

Club Communications

Leading with Change

Technology changes quickly, opening new and different ways for clubs to communicate with their members, other clubs, and the public. Community and club changing demographics require leadership to advocate and implement change to remain relative, current and appealing to prospective members. As a learning organization, Probus provides the opportunity for Management Committees and members to explore new ways of communicating in a non-threatening environment.

However, with technology change, it is imperative to serve existing members comfortable with a club's current communication methods, e.g. phone calls, direct contact, paper, etc. It is also essential to keep things simple and minimize the workload involved with communication to step forward to assume various roles without being overwhelmed.

Communication Alternatives

Social Media has developed a plethora of electronic options that can be overwhelming if too many are implemented, e.g. Facebook, Twitter, What'sApp, WebPages, Blogs, Google, ZOOM.

These tools are part of a lifestyle and are relied upon as our future and existing demographic changes; thus, the need to learn and adapt accordingly.

Cultural demographics may mean accommodating language sensitivities and protocols; our current practices and traditions may need updating.

What to Do?

Recognize if Probus and your club are to remain relevant, we should change with the social and cultural environment to keep members engaged or attract prospective members.

As a club Management Team, conduct annual reviews of how your club communicates internally and externally and determine what needs to change.

Make a list of what tools may best address changes and determine what resources are needed to implement new strategies or tools.

Find a mentor to help with the technology and programs to simplify things for your club to implement.

Most importantly, change and move forward; it will keep your club alive.