



# Tips for Area Director Reports

Courtesy of TK O'Geary, DTM

Conduct your 1<sup>st</sup> visit in the 1<sup>st</sup>/2<sup>nd</sup> month of each half year. Start with low member clubs; they need your help the most.

## What if the club doesn't have their Club Success Plan completed?

- It's ok. You can share with the club the importance of the plan. If time permits and you are meeting with the club, you may have an opportunity to help them with the plan after/during the meeting. Or you suggest they consider completing the plan by the time the next training occurs to maximize the time at training.

## When should the Area Director visit report be submitted on line?

- Sooner is better, ideally within 5 days of the visit (Send written comments in July if waiting for year-end processing to end). Your report lets them know someone cares, reinforces your comments with the officers, and provides the District with information about the club along with any possible District action items.

## What is expected in the Area Director Comments Section?

Area	Type of Info	Examples of Informative, helpful entries	Not so helpful nor motivational examples
Club Strengths	Club Strengths	<ul style="list-style-type: none"> <li>- <i>Good speeches. Specific, helpful evaluations. Recognizes member goals.</i></li> <li>- <i>Ongoing membership building campaign, which goes into high gear when membership reaches 23</i></li> <li>- <i>High-performing, well-organized club that follows TI program in a fun, warm, energetic atmosphere. I look forward to my next visit!</i></li> <li>- <i>Experienced members. Excellent evaluations. Active leadership dedicated to improving the club and its members</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Meetings are held</i></li> <li>- <i>People show up</i></li> <li>- <i>&lt;no entry&gt;</i></li> </ul>
Areas needing attention	Identify 1-3 specific areas	<ul style="list-style-type: none"> <li>- <i>People left before meeting ended because meeting ran late</i></li> <li>- <i>Few educational achievements – members are not growing</i></li> <li>- <i>Meeting roles assigned at the meeting</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Club doesn't have enough members</i></li> <li>- <i>No one looks happy</i></li> <li>- <i>Last minute agendas</i></li> </ul>
Recommendations for Action	Provide suggestions for the areas above	<ul style="list-style-type: none"> <li>- <i>Meetings could benefit from more time management to enable a full meeting without running late.</i></li> <li>- <i>Use and follow the DCP to focus on what do to in order to be a quality club for members so they can grow</i></li> <li>- <i>Club would benefit from an ongoing membership campaign, an open house, a joint meeting with club xyz</i></li> <li>- <i>Members could be more assertive in inviting friends, family, coworkers – visit local business and invite them to a meeting</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Get members - Smile - Fill out agendas early</i></li> </ul>
What can the district and I do to support the club?	What can you as the AD do? What can the District do?	<ul style="list-style-type: none"> <li>- <i>I helped the club complete their DCP</i></li> <li>- <i>I will deliver a Moments of Truth session at xx/xx meeting</i></li> <li>- <i>We found a club to participate in Adopt-A-Club</i></li> <li>- <i>Provide links to information on tips about holding an open house</i></li> <li>- <i>Promote the great value being in an advanced / specialty club (e.g. at TLIs, etc.)</i></li> <li>- <i>Inform clubs of important TM events outside the club</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Send members - Help the club</i></li> </ul>