



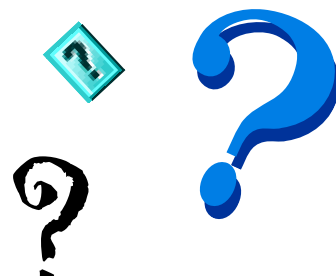
*At Risk*

OR

*Not At Risk*

*That Is The*

*QUESTION!!!*



*A comprehensive plan to help clubs  
consider and evaluate problems affecting  
membership growth and effectiveness*

# AT RISK... NOT AT RISK

## That is the Question!

In the first half of Pilot Year 2006-07, twelve Pilot Clubs disbanded (while two new ones were organized). Over the past five years between December 31, 2001 and December 31, 2006, PI's membership has fallen from 13,541 to 11,525, a decline of 15%. So we pose a very serious question that each club must ask themselves—is your Pilot club at risk of falling by the wayside?

Here we offer a set of tools that can be used to determine if your club is at risk, and then to help you decide what to do to correct problems and restore your club to a state of healthy growth and energized enthusiasm.

We'll cover all the bases, from a club that needs a little "tweaking"—a plan to address specific areas—to one due for a complete overhaul—State of Reorganization(SOR).

Let's begin!

1. Using "IS YOUR CLUB AT RISK?" critique your club. List the warning signs of YOUR club on the Warning Signs form.
2. Compare your club's warning signs to the DEGREE OF RISK scale. Are you at "Low", "Moderate" or "High" Risk?
3. If your club is at "Low" or "Moderate" risk, address the area(s) listed in the Warning Signs with a specific plan of action. A sample is included for your use.
4. If your club has five or more risk factors, it may be time to consider your club for State of Reorganization (SOR, PI Policy #337). Talk with your Governor, Official Visitor, and/or Membership Development Team Leader about requesting SOR. Included in this packet is information about SOR including who to call and what to do.
5. Your DAC/DEC, Membership Development Team, Executive Committee Representative (ECR) and the Pilot International Headquarters Staff members are ready to assist with all aspects of making your club as strong and viable as when it was first organized as you continue to improve life in your communities through friendship and service.

# 10 Keys to a Strong Club

- 1.) *Our Club is united.* Strong club members support the dreams of fellow members. This attitude begins with a bond of loyalty within the membership. The Executive Board set the tone for this to ensure an openness that says “all voices are important and are worthy of being heard.”
- 2.) *~ belong together’ and apart.* Strong clubs use the word “we” a lot, but “I” is never forgotten. Club members know they have the freedom to go and do individual service and they will receive the support of the membership. The message is, “We’re behind you, so you can be the best you can be.”
- 3.) *~ are a democracy.* While the club officers are in leadership roles, strong clubs strive to share decision-making. They resolve differences by respecting and accepting compromise solutions.
- 4.) *~ treat each other well.* In strong clubs, positive remarks outnumber negative by a wide margin. Members regularly express appreciation. Criticism is offered gently.
- 5.) *~ roll with the punches.* Strong clubs have flexible plans of work and can make adjustments during the club year. They also have a little money in their budget that can be used where needed. They can then take advantage of unexpected opportunities.
- 6.) *~ pay attention.* Strong clubs have good listeners within their ranks. They follow the rule of: Don’t read minds; listen within your heart. In Chinese the symbol for listen contains a heart.
- 7.) *~ cherish our time together.* Strong clubs set aside time for fellowship. They set boundaries and prioritize in order to have fun and fellowship.
- 8.) *~ branch out.* Strong clubs include their Anchor members in their projects and plans. It’s important to create continuity between the clubs. This plants the seeds for future Pilot membership making the roots of the Pilot clubs stronger than ever and ensures growth as former Anchors join and together reach for the sun.
- 9.) *~ want to improve the world.* Strong clubs re-evaluate their projects throughout the years. Build on their successes. They avoid “pet projects”.
- 10.) *~ have faith in our mission.* Strong clubs are dedicated to our focus. They stay informed about all the programs from Pilot International and use all the resources available to the – district leaders, PI leaders, PI and PIF Headquarters staff.

## **Bring Forth Your Club’s Best**

*Hold meetings that enable you to get things done.* Make “how are we doing?” the focus of your agenda. Conclude meetings on a positive note.

*Show appreciation.* Say “thank you” for your members’ efforts and commitment in a way that is meaningful to them.

*Enjoy one another.* Add fun to your meetings and surprises to keep a sense of anticipation.

*Reach out to others.* Partner with other civic clubs to meet the needs of your community. Contact other Pilot Clubs and members-at-large in your area and include them in your plans. Share your talents and give them the opportunity to help.

*Give something up.* Sacrifices of their time are needed sometime from club leaders. This can strengthen the leadership and inspire the membership to be committed.

# NEEDS ASSESSMENT

Name of Club \_\_\_\_\_ Year Organized \_\_\_\_\_

Number of Club Members \_\_\_\_\_

Number of years you have been a member \_\_\_\_\_

1. What do you feel are your club's major strengths? Check all that apply

- |  |   |
|--|---|
| <input type="checkbox"/> Good leaders            | <input type="checkbox"/> Good fellowship              |
| <input type="checkbox"/> Growth in membership    | <input type="checkbox"/> Interesting program meetings |
| <input type="checkbox"/> Varied membership       | <input type="checkbox"/> Good fundraisers             |
| <input type="checkbox"/> Respect of community    | <input type="checkbox"/> Meaningful projects          |
| <input type="checkbox"/> Involvement in District | <input type="checkbox"/> Other _____                  |

2, One thing I'm most proud of is \_\_\_\_\_  
\_\_\_\_\_

3. What do you think are major problems in the club? Check all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Loss of members                    | <input type="checkbox"/> Poor attendance at meetings          |
| <input type="checkbox"/> Disagreement among members         | <input type="checkbox"/> Meaningless projects                 |
| <input type="checkbox"/> One person rule                    | <input type="checkbox"/> Too many fundraisers                 |
| <input type="checkbox"/> Poor leadership                    | <input type="checkbox"/> Lack of commitment among members     |
| <input type="checkbox"/> Problems getting leaders           | <input type="checkbox"/> Age of members                       |
| <input type="checkbox"/> Poor meeting location              | <input type="checkbox"/> Uninteresting programs               |
| <input type="checkbox"/> Meetings too long                  | <input type="checkbox"/> Disorganized meetings                |
| <input type="checkbox"/> No awareness of Pilot in community | <input type="checkbox"/> No long range goals                  |
| <input type="checkbox"/> Poor community awareness           | <input type="checkbox"/> Poor attendance at district meetings |
| <input type="checkbox"/> Loss of interest by membership     | <input type="checkbox"/> Other _____                          |

4. One thing I'm most concerned about is \_\_\_\_\_  
\_\_\_\_\_

5. Do you think your club needs assistance from outside? \_\_\_\_\_Yes \_\_\_\_\_No  
Why?

6. What role do you think the outside representative should play in helping your club?

7. Are you willing to try different things even if you aren't sure about them? \_\_\_\_\_Yes \_\_\_\_\_No

Name of Club \_\_\_\_\_

**IS YOUR CLUB AT RISK?  
DO YOU SUFFER FROM ANY OF THE FOLLOWING?**

\_\_\_\_\_ Internal Conflict

\_\_\_\_\_ Low Membership

\_\_\_\_\_ Aging Membership with a Bad Attitude

\_\_\_\_\_ Lack of Diversity

\_\_\_\_\_ Can get members but can't keep them – Can you identify why?

\_\_\_\_\_ Poor service projects

\_\_\_\_\_ Just giving money and not doing hands-on service

\_\_\_\_\_ Poor fund raisers and lack of money

\_\_\_\_\_ Poor attendance by members

\_\_\_\_\_ Not paying District and/or International dues on time

\_\_\_\_\_ Not attending Fall Council, District Convention, International Convention

\_\_\_\_\_ Weak Leadership

\_\_\_\_\_ Focusing only on local community: no involvement in District or PI activities

\_\_\_\_\_ Lack of communication with District and PI leadership, i.e. no response to emails, do not submit material or award entries to District and/or PI.

