The Formula is

Kiwanians

Loving, Sharing and Living their Kiwanis Experience
Building an Effective Formula Team
Goal: A Formula Team in Every Division:

- LT. GOVERNOR
- NEW CLUB OPENER
- NEW CLUB COUNSELOR
- ESTABLISHED CLUB COUNSELOR
- ACTIVE MEMBERSHIP CHAIR IN EVERY CLUB
LT. GOVERNOR

- LEADS and supports the growth initiatives by working with the Division New Club Opener and Division Club Counselors as well as Club Presidents and Membership Chairs!
CERTIFIED NEW CLUB OPENER

• LEADS the process of opening new clubs in the division in conjunction with the Club Counselors, Lt. Governor, sponsoring club and other local help!
CERTIFIED NEW CLUB COUNSELORS

• Works with the New Club Opener and the Lt. Governor to provide mentoring, membership growth guidance and LEADERSHIP!

• Uses the Quick Start Guide for Club Counseling for New Clubs
CERTIFIED CLUB COUNSELORS FOR EXISTING CLUBS

• Works with existing clubs to strengthen them and increase their membership.

• Uses the Quick Start Guide for Club Counseling for Existing Clubs
CLUB MEMBERSHIP CHAIR

- The Club Membership Chair contributes by LEADING the club’s membership development and retention!!
48 Counselors needed in NE-IA
24 Openers Needed
Nebraska Iowa Actually Has

- 33 Club Counselors and
- 9 New Club Openers
- 6 Divisions out of 24 (25%) are “uncovered”
  - Zero Help for the Lt. Governor
Who To Recruit

- Explain the job(s) and ask for volunteers.
- Ask Lt. Governors who they recommend
- Look for “Doers” - members who have
  - Opened new clubs
  - Brought in new members
How to Recruit?

• Pick up the phone and call them
Recruiting

- Send them the job descriptions
- Follow up on the Phone!
- ..Still interested?
- Inform them of the on-line training
- Point out all of the resources available
Follow up

- Keep following up until the on-line training is completed
How to Communicate

• Announce meetings with an email about a week in advance

• Meet with NCOs and CCs separately, and
Meetings

• Hold **Joint** meetings at least once a month
• We use GoToMeeting
Sometimes they go like this

The conference call was a huge success.

Three out of 15 people were available and only one of them forgot to call in.

So it was a phone call between two people?

It would have been if they hadn't used the mute buttons.
Sample Agenda for Team Meeting

• Roll Call/ Attendance
• Agenda
• Progress Reports
  - Club Counselors
  - New Club Openers
• Comments on OMR
• The “Under 25” Report
• Special Reports
• Motivational Moment
• Review and Thanks!
What to Communicate

• Sample of “The List” of clubs under 25
<table>
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<tr>
<th>Division</th>
<th>Date</th>
<th>Club Name</th>
<th>10/1/2013</th>
<th>5/31/2016</th>
<th>Net Change</th>
<th>Club Status</th>
<th>Club Counselors</th>
<th>Membership Goal</th>
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<td>CS in Feb, 2016</td>
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**Nebraska-Iowa District Membership - Clubs 25 or under by Division as of End of May, 2016**

6/6/2016

74 (42%) are under 25; 5 are at 25; 13 are above 25

**Membership Goal**

Status

1. Assess the situation
2. Diagnose the need
3. Provide support and counseling

**Status Notes**

- **Now Responding!**

- **Wow! It is Working...**

- **Back up to 25 in May, 2016**

- **Fell below 25 at end of Sept, lost another in Oct**

- **Lost another in August and in November, 2015**

- **On a Roll. Added 3 in August!**

- **New to the list of 25 members as of 10/1/15, but added 2 in Nov**

- **Lost one in November**

- **Up 1 in December**

- **New to the list of 25 as of 12/1/15**

- **CS Feb**

- **Added 1 in Aug, 2015 to get back to 25, but lost two in December!**

- **Betty Borchardt's club Getting Closer to 25!**

- **Lost two more at end of year! Added 1 back in Oct**

- **Lost a net of 4 in August, up 1 in May!**

- **Up 1 in April, 2016**

- **Woo! Added 3 in MAY**

- **New to the list of 25 members as of 10/1/15, but added 2 in Nov**
• Formula Website
Continuing Motivation

- Phone Calls
- Emails
- Praise
Changing Your Team

• Inactive Team Members?
• Call Them!
• Ask, “How are you finding your Club Counselor/Club Opener experience?”

