Do more . . .
Care more . . .
Be more . . .

ANNUAL CLUB CHECKUP

Friendship  YOUTH DEVELOPMENT
LEADERSHIP  Vision  Value
Training  Membership
Social Networking

CREATIVITY  Donation
Service Projects
Fundraising

Service  Officer Training

Great meetings  New Members
Pilot Clubs . . .

What are your vital signs?

What will your annual checkup reveal?

We all realize the significance of an annual checkup or examination regarding our individual health. It is equally important to evaluate and examine the health of our Pilot clubs. To that point, we have created a simple but thorough “checkup” piece for clubs to take which will assist in diagnosing any “challenges” which may require some attention and action.

Our Pilots are so committed to each other as members of their clubs and the Pilot International organization. They are equally committed to maintaining the vigor and health of their club, its direction and staying on track to accomplish their goals in the community each year.

In the pages to follow, please check the boxes next to the statements you consider to be an accurate and genuine reflection of your Pilot club. The responses will vary from club to club. The examination will help to re-energize the club for the new Pilot year and make an even greater impact in the community.
Club Involvement

The meetings of our Pilot clubs should be a positive experience which includes enthusiasm and encouragement. These are key elements in any organization. When members find themselves in the midst of encouraging and energizing people, the connection becomes contagious. The goals and the focus of the club begins to be well defined.

☐ Club meetings are energizing and I look forward to this scheduled time.
☐ The meeting agenda is interesting, inviting and varied.
☐ I always feel welcomed by the members.
☐ The meeting is organized and run according to plan.
☐ Members seem to make an effort to meet, talk with and get to know each other.
☐ I have made very close friends in the club.
☐ Many members, regardless of their role in the club, participate in the scheduled service projects and fundraisers.
☐ We raise funds in a way that allows members to contribute what they wish.
☐ Our club has “member moments” recognizing different members of the club.
☐ I have made international friendships through Pilot International.
☐ I appreciate that our club tries new activities and formats to keep the member’s experience rewarding.

Look at the boxes left unchecked and consider suggestions and/or positive actions to promote solutions. Study the boxes not checked above and consider the Challenges/Actions prescribed below. List additional challenges that are specific to your club.

<table>
<thead>
<tr>
<th>CLUB CHALLENGES</th>
<th>ACTION PRESCRIBED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club meetings</td>
<td>1. Change the meeting format or style.</td>
</tr>
<tr>
<td></td>
<td>2. Create a survey so that members can share their ideas regarding meeting style.</td>
</tr>
<tr>
<td></td>
<td>3.</td>
</tr>
</tbody>
</table>


Club Service and Social Events

Our members have shared that some of the main reasons for their involvement in the local Pilot club are participating in community service and having fun with other members. Clubs should be experimenting with new types of social happenings on a regular basis. Watch these events energize your club!

☐ Our club plans regular events just for socializing and connecting.
☐ Our club encourages members to bring their spouses or other family members to the events.
☐ Our club offers members leadership opportunities.
☐ Our club sponsors an Anchor club.
☐ Anchor members energize our club and are invited to our meetings.
☐ Our club holds planning sessions to discuss and choose a service project.
☐ We search the website to assist the members in determining a new project.
☐ Our Pilot club has a service project in progress.
☐ Membership involvement is encouraged regarding service projects and social events.

Social events and service opportunities energize the members and help them feel connected. Study the boxes not checked above and consider the Challenges/Actions prescribed below. List additional challenges that are specific to your club.

<table>
<thead>
<tr>
<th>CLUB CHALLENGES</th>
<th>ACTION PRESCRIBED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service opportunities</td>
<td>1. Sponsor an Anchor or Compass club.</td>
</tr>
<tr>
<td></td>
<td>2. Create a club scholarship.</td>
</tr>
<tr>
<td>Social events</td>
<td>1. Survey the club membership and select one of two members interested in organizing socials during the current Pilot year.</td>
</tr>
</tbody>
</table>


**Attracting New Members**

What a rewarding time . . . adding new and diverse members to your club. A growing club is an energized club with the ability to have a broader understanding of the community’s needs. It is significant that club leadership is open to new ideas from all the members. This will strengthen the club as a team and to Pilot International’s mission.

- Our club adds new members on a regular basis.
- Most of our new members are under the age of 40.
- Our club seeks to attract new members from various sectors in the community.
- Our club actively recruits retired professionals.
- Our club retains at least 90 percent of its members each year.
- We encourage all of our members to determine their area of service in the club.
- Our club has established a process to obtain feedback from our members.
- Our club has at least one person who follows up on membership leads.
- Our club highlights our guests and provides a time of introduction and sharing.
- All new members are provided “new member orientation” and assigned a mentor.
- Our club has a process for assigning members to mentor new members.
- New members are asked to share their “membership story” and future goals as a Pilot.

It is very important to have a lot of interaction with members, listening to their ideas, goals and suggestions. Look at the boxes left unchecked and determine the club challenges and actions applicable to your club.

<table>
<thead>
<tr>
<th>CLUB CHALLENGES</th>
<th>ACTION PRESCRIBED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declining membership</td>
<td>Create a plan to strengthen your membership. Explore options for monthly or quarterly membership campaigns.</td>
</tr>
</tbody>
</table>
| Members leaving the club  | 1. Create a membership survey form to collect new ideas and suggestions.  
                                2. Create an exit survey form to assist club leadership in understanding why members leave. |


Club Image/Marketing

A positive public image is incredibly important for Pilot clubs. When others see great community service projects, energized members that share a passion for Pilot and an ability to meet real needs, they will be attracted to the club. It was Henry Wadsworth Longfellow who wrote “Enthusiasm begets enthusiasm.”

- Our club has established a Facebook page which we post to on a regular basis.
- Our club submits articles and notices to the local newspaper regarding our projects/outreach.
- Our club invites the local media to cover our service work and/or fundraisers.
- Our club displays Pilot International signs and banners at our meeting place.
- The Pilot club brochure is shared throughout the community and left in various places of business.
- Our club participates in community festivals/events, sharing Pilot International with those that attend.

Visibility in the community is extremely important for all Pilot clubs. The more exposure the club receives, the more inquiries there will be regarding membership therein. There are people in every community that are just waiting to get involved in some form of volunteer service. Look at the boxes left unchecked, those challenges/actions shown below and include or create the appropriate list for your club.

<table>
<thead>
<tr>
<th>CLUB CHALLENGES</th>
<th>ACTION PRESCRIBED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>1. Create a Public Relations Committee designed to create ideas for sharing Pilot International in the community.</td>
</tr>
</tbody>
</table>
| Facebook and other social media      | 1. Survey members and select a media team to create a plan for social media outreach.  
                                           2. Create a club Facebook page to highlight the events of the Pilot club. |
Club Operations

All clubs should have knowledgeable members in key places of leadership; those with a vision for the future and expansion of the Pilot club. Leadership development should be a priority of the club.

☐ The club should have yearly goals; discussed and shared with all members.
☐ Our club does a self-examination of what worked for the club during the past year and what did not.
☐ Our club board reviews our Club Standing Rules yearly and determines if there are those which are outdated or insignificant.
☐ Members are encouraged to attend both the annual District Convention and Pilot International Convention.
☐ Our club is very conscious to set and approve a yearly budget which will enable us to reach greater goals than last year.
☐ Our club discusses and plans for the yearly fundraisers which will enable us to meet or exceed our goals.
☐ Our club encourages all members to complete an annual satisfaction survey.

The growing Pilot club should run very smoothly with strong leadership, creativity and suggestions flowing from the various club committees. Clubs should strive to continuously develop strong leaders. Look at the boxes left unchecked, those challenges/actions shown below and include or create the appropriate list for your club.

<table>
<thead>
<tr>
<th>CLUB CHALLENGES</th>
<th>ACTION PRESCRIBED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setting yearly goals</td>
<td>1. Create a vision and plan for your club. Based on your current membership, select one or two members to direct the process.</td>
</tr>
<tr>
<td>Member Satisfaction</td>
<td>1. Create a Membership Satisfaction Survey form for all members to complete annually. Be sure to include an area for members to share their ideas or goals.</td>
</tr>
</tbody>
</table>