The Growth Picture
~ March ~

Growth through service

One of the best ways to recruit new club members is by inviting them to help with a service project. Kiwanis One Day is a great opportunity. On Saturday, April 21, 2012, the Kiwanis family’s worldwide day of service will offer you a way to introduce potential members to the fun and fellowship of Kiwanis-club membership.

There are many different ways for your club to participate in Kiwanis One Day. Partner with the Service Leadership Program clubs you sponsor to perform a service project together. Join other Kiwanis clubs in your division to make a larger impact.

Start planning—and inviting potential members—today! If you need more insight on how your club can participate, we’ve got links for:

- **Tools.** Got a game plan? Click to get one.
- **Tips.** Start a brainstorm—and find project ideas.
- **Inspiration.** Check out last year’s contest winners.
- **Connection.** Find One Day stories from clubs around the world.

Most of all, invite potential members to serve with you. Show people firsthand what Kiwanis is all about.

March and membership madness

One of the highlights of March is the excitement of college basketball. With the men’s and women’s NCAA college basketball tournaments under way, you can use “March madness” to organize a membership contest in your club.

The tournaments also provide a great opportunity to plan a club social event to watch the games. Have a basketball-themed party at a member’s house, or get together at a restaurant to watch the games. Whatever you do, make the madness fun!

Click here for links on how to make your club more fun. And click here for some creative membership campaign ideas.

Growth tips

Hooksett Kiwanis club member and past Trustee Fred Bishop offers these tips to grow a strong and prominent club:

1. Develop an interesting and updated website.
2. Develop a high-quality, printed club newsