Club membership committee
Welcome and introductions
Session objective

- To provide you with guidance as your club meets established membership goals
THE FORMULA

LOVE IT. SHARE IT. LIVE IT.
Take something you love
Share it with others
Make it a part of your life
Love It.

I ❤️ MY CLUB

LOVE IT. SHARE IT. LIVE IT.
Share It.
Live It.
You were chosen!
Be proud.
Your support network
Inviting new members
Inviting new members

- Establishing a goal
Inviting new members

- Establishing a goal
- Making your invitation personal
Inviting new members
Inviting new members
• Have fun!
• Tell stories.
• Connect on a personal level.

A guide to engaging new members, sponsors and partners

What's the best way to attract new people to your Kiwanis club? By grabbing their interest—what is it they want to hear? And respect their time. Put together a one-minute speech by thinking of answers to a few simple questions.

Why my club?
Think about what you love most about your club—and your community. Consider how the two matter to each other.

What's our community impact?
Pick the service project that makes you proudest of your club. And think of a young person—or group—your club has mentored.

How do we make an impact?
By working together with people in our community who care. More hearts and more hands mean more opportunities for service and partnership.

Other tips
Nothing attracts a new member like a happy member. Here's how:
• Practice your speech.
• Listen to the other person.
• Maintain eye contact.
• Smile and speak firmly.
• Most important of all: invite him or her to a meeting or service project.

Now it's your turn!
On the reverse side, we've left some room for you to create your own one-minute speech to promote your Kiwanis club.
Membership drives

Step 1: Prepare

Step 2: Invite

Step 3: Organize
Activity:

Hosting a membership drive
Membership drives – Step 1

Prepare...

- Seek approval from the club board
- Order copies of the “Join us” brochure
- Develop a club brochure
- Plan your meeting agenda
Membership drives – Step 2

Invite...

• Focus on hospitality and keep it positive.
• Prepare club members for the big day.
Follow up...

- Within a week, touch base with every guest.
- Plan a new-member orientation.
- Work with the club secretary to properly report new members.
- Install the new members.
Flexible memberships

- Corporate memberships

CORPORATE MEMBERSHIP

A corporate membership allows your club to add a local company or organization as a "member" via a designated membership seat.

How it works
- The company or organization, rather than an individual, joins your club—just as a member ordinarily would.
- That employee represents the company at your club meetings and events.
- If that employee changes jobs or is transferred to a new location, a new employee can be designated to take his or her place—without being charged a new membership fee by the organization or your club.
- Companies that want to be "good corporate citizens" find this membership appealing because they recognize the value of affiliation with a well-respected service organization like Kiwanis. An added plus: The corporate member represents company interests within the club and develops a relationship between the company, Kiwanis, and other community groups.

This type of relationship is ideal for companies that transfer employees every few years. It creates continuity of their representation and immediately involves their staff in the local community. Another benefit: The administrative process is as simple as a name change, with no additional fees.

When it works
Principle: principal
Your club has a strong connection with the principal of the local middle school, who just accepted a new job in a different part of town. You form a corporate membership to maintain your connection with the school.

Branching out
The bank manager whose club holds its account expresses interest in joining your club. You suggest a corporate membership so that you can keep up your relationship with the bank over time. The bank maintains its community involvement too.

What types of corporations would be interested? Large organizations with employees at multiple locations, especially where employees tend to be transferred every few years, may be especially interested in this option. These types of organizations include banks, brokers, financial services companies, retail stores, restaurant chains, and public school systems.

Can an employer have a corporate membership and send different employees to the meetings each week? Yes, he's only an guest. Different employees from the same employer can be invited as guests or either the corporate member or the club.

Does a corporate member pay regular dues? Yes. The member pays dues just like any other club member. The employer may choose to pay the dues on behalf of the employee; however, this is not required.