**Turn to page 5-6 to see if your club is at risk!**

Name of Club \_\_\_\_\_

## Is your Club at Risk

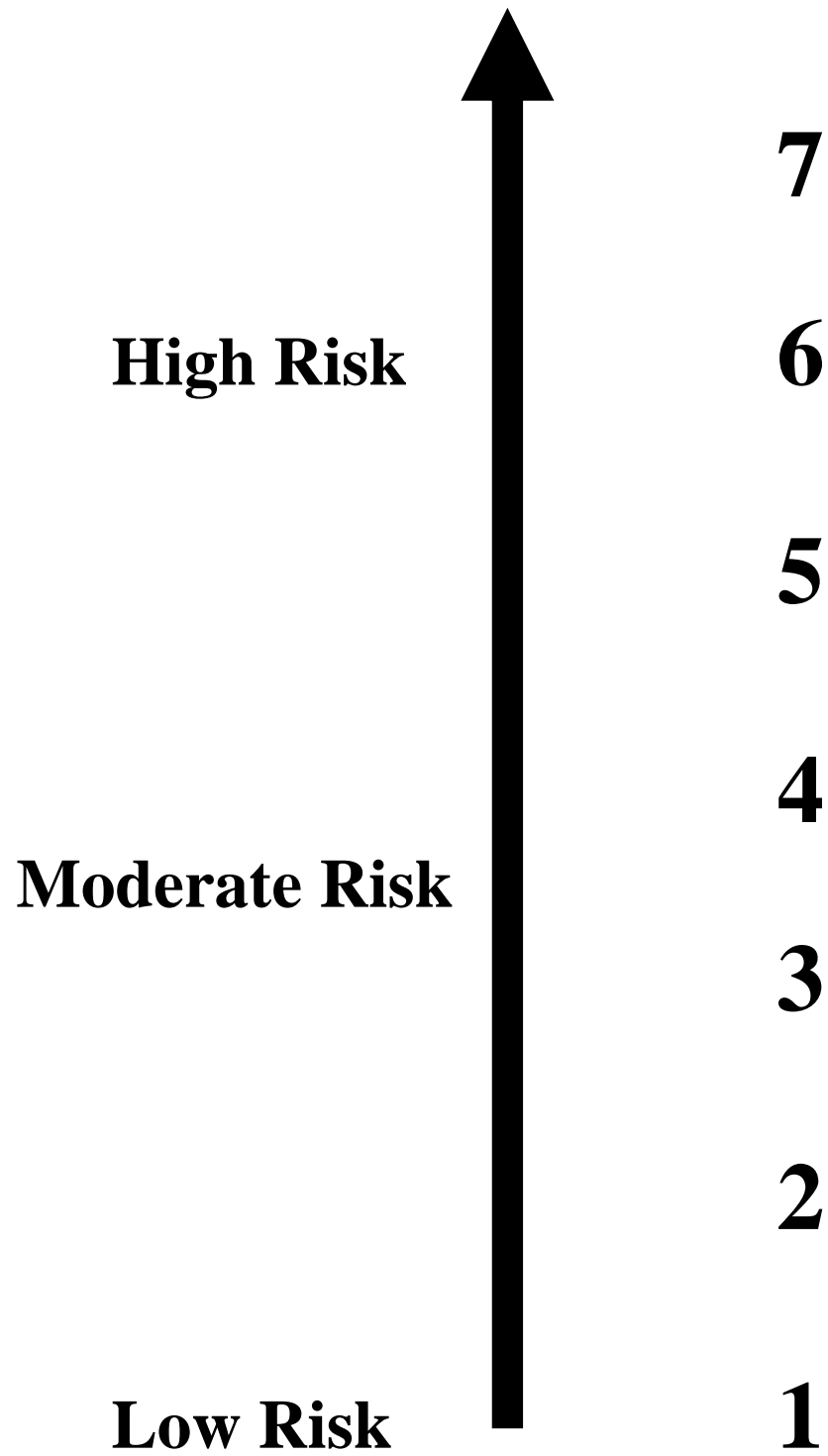
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List the items checked from Page 4

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_

# ***DEGREE OF RISK***



## **Six Steps for Problem Solving**

1. State the problem and the obtained goal.
  - a. Specifically state the problem and the goal as understood by everyone in the group
  - b. Include desired outcomes
  - c. No implied causes or solutions, and, is anyone going to say, "So What?"
  
