

## **FOUR EFFECTIVE METHODS FOR COMMUNICATING THE ABOVE INFORMATION TO LOW MEMBER CLUBS**

### **1. Area Governor**

The most effective communication is usually face-to-face. The Area Governor (AG) is the main connection between the District and the Club. The AG is in a unique position to counsel, encourage, and guide the Club officers of low member Clubs in his/her Area. Besides Club visits, Area Council meetings could also be used for this purpose.

### **2. Club Officer Training Functions and Other Educational Functions**

Just as TI provides special assistance to struggling Districts, the District could make it a point to have special educational functions for members of low member Clubs. In the event that members of such Clubs don't attend these functions (as is usually the case), the AGs who have such Clubs in their Areas could get special training on rebuilding low-member Clubs and how best to communicate this information to those Clubs.

### **3. Communications from the Top Three Officers**

Encouraging, Helpful, and Positive Telephone Calls and Other Contacts to the Club President from the District Governor or Lt. Governors

### **4. Consistent Communication Using Every Available Method**

Consistently Spread This Information in the District Bulletin, E-mail News, Area & Division Council Meetings, and District Executive Committee Meetings.

I hope that you found this article helpful. Please share it with the Clubs in your District as well as your Area Governors and Division Governors. Let's make that 'holy' pitcher 'whole'...and then let's fill it to the brim!