How do I start a corporate membership? It's easy. There's no separate application form. Corporate membership is the same as regular membership. The club only needs to note that the membership is a corporate membership. If the corporate member changes, Kiwanis International only asks that the club report the name change.

Can one employer have two corporate memberships? Yes. Each corporate membership would have a specific person named in the membership. There is no limit to the number of corporate memberships in a club.

Does a corporate membership require a change to the club bylaws? Yes. The club secretary will need to devise on the membership application that this person is a corporate member and identify the company or organization.

Find resources at www.KiwanisInternational.org/growth
Flexible memberships

- Corporate memberships
- Satellite members
Flexible memberships

- Corporate memberships
- Satellite members
- Service Leadership Program alumni
Other ways of reaching out

- Guest contests
- Special guest days
Other ways of reaching out

• Leads from “Find a club”
Other ways of reaching out

- Roster analysis
TAKE A BREAK
Retaining members
Retaining members

- New members
Retaining members

- New members
  - New-member orientation
Retaining members

- New members
  - New-member orientation
  - Mentoring
Retaining members

- New members
  - New-member orientation
  - Mentoring
  - The induction ceremony
Activity:
The induction ceremony
Retaining members

- New members
  - New-member orientation
  - Mentoring
  - The induction ceremony
  - New-member involvement
Retaining members

• New members
• Existing members

Measuring member satisfaction

Objective: To gather information to help the club better serve its members.

Purpose: To clarify what members expect from Kiwanis service by surveying and tracing benchmarks linked to club success.

Audience: Board members, with club members' participation where designated.

The member experience is an important factor in determining the health and strength of a club. Members want to love every aspect of their club. They want to feel satisfied with the value that they get from contributing time, talent and money. This tool is designed to help you gain member feedback and use it to make any needed improvements.

Begin the conversation using one of these options:

• Interview members individually: This method works well when trust among the group is strong and members feel comfortable about speaking honestly about their opinions. Give members the opportunity to speak candidly about their experience: get to know what they are looking for in their future with Kiwanis. You might ask: What drives them to serve? What expectations do they have? How do they feel about being part of the club? What do they think of the meetings and opportunities for service? What type of impact do they feel the club could have in the community?

• Use a member satisfaction survey. This method allows everyone to have a voice—and if offered anonymously, to speak as honestly as possible. Adapt the following survey to obtain a general picture of how members feel about topics ranging from club administration to community service impact. Also include opportunities to provide feedback. You could distribute the following survey as a printed copy or collect electronic responses using an online survey provider.

• Conduct an open forum. This method may allow for more interactive discussion, if an unbiased facilitator can guide the reflections. However, some members may not feel comfortable speaking in this type of an environment. Generate discussion by posing questions with open-ended questions similar to the statements in the survey on the following page.

• Conduct a visual assessment. Taps up categories such as club administration, service impact, membership strength and member experience on a wall. Underneath them, invite members to place sticky notes with comments about things they enjoy and things they want to change. Then read each of them aloud for the benefit of the group and discuss how the feedback can be incorporated into the club's activities.
Retaining members

- New members
- Existing members
- Club meetings
How can a club meeting be member-focused?
Club meetings
Club meetings
Retaining members

- New members
- Existing members
- Club meetings
- Annual and occasional assessments
Club scorecard

Objective: To measure the progress and effectiveness of your club’s community activities.

Purpose: To identify and track benchmarks linked to club success.

Goals: To use the feedback about club activities and administration to improve the club.

Audience: Board members

Club success depends on being attuned to community needs and member interests, as well as attention to administrative tasks, strategic planning, and making a plan to continually invite others. Tracking key indicators of the club’s performance will help you stay focused on your desired results and allow you to see where you might have to make some adjustments.

Periodic assessment and reflection on these indicators will help the club evaluate its ability to meet the needs identified in the community.

