

10 Terrific Tips for Area Governors

1. **Develop an attitude of service.** As Area Governors, you are not “The Boss”. Clubs are looking for someone to guide them, not someone to run things for them. Successful Area Governors would describe themselves as a resource to the club and its members. If you believe this, it will show.
2. **Make your Club Visits impressive.** By demonstrating planning, organization, and follow-up, you’ll leave them with a professional image.
3. **Don’t wait for an important reason to contact your clubs.** Aside from Club Visits and Area Council Meetings, be sure to stay in touch *at least once a month*. If you show the clubs that you care, they’ll be more likely to turn to you when a problem arises.
4. **Don’t assume that “no news is good news”.** Silence is normally a bad sign, and clubs that never try new ideas are only a matter of time away from extinction. Keep in contact with your clubs to ensure there are no problems.
5. **Promote joint meetings.** Sell your clubs on *the benefits*, not the features of an inter-club meeting. If they are receptive to the idea but aren’t comfortable initiating the arrangements, you should.
6. **Promote speaker and evaluator exchanges.** Granted, it may not be feasible for the membership of two clubs to get together for one meeting. However, speaker and evaluator exchanges help promote the growth of those who visit other clubs. In most cases, members who visit other clubs will take back ideas to their home club.
7. **Truly help your clubs with their administrative paperwork.** Instead of “telling” your clubs that their dues are late, why not contact them before the due date and ask “Can I be of any assistance to you in completing your semi-annual report?” This will make a BIG difference.
8. **Educate your members about the benefits of District activities.** Each Area, Division and District level event offer our members the opportunity to grown in ways that aren’t found in most clubs. Don’t attempt to sell District level involvement in terms of District needs, but instead share with your members what *they* have to gain.
9. **If you point out a problem in a club, always be recommend a solution.** Helping to guide a club is a lot like a speech evaluation – show them the path to success.
10. **Recognize the achievements of your clubs and its members.** A certificate is always a nice touch, but don’t underestimate the power of a *thank you* note.