Attracting young professionals
YOUNG ADULTS WANT TO SERVE. THEY WANT TO CHANGE LIVES. THEY WANT THE FELLOWSHIP OF PEOPLE WHO WANT THE SAME THINGS. AND THEY WANT TO SEE THEIR IMPACT.

OF COURSE, A KIWANIS CLUB CAN PROVIDE ALL THOSE THINGS – TO PEOPLE OF ANY AGE. BUT PROFESSIONALS UNDER 40 HAVE PERSPECTIVES AND EXPECTATIONS THAT A CLUB SHOULD KEEP IN MIND. HERE ARE TOOLS AND TIPS TO HELP YOU APPEAL TO THEM – AND TO KEEP THEM ENGAGED WHEN THEY JOIN.

SHOW THEM WHAT THEY’RE LOOKING FOR

Sure, you’re all good people who do good things. But younger professionals often look for specific qualities. Make sure they see them in your club:

• **Emphasize kids and service.** Young adults are motivated by a connection to a specific cause. Well, your service improves kids’ lives. Show it off – and show where the club’s heart is.

• **Let peers speak to peers.** When young people are recruited by young members, they immediately get a sense that they belong.

• **Get active online.** Update your website. Communicate via email. Use social media to post updates and photos from projects and fundraisers – especially on Facebook, the most commonly used social media platform.

• **Be transparent.** Make it clear what dues are used for and what the club’s purpose is.

• **Start small.** Many young people will sign petitions, contact legislators or share social media posts about causes. These actions can be precursors to greater involvement.

kiwanis.org/membership
**BE READY**

Like any recruiting success, getting a young professional to join is only part of the process. Once they become members, make them feel welcome – and excited. Start strong:

- Ask them to lead a project.
- Connect them to activities that interest them.
- Assign a mentor. This fellow member can answer questions, explain club traditions and help find service opportunities.

Enthusiasm, energy and hands-on service are important to young adults. Get them involved right away!

**BE FLEXIBLE**

Young professionals’ lives are busy. Show that you can accommodate their schedules. Make meals and meetings optional. Explore options for accepting electronic payments, such as PayPal.

And consider **satellite membership** for people who can’t meet at your regular time:
- The host club and satellite members establish the guidelines of the relationship.
- The host club’s board authorizes service and fundraising activities and maintains financial oversight.
- Satellite members enjoy the benefits of Kiwanis, including elected positions, convention attendance, Kiwanis magazine and insurance coverage.

You can even explore **alternative club types** – such as 3-2-1 clubs. Each month, members spend three hours performing service, two hours socializing and just one hour meeting.

To learn more about various Kiwanis club types, visit [kiwanis.org/clubs](http://kiwanis.org/clubs).
CONSIDER CORPORATE MEMBERSHIP

A local organization can join a Kiwanis club as a member, designating an individual to its seat. For a person starting his or her career, serving as the designee is an opportunity to build leadership skills, network with community members and make friends with like-minded people.

Connect with companies and organizations in your area – and mention the benefits of a corporate membership for a young professional on staff.

DON’T FORGET SLP ALUMNI!

Many young adults are familiar with Kiwanis because they’ve been part of the family. For graduates and graduates-to-be of Key Club and Circle K, your club offers a way to continue the journey of service they’ve begun. Make sure they know you’re there:

• **Be visible.** Visit local CKI/Key Club meetings to help share the Kiwanis connection.
• **Connect.** Keep in touch with alumni through email or social media channels. Invite them to meetings or to volunteer on your service projects.

Kids need Kiwanis. And Kiwanis needs members who bring fresh energy to service. Young professionals provide it. Make them part of your club!

[kiwanis.org/membership](http://kiwanis.org/membership)