Find these totals in the club’s online monthly reports:

- Membership totals
- Membership trends
- Service hours
- Fundraising totals

Other useful information to track and periodically review:

Club management/administration:

- Club Leadership education: Was the club president, secretary or membership committee completed Club Leadership education either online or in-person (typed on www.kiwanisone.org/ClubLeadership)?
- Other leadership training: Were the club’s committee chairs, treasurer and board members trained prior to their year of service?
- Strategic planning: Did the board of directors establish or update a strategic plan?
- Financial review: Was an annual financial review conducted by the treasurer and other members of the finance committee or an independent auditor (if appointed)?
- Election reporting: Did the club secretary complete and submit a club election report?
- Annual reporting: Did the club secretary complete and submit the club’s annual report?
- Dues payments: Did the club treasurer remit the members’ dues payments in a timely manner to Kiwanis International and the club’s respective district?
- District convention delegates: Did the club send two delegates to district convention to vote in the House of Delegates?

Creating the purpose

Objective: To renew or establish members’ commitment and passion to pursue your club’s purpose in the community.

Purpose: To guide your thoughts and reflections about what your club represents, and to use those feelings to inspire action for change.

Goals: To determine the niche for your club in the community, how success should be measured, and what members enjoy about their experience.

Audience: Club members

Every organization needs to define its purpose — what it does and why it exists. A club’s purpose should:

- Brand the club’s identity
- Offer clarity to potential members and partnering organizations
- Help the club set goals and priorities
- Guide members and leaders in making decisions about service and fundraising activities

Members around the world affiliate themselves with Kiwanis because of a shared passion for improving their communities, particularly where children are concerned. And how they choose to do that varies depending on the needs of the community, the resources they have available, the interests of their members and the partnerships they form.

Whether planning a new fundraiser to build a playground or taking over a longstanding community event, the club’s actions should be guided by a purpose. Establishing this purpose describes how your club will accomplish Kiwanis’ mission of “Serving the children of the world.” More specifically, it will help your club deliver the “wow” that makes current and future members enthusiastic about sharing the club experience with others.

What is your club known for? What is its purpose?

Why do you serve?

What do you love about your club? Have you ever told nonmembers what motivates you to serve? For that matter, have you told other members — or asked them?

Some group reflection at your next club meeting could be both eye-opening and motivational, helping to establish or revalidate your members’ commitment to the club’s purpose. At an upcoming club meeting, learn from each other’s inspirations and ideas. Use these prompts and questions to encourage members to share what makes the club special — and to think about the reasons, people and partnerships that will keep it going.
Measuring member satisfaction

**Objective:** To gather information to help the club better serve its members and the club can better serve its members.

**Purpose:** To clarify what members expect from Kiwanis service by surveying and tracking benchmarks linked to club success.

**Goals:** To improve the club experience based on member input.

**Audience:** Board members, with club members' participation where designated.

The member experience is an important factor in determining the health and strength of a club. Members want to love every aspect of their club. They want to feel satisfied with the value that they get from contributing time, talent and money. This tool is designed to help you gain member feedback and use it to make any needed improvements.

Begin the conversation using one of these options:

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- **Use a member satisfaction survey.** This method allows everyone to have a voice—and if offered anonymously, to speak as honestly as possible. Adapt the following survey to obtain a general picture of how members feel about topics ranging from club administration to community service impact. Also include opportunities to provide feedback. You could distribute the following survey as a printed copy or collect electronic responses using an online survey provider.

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Developing community partnerships

**Objective:** To examine how to increase or expand your club's partnerships and sponsorships.

**Purpose:** To clarify what the community expects from Kiwanis and determine whether partnerships or sponsorships could help the club in addressing these needs.

**Goals:** To determine who the club might collaborate with, financially or otherwise, to make its impact bigger and better.

**Audience:** Board members, with participation where designated from club members.

Does your club take advantage of partnering with others around the community? Developing relationships with others can make your club more connected, relevant and vibrant. Clubs that are connected have more opportunities.

