



## How is your club doing?

This is a three-part exercise to prepare a plan to take your club into the future. It is important that you play your part.

- Part 1 – Watch - 'Who Moved My Cheese' Video.
- Part 2 – Assessment - Where is your club now?
- Part 3 – Action Plan - How can your club go forward?

### Part One – Video.

- Go to YouTube, search for and watch an 11-minute video called 'Who Moved My Cheese'.  
<https://www.youtube.com/watch?v=tDNhEYpBPbY>
- Think about the part the four characters play – Sniff, Scurry, Hem and Haw, and what they each represent.
- Relate this to your club – are each of these characters represented in your members?

### Part Two – Assessment.

Work through the assessment below with where you think your club is now!

Membership					
1	How many members does your club have?	Under 40	40-50	50-60	Over 60
2	Is your membership increasing, stable or declining?		Increasing	Stable	Declining
3	What would you like your membership to be?	Under 40	40-50	50-60	Over 60
4	What do you think is the average age of your members?	Under 60	60-70	70-80	Over 80
5	Does your club have diversity in membership?				
6	How does your club attract new members now?				
7	How much does your club spend on recruitment each year?				
8	How does your club encourage member's participation?				
9	How does your club communicate with members?				
10	Does your club know your members backgrounds and skills?				
11	Do <u>you</u> personally attend FFNZ Conferences and / or Field Days?				
12	How well informed are <u>you</u> about FFI and FFNZ matters?				
13	Do you have a sense of belonging in your club? (Is it 'my' club?)				
14	Other Comments?				

### Computers and Internet

<b>1</b>	Do you use a computer?	
<b>2</b>	Have you looked at your club website?	
<b>3</b>	Have you looked at the FFNZ Website?	
<b>4</b>	Have you looked at your club's Facebook page?	
<b>5</b>	Have you looked at the FFNZ Facebook page?	
<b>6</b>	Have you interacted with your Facebook page – Like / Comment / Photos / Other?	
<b>7</b>	Do you use any other social media? If so, which ones?	
<b>8</b>	Do you see social media as a tool for membership recruitment?	
<b>9</b>	Other Comments?	

### Leadership

<b>1</b>	What is the term of your President?	
<b>2</b>	Do you have good rotation of members on your board?	
<b>3</b>	Is your club continually introducing new ideas?	
<b>4</b>	Does your club have a Leadership Training and Mentor programme?	
<b>5</b>	Does your club have a Journey Training and Mentor programme?	
<b>6</b>	Does your club have an Action Plan that sets targets and goals?	
<b>7</b>	Does your club have an Action Plan for recruitment?	
<b>8</b>	Other Comments?	

### Journey Programme

<b>1</b>	How would you rate your club's Outbound Journey Programme?	
<b>2</b>	How would you rate your club's Inbound Journey programme?	
<b>3</b>	How would you rate your Domestic Journey programme?	
<b>4</b>	Other Comments?	

## Part Three – Club Action Plan

Give some thought to ways your club can move forward – your opinion and thoughts are valuable.

		<b>Idea Number One</b>	<b>Idea Number Two</b>	<b>Idea Number Three</b>
<b>1</b>	To attract new members, what changes could be made within your club?			
<b>2</b>	Apart from introduction by existing members, what are good ways to find new members?			
<b>3</b>	Following on from this, where might these new members be found?			
<b>4</b>	How much should your club spend each year to attract new members?			
<b>5</b>	Where can your club best locally 'advertise' or 'promote' the FFI message?			
<b>6</b>	What should your club's message to prospective members be?			
<b>7</b>	Who is responsible for leading any initiative?			
<b>8</b>	What should your club's deadline be?			
<b>9</b>	Other Comments? <i>(if not enough room, use back)</i>			