

How Are Your Ratings? – An Essential Evaluation Tool for Clubs

Discovering little problems and correcting them before they become big ones will save time and resources. The results can also assist you in focusing your efforts on the areas where your members desire change.

The [How Are Your Ratings?](#) process lets you see your club through your members' eyes – what is going well and what needs some attention. Some observations may surprise you; some may not.

Some observations may surprise you; some may not. It is important to keep an open mind to your members' opinions, even if there is harsh criticism. Remember – every criticism is an opportunity to make improvements to your club.

The [How Are Your Ratings?](#) process involves:

- Conducting the survey,
- Determining your results,
- Evaluating the data,
- Presenting the results to your club,
- Creating your club's action plans, and
- Implementing your plans.

A member of your club or someone from an outside club who is a neutral third party can act as a facilitator.

This is just one practical idea for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

This is the first year for the District A4 Public Relations and Promotions Committee. The committee members include:

Region 13

Lion Judy Grant

Lion Gus Este

Region 22

Lion James Johnston

Region 30

Lion Liz Christie

Region 41

Lion Renee Devenny

Lion Jim Devenny

We are here to assist you in your public relations efforts to enhance your club's impact on the community.

If you have a question regarding this idea, promoting your club in your community or if you would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

District A4 Public Relations and Promotions Committee