Here's how your club can start thinking about connecting with more agencies, organizations and businesses:

1. Use research and members' networks to develop a list of groups that your club might collaborate with.
2. Discuss whether each group is a potential sponsor or partner (or both). Sponsors give cash or in-kind materials or services in exchange for positive public exposure. In a partnership, both benefit from supporting each other's activities with the resources each has available. Consider these questions:
   - Based on your current club projects and target populations, who might you approach to ask about partnering with the club?

   Which organizations could the club approach for sponsorships? Look for like-minded businesses that already sponsor social, educational or youth-oriented programs.

   For more information about how to develop a solid sponsor for your club, take a look at our sponsorship tools.

   Are these ways to improve the sponsorships and/or partnerships you already have?
ACHIEVING CLUB EXCELLENCE
A formula for healthy Kiwanis clubs

Rediscovering your community

Objective: to find out how the club can better serve its community

Purpose: To clarify what the community needs and how your Kiwanis club can help

Goals: To gain information that will help the club assess the potential for new partnerships, sponsorships and service projects

Audience: Membership committee, with participation where designated from club members

Community surveys help clubs gather data about what the community needs from people who care. They also help to identify how the club might partner with others to address those needs and strengthen relationships with community leaders.

A step-by-step process

This tool is designed to systematically lead you through a survey process designed to reveal information about your club’s service impact, partnership opportunities and possibilities for expansion. Schedule this survey annually—or anytime the club has experienced significant changes in membership demographics or service interests.

Step 1: Create contact lists

Brainstorm to identify community members who could provide the most useful information. Consider these people:
- Club partners
- Members of other groups with which the club already has a relationship
- Community leaders
- Government officials
- Public safety officials
- School administrators
- Service Leadership Program faculty advisors and students
- Chamber of commerce leaders
- Librarians
- Members of the local media
- Hospital directors
- Members of faith-based organizations
- Key business owners
- Representatives of other organizations serving children (e.g., Boys & Girls Clubs)
- Residents or commuters (to gauge community needs & in an impromptu interview)
Tools

Achieving Club Excellence
A formula for healthy Kiwanis clubs

Analyzing your impact

Objective: To analyze the level of success of club's activities, particularly the service projects and fundraisers.

Goals: To improve the impact your club makes in the community.

Purpose: To reflect on the costs versus the benefits of service projects and fundraisers and determine improvements needed.

Audience: Board and club members.

Kiwians serve to make an impact in communities around the world. But do you know when you've made a difference? Do you count the number of smiles that graced the faces of the recipients? Do you tally the number of trauma dolls distributed? This tool will help you assess and prioritize how your time and resources are best spent on community needs.

Find the right fit: Analyze your service

How do you know if the service project you have in mind is relevant to the community? Use this chart to help organize your thoughts.

<table>
<thead>
<tr>
<th>Cost</th>
<th>Impact</th>
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<tr>
<td>Project (current and potential)</td>
<td>Financial</td>
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Planning for club excellence

Objective: To fulfill your club's purpose and actions in the community.

Purpose: To create a detailed plan with action steps, responsibilities and timelines.

Goals: To clarify club objectives based on member interests and resources and community needs, as well as to measure success.

Audience: Club members.

Successful clubs have goals - and a plan to achieve them. Give focus to your vision of club excellence by aligning it with your annual goals. Try establishing SMART goals: Specific, Measurable, Action-oriented, Realistic and Time-bound.

Specific: What exactly does your committee want to achieve? Answer the questions which, what, who, where, when or why.

Measurable: Tracking progress keeps people motivated. Address how much or how many.

Action-oriented: Describe a result.

Realistic: Make the objective challenging but also achievable and relevant to your club, it's okay to be optimistic.

Time-bound: Include a time limit. Deadlines inspire action.

For example, don't just say: “Increase the number of service hours provided to the community.” Say “Increase the number of service hours provided to the community by 10% by September 30.”

