The Growth Picture
~ April ~

Get ready for May is Membership Month

Membership growth is a spectacular way to increase your club’s community impact—and May is Membership Month is the perfect time to recruit new members! Where should your club begin? From creating a membership team to welcoming new members, Kiwanis has easy-to-use recruitment resources. Here are 10 simple steps to achieve club growth:

1. Order materials now
2. Set up your team
3. Plan your guest event
4. Develop a prospect list
5. Mail out information
6. Invite prospects personally
7. Hold your meeting
8. Follow up
9. Welcome new members
10. Plan your next event

Don’t want to miss something important? We’ve created a downloadable checklist and worksheet (PDF) and an online supply-ordering page for meeting materials. Get started today at the May is Recruitment Campaign page.

Reach out with The Eliminate Project Open House

Club growth begins with retaining current Kiwanians, and it includes outreach to potential members. Here’s an idea for engaging members and recruitment: The Eliminate Project Open House.

After all, raising awareness about The Eliminate Project in clubs and communities is essential to the success of the Global Campaign for Children. It’s also a good way to add fun to your club activities while capturing people’s passion for service.

And don’t forget: Mother’s Day is coming in May. This is also the 25th anniversary of women in Kiwanis. The Eliminate Project Open House could be a timely way to keep reaching out to women.

Learn more and get a toolkit for The Eliminate Project Open House. You can also get some general tips and information for revealing your growth potential.
Retention. Recruitment. Some planning required.

An excellent member experience is just half the effort in healthy club-membership numbers. The other half? Recruitment.

Successful recruitment starts when the club has a goal and knows the member profile required to reach it. This goes for prospect occupation and commitment. For example, if the club wants to build a park for disabled children, fundraisers are required—but so are architects, builders and physical therapists.

Here are some ideas on how retention starts with recruitment:

- Target your prospects based on your club needs, and clearly articulate how they can contribute as members of your club.
- Share the expectations of a member and set up a trial period before he or she joins. This will help the prospect determine whether the club is a good fit, and vice versa.
- Conduct new member orientation.
- Determine your prospect’s interests and match within the club.