2. Analyze potential causes  
Ask: What, Why, When, How, Where, Who—this is the longest step.  
Explain all causes—brainstorm and get input; collect data—don't assume.
  
3. Identify possible solutions.
  - a. Most creative step—need all kinds of solutions; involve everyone in group
  - b. Go for quantity in the number of solutions
  - c. Narrow the solutions down—priority order
  - d. Do not evaluate solutions—identify and narrow them
  - e. Think outside own experiences and expertise
  
4. Selecting the best solutions
  - a. Develop and apply weights to solutions
  - b. Take each solution and come up with score
  - c. Number that comes out highest can be implemented as this solution. May want to go to second criteria
  
5. Develop an action plan—may want to use a continuing plan.
  - a. Consider the people effected—list resources
  - b. How much do we share with others?
  - c. Need responsible persons to carry out tasks
  - d. Make sure all people have an understanding of tasks
  
6. Implement and evaluate the action plan. Be prepared to evaluate—if the plan is working, continue; if not, start process over.

Questions to ask are the following: Who is going to evaluate? Did we obtain the desired results in Step 1?

# MEMBERSHIP CHALLENGE: Retaining Members!

## WHY WE LOST THEM

Members have nothing to do.  
We don't know why they joined.  
Some are not able to attend meetings.  
Members don't understand what Pilot Club is.

Delinquent Dues

Too Busy

Poor Programs

Poor Fellowship

Poor Meeting Structure

Meeting Problems

Expectations Not Met

Insufficient Reinforcement

Poor Communications.

Transferred Member

Lack of Pride

No Goals or Direction

Weak Leadership

No Challenge

Members don't know what is expected

## SOLUTIONS

Put everyone to work immediately. This rule is paramount for new members.

Find out their expectations.

Determine expectations; give proper orientation; evaluate all members desires (consider meeting time change).

New member orientation needed; overall Pilot Information a must.

Follow up personally when 30 days past due; don't allow delinquencies to continue beyond 60 days. Follow up!

Usually an excuse for another problem; membership leader should sit down with member and discuss it.

Poll the membership for program ideas. Use the information discovered to schedule only the kinds of programs accepted most enthusiastically.

Schedule more interclub activities; attend district conventions, district fall councils/workshops for ideas.

Read Leadership Manual to help identify weakness; follow meeting agenda procedures; officers, board and divisions must function properly.

Evaluate desires of membership concerning meeting place inadequacies or problems of too-lengthy meetings; start on time, end on time.

Evaluate expectations through proper orientation; continue to evaluate member expectations.

Involve all members; recognize all forms of accomplishment; everyone wants to feel needed.

Occasionally devote a club meeting to discussing problems, projects, activities. Or, use a small portion of each regular meeting to keep members informed. Best solution: a regularly published club bulletin.

Send the member off with best wishes; advise new club that a new member is coming; suggest a new club can be organized if none in the new location.

Improve quality and quantity of community projects; improve fellowship, fund raising, and leadership; get member involved.

President and Board must set goals; insist they be realistic and aggressively pursued; Involve members in achieving goals.

Set goals and pursue them; study Leadership Manual, attend fall council/area workshops, district and PI conventions; ask for help from district and PI leaders.

Increase number or magnitude of projects; put members to work on divisions, special projects, etc.; evaluate kinds of projects members are working on.

Increase communications—both verbal and through club bulletin.

Improve new member orientation (education).

Keep your club's members by providing:

- . Proper Pilot Information
- . Greater fellowship; and
- . Total member involvement.

**BE A PILOT RECRUITER!!**

Invite a *qualified* Executive/Professional to join Pilot *today!*

# Club's Plan of Action

Name of Club \_\_\_\_\_

Year organized \_\_\_\_\_

Name of outside representatives \_\_\_\_\_

\_\_\_\_\_

I. These are the good points that the club agreed upon. (Top 5)

1.

2.

3.

4.

5.

II. These are the challenges the club has agreed upon. (Top 5)

1.

2.

3.

4.

5.

III. These are the choices or solutions the club agrees upon. (Top 5)

1.

2.

3.

4.

5.

Checkpoint (To see if goals are being met in a timely manner)





