Time to act.

List some ideas for goals. Evaluate your ideas according to the level of confidence leaders have in completing the goal. Then prioritize the goals using the letters A, B and C, with A being the most important.

Tip: To avoid distractions, focus on no more than three goals.
HOSTING A MEMBERSHIP DRIVE

Objective: To increase the club’s capacity to serve its community

Purpose: To gain step-by-step guidance and strategies to increase membership

Goals: To create a culture of ongoing inviting

Audience: Membership committee, with club members’ participation where designated

When your members love their club, they’ll want to share that experience and invite others to be part of it.

One organized way of inviting members is holding a membership event. A membership event is an opportunity to showcase your club to your community, and focus the club’s efforts on inviting potential members to an event planned just for them. These three simple steps will help your club increase its exposure and membership strength this year.

Step 1: Prepare

Two months before: Choose your team

Surround yourself with people who are committed to making the club bigger and better. Then seek approval from your club’s board of directors to conduct and fund a membership event. (Costs could include postage, printing programs and food and beverages.)

Appoint individuals to take on these tasks:

- **Project lead**: Coordinates the entire program, orients the team members to their responsibilities and monitors their progress.
- **Attendance**: Develops the prospect list, arranges for printing and mailing of the invitations and ensures the attendance of members and guests.
- **Venue**: Establishes the meeting time, place and physical setup, including name tags and applications, and identifies greeters.
- **Program**: Arranges speakers and sets the agenda.
- **Public relations**: Writes press releases and promotes the event in the community.
- **Follow up**: Touches base with everyone invited after the event to answer questions and assess their interest in joining.

**Team members**:

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<th>Program</th>
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Two months before: Create handouts and purchase supplies
Celebrating success

Objective: To foster pride and encourage future action between community organizations and members

Goals: To make sponsors, partners and Kiwanians feel valued and appreciated

Purpose: To get ideas about when and how to recognize members’ contributions and behaviors

Audience: Entire club

People get involved when they know they’re doing something meaningful. They stay involved when their efforts are recognized. And what gets recognized gets repeated.

Celebrate your members

If your club doesn’t have an annual celebration, consider planning a formal or social event that is filled with fun, fellowship and recognition.

However, there’s no need to wait until the end of the year to recognize a job well done. Recognition is most effective when it is frequent and immediate. Make sure to consider the person being recognized when you show your appreciation. You may, for instance, choose to extend verbal praise (publicly and privately), give a note and small gift, smile and say thank you as often as possible or even plan a social get-together.

Recognize your community partners

Many of the successes in your Kiwanis club are the result of the relationships and partnerships your club has developed to support large-scale projects. Without this support, the impact and scope of these projects would be diminished.

Acknowledge your club’s partners and sponsors to:

- Inspire others to become involved.
- Build community support for future initiatives.
- Emphasize community service.
- Offer opportunities to highlight community issues.
- Demonstrate that one person can be an effective agent for change.
- Make those engaged in community service feel that they and their work are valued.
- Provide examples for the rest of the community.

Consider recognizing a partner or sponsor in any of these situations:

- The achievement of a goal in which sponsors or partners played a significant role. The goal may be an endpoint or a major milestone leading to the successful completion of a project or initiative.
Retaining members

- New members
- Existing members
- Club meetings
- Annual and occasional assessments
- Recognition and rewards
Recognition and rewards

- Birthdays and anniversaries
- Kiwanis awards
  - Distinguished
  - Ruby K

Visit www.kiwanis.org/recognition for more ideas
Increasing the club’s visibility
Increasing the club’s visibility

- Public awareness
Increasing the club’s visibility

- Public awareness
- Branding
  - www.kiwanis.org/brandguide
Wrapping it up
## Wrap up

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Wrap up

- Parking lot
- Housekeeping
- Attendance credit
Thank you!
Club membership committee