If positive, “Great!”
“How are you making an impact?”
Changing Your Team

If negative,

Ask, “Is there anything I could do to help you in your role?”

If not, Thank Them; ask for names and Remove from Team
What is Working for YOU?

Invite the members to speak
What Do We Do?

There must be 50 ways to motivate your team...
But we will talk about 10
1. Show you care!

- Orientation
- Education
- Recognition
2. Give them a hand!

• Kiwanis partners/buddies
• Mentoring
• Coaching
• Co-leader positions
• Conduct training and feedback sessions with them
3. Get on the information highway!

- Bulletins
- E-notes
- Websites
- Email
- Social Networking
4. Show that you can grow!

• Call attention to those that are growing
• Share Membership campaigns
• Celebrate growth
5. Be Dynamic!

• Hands on Controls
  – Are you flying this plane or is it flying you?
  – Be upbeat in your communications

• Listen and Encourage
6. Always leave them wanting more!

• Allow time for conversation
• Listen to ideas
• Members own their success
• Share stories
• Thank and Praise!
7. Don’t burn the candle at both ends!

• Keep participation in a comfort zone
• Laugh at yourself
• Give team members the benefit of the doubt
8. Encourage Teamwork!

• Within their Divisions and across Divisions
  – Club Counselors
  – New Club Openers
  – Lt. Governors
  – Membership Chairs
9. Accentuate the Positive!

• Report successes
• KI’s Recognition Program
• Say “thank you” often
• Promote the team on your district website
10. Oh, When You are Smiling!

- Fun!
- Fun!
- And MORE Fun!!
- Remember: A smile begets a smile!
But What About

we tried all that...
Invite the members to speak
IT REALLY IS UP TO US!!

EVERY KIWANIAN!
YOU AND ME!
WE OWN THIS CAMPAIGN!!!

WE CAN SAVE
I Can’t Wait to Get Started!
NE-IA District Formula Team Meeting - Club Counselor’s, New Club Openers and Lt. Governors. “The Formula is Members Loving, Sharing and Living their Kiwanis experience.”

Go To Meeting, 8:00 pm on Monday, June 13, 2016

Roll Call for New Club Openers —
NCO: Clark Marshall (3), Byron Tabor (9), Andy Webb (11), Ernie Smith (15), Jan Burch (16), Kim Pacaj (20), Sue Waldren (21), and Irv Omtvedt (22).

Roll Call for Club Counselors: Ernie Cupp (3), Vicki Roberts (6), Frank Strain, (6), Charles Wheeland (8), Katie Orlando (8), Joe Schmall (9), Tom Lloyd (10), Joe Melcher (11), Larry Struck (12), Ron Peterson (13), Jim Dane (14), Tim McGee (15), Bob Dunaway (16), Marvel Dunaway (16), Steve Green (17), Mechele Grimes (18), Everett Breach (18), Gretchen Forsell (18), Lynda Henningsen (19), Lon Olson (19), Larry Ziska (19), Jane Erickson (20), Glen Fineman (20), Bill O’Donnell (20), Rick Waldren (21), Gary Muckel (21), Sandy Scheinost (22), Steve Scheinost (22), Byron Ray (22), Neil Grothen (23),
Rex Cross (24)

Roll Call for Lt. Governors:
Others: Bob Mitchell (16), Barb O’Donnell (Sec/Treas), Jody Melcher, Governor, Steve McNally (18) Immed Past Governor; Brad Boyd, Regional Development Strategist, USA 3

Tentative Agenda
1. Brief review of the minutes from the May 9th meeting
2. A report from our representative, Katie Orlando regarding the PR workshop in California and subsequent PR plans for the district.
3. A progress report from our representatives to the CC summit in St. Louis (Jody Melcher (10/11), Katie Orlando (8), Jim Dane (14), Larry Ziska (12), Lynda Henningsen (19), Bill O’Donnell (20).
4. Comments on the Official Monthly Report and follow ups with clubs that have grown
5. Status: Clubs Under 25. Other Club Counselors: What is working? in Division order...Again, remember to record any progress on website.
7. Next Joint meeting, Monday, July 11th, 8 pm
8. Other?
Adjourn

Love IT, Share IT, Live IT
Please rank the issues regarding opening new Kiwanis clubs.

While responses are all over the board, the weighted average of the responses tallied as follows, in order of strongest (or toughest to do) they are:

- Finding a club to be a sponsor of the new club
- Getting the city/school leadership on board
- Identifying people to be on your NCO team
- Coming up with a list of potential members
- Identifying a town/suburb that would be a good possibility for a new club
- Identifying a community need that would be a good “draw” for the new club
Reasons we are having difficulty opening new clubs?

• Enthusiasm for opening new clubs is low
• Difficulty finding clubs to sponsor a new club in their Div
• It is simply very hard to do
• Hard to find people with the time, talent and commitment to make it happen
• Existing clubs in rural areas don’t want the “competition” for new members a new club would bring
• Unfortunately, the “doers” are already spread too thin
• No motivation, enthusiasm or dedication
Any suggestions for additional New Club Openers in your circle of influence?

- None
- not as of now
- Unfortunately not at this time
- No
- Appointments were for a 3-year term and I suggest working with the Lt. Governor and existing Formula team members to rotate leadership and bring in "new blood"!
- Opening a new club, while hard work and time consuming, is also invigorating, especially when you're successful. Getting one open is key to future successes.
- Think beyond trying to start another traditional "meet and eat" club
- Go for empty nesters & newly retired more & don't try to make them president a couple years later!
- No, sorry.
- Adding names will not help. We need people who are committed to opening a club every year to a year and a half. We may need to cover expenses so that the club opener can cover maybe two or three divisions. Potential openers could be discipled by an experienced opener. An apprenticeship.
- Nope.
# Sample of our Official Monthly Report

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<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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Sample of Email that Called for Reaching Out to Clubs that are Growing

Hi folks. I hope this finds you well and experiencing success in your role. Although our next Formula Team meeting is not until NEXT Monday (13TH), I have received the OMR from Barb for the month of May and am forwarding it now. I made some adjustments to the Excel spreadsheet layout which may make it easier to follow. I am also attaching the updated "25 and under" list.

I will send out the agenda and the gotomeeting link on Thursday.

I want to thank Barb for highlighting the report with the Green and Red numbers calling attention to the clubs whose membership has either increased or declined during the month.

Several clubs deserve mention:

Please reach out to the Presidents and Membership Chairs in your Division and congratulate them on their success. A phone call, a handwritten note, an email, but please do something. If you are talking to them, it is also a good time to ask how they did it, and if they have any concerns or questions about the Formula

Div 1, Cresco is UP 7 for the year to 29 and Mason City is back to 25.
Div 3, Spirit Lakes Golden K is up 4 for the year to hit 20 and Spencer After Five is up 3 to 24.
Div 3, Teril has had its charter suspended and will probably close.
Div 4, George, which has been working, added 3 in May to hit 15.
Div 5, Ida Grove is up 6 for the year
Div 6, Alta and Sac City are both up 4 for the year.
Div 7, Eldora is up 4 for the year
Div 8, Greater Waverly, up 1 in May is up 3 for the year, and Grundy Center is up 6 for the year.
Div 10, Marshalltown Matins and Newton Golden K are both up 4 for the year.
Div 11, Ames Golden K is up 6 for the year, and Ballard, the new club in Huxley, is up 4 since its charter while Boone Day-Breakers has added 4 for the year.
Div 12, Harlan Golden K is up 3 for the year to 19, while Logan is up 3 to 26.
Div 13, West DSM added 3 in May to be up 3 for the year.
Div 14, Washington A.M.Ers and Washington are each up 4 for the year.
Div 15, Both Ottumwa and Pella are up 2 for the year.
Div 16, Indianola is up 3 for the year.
Div 17, Atlantic is up 7 for the year, while Clarinda is up 4 and Council Bluffs Downtown is up 6. Unfortunately, Hamburg is down 7 to 15.
Div 18, Norfolk Emerging Leaders added 3 in My, and Norfolk is up 6 for the year to 102 members!
Div 19, Blair is up 3, as is Omaha, Fremont and North Omaha are each up 4. Div 19 net growth of 16 is second only to Div 22.
Div 20, Omaha Golden K is up TEN for the year! Southwest Omaha is up 4, and West Omaha Golden K is up 5.

Div 21, Lincoln, Lincoln Center is up 4 for the year, while the new club in Fallbrook is up ELEVEN for the year! And Beatrice has added 6.

Div 22, Lincoln Southeast added 4 in May and is up 6 for the year. Seward Helping Hands is up 3, Lincoln Cornhusker and Seward are up 4, and Lincoln, Capital City is up 5, for a District leading plus 29 members for the year! Congratulations!

Div 23, Grand Island is up 5 and Hastings is up 8 for the year, and still above 100!

Div 24, Dobytown is up 3, North Platte and Ogallala Big Mac are each up 2 for the year.

Again, Please reach out to these folks in your Division and congratulate them on their success.