #1”

2—develop better policies and procedures, need a strategic plan

1—Keep affordable

1—make each meeting relevant

1—more community involvement

1—Past Presidents are wonderful

1—support retired members, make it easier for when their companies no longer support them

1—better venue

1—don't know

“Not really, but after 100 years we are still a work in progress.”

“Love our president's enthusiasm and the way he is conducting the meetings.”

Who are we?

1. Which generation do you most identify with?

7%: The Greatest Generation (1910 to 1924): They experienced the Great Depression and World War II in their adulthood, all leading to strong models of teamwork. They grew up without modern conveniences.

18.2% Silent Generation (1925 to 1945): They came of age when people followed strong social traditions and men pledged their loyalty to a lifetime job, worked very hard and generally kept quiet.

50.9% Baby Boomers (1946 to 1964): The first TV generation. Experience the rise of the "two-income household" economy. A tolerant generation who recognized the necessities of looking outside the norm. They envision technology and innovation as requiring a learning process.

20% Generation X (1965 to 1976): Grew up more street wise. Stepped out of traditional roles more by marrying late and being more willing to change careers. Known as creating a renaissance of entrepreneurship.

2%: Generation Y or Millennials (1977 to 1995): Known as sophisticated, technology wise, immune to most traditional work and spending patterns, they've seen it all and been exposed to it all since early childhood.

2. How many years have you lived in Mesa County?

Under 5 years—6, 11%

6 to 10—3, 5%

11 to 20—13, 24%

21 to 30—6, 11%

31 to 40—10, 19%

41 to 50—8, 15%

50 +--8, 15%

3. What are the reasons why you might have missed a meeting? (Choose as many as might be appropriate.)

vacation (70.2%)

Business (68.4)%

Family (50.9%),

Health (28.1%),

or simply does not have time (19.3%).

On the negative, only 12.3% did not like the program. Everything else was less than 1%.

4. Do you have kids who are under 18 years of age?

19% of us have children living at home

5. What best describes your current employment status?

39.3% retired

23.2% business owners

12.5% Business managers

14.3% Self Employed
10.7% Employees

Information from Grand Junction Rotary Member Records

Years in Rotary

- 37% under 5 years
 - 13% less than 1 year
 - 24% between 1 and 5
- 37% between 5 to 20 years
 - 16% between 6 and 10
 - 12% between 11 and 15
 - 9% between 16 and 20
- 26% over 21 years
 - 14% between 21 and 30
 - 7% between 31 and 40
 - 5% over 50 years
 - 4% between 40 and 50
 - 1% over 50 years

Average Age:

- 3% under 39 (Gen Y)
- 11% in our 40s (Gen X)
- 14% in our 50s (Gen X)
 - 25% collectively
- 18% in our 60s (Baby Boomers)
- 29% 70 and over (GG and SG)
 - And 25% don't want to report our age