

**Don't Try to Fill a Holey Pitcher or
Why Clubs Fail and How They Can Rebuild**

Dilip R. Abayasekara, DTM, AS

The major challenge that many District Leaders face has to do with meeting marketing goals - Club goal and percap goal. Look at this critically. The District brings in the new Clubs, BUT the Clubs bring in the new members and sustain the present members. If you look beneath the surface, what that means is if Clubs live up to their mission, members will be growing and achieving their goals, educational goals will be being met, every Club will be adding to their membership, and loss of Clubs will be minimized!

The bottom line is - if most of the Clubs in your District are successful, you will easily exceed your educational goals and find it easy to meet your marketing goals!!!

Trying to charter new Clubs while not educating Clubs on how they can become successful is like trying to fill up a pitcher when the pitcher has a hole in its bottom!

Sure, some Club loss is inevitable. Some companies go out of business or move. There are some things we cannot control. But most other reasons for Club failure can be avoided. If Club and District leaders know why Clubs fail, they can prevent failure by spotting these problems and taking actions right away. I hope that the ideas below will