

**GROUP 1  
(yellow  
post its)**

# What is for you a club in good health, when thinking now at the level of membership?

in terms of membership, so not about social projects, fundraising, but at the levels of number of members, age, gender, profile of members, types of volunteers, dynamics in clubs in the membership, engagement of members,...

**mixture of age  
- 1/3 young  
people, 2/3  
middle age,  
3/3 older ones**

**to have  
members with  
great  
engagement  
and dynamic  
actions**

**motivated  
members =  
important;  
bring your  
enthusiasm**

**a club that  
finds new  
members on  
yearly basis**

**to keep the  
momentum  
alive**

**when the club is  
strategic in  
recruitment of new  
members;  
innovative and has  
effective  
communication  
with its members**

**use the marketing  
tools; good  
marketing in  
connection with the  
membership**

**a club with  
friends, they  
work together  
and have FUN  
together!**

**good relation  
between club  
members**

**Minimum of  
20 members =  
actions with  
success**

**to have a good  
approach to get  
members; try to get  
younger members  
to join**

**Engagement  
of the  
members!!**

**one that already  
plans the projects  
for next year;  
doesn't use Covid as  
an excuse**

**Not only  
recruiting new  
members, but  
also retaining  
(current)  
members**

**Open the front door  
for new members,  
but close the back  
door so as not to  
lose current  
members!**

**GROUP 2**  
(green  
post its)

# What is for you a club in good health, when thinking now at the level of membership?

in terms of membership, so not about social projects, fundraising, but at the levels of number of members, age, gender, profile of members, types of volunteers, dynamics in clubs in the membership, engagement of members,...

**always  
attract  
new  
members**

**not shy  
inviting  
prospective  
members**

**gender  
diversity**

**working  
on  
member  
retention**

**high energy level,  
everybody is  
participating not  
only a few  
members, fair share  
from each member,  
contribution**

**taking  
responsibility,  
new pres.  
every year**

**level of  
participation,  
commitment  
of members**

**different  
age  
groups**

**25 for a  
good  
healthy  
club**

**presence  
of  
members  
is high**

**works  
like a  
family**

**3 new  
members  
/ year**

**not afraid if a  
new club is  
opened  
nearby**

**high diversity  
in  
membership,  
different  
networks and  
professions**

**good meetings,  
good agenda,  
keeping the  
children in front of  
the eye**

**diversity of  
members:  
professionals as  
new comers,  
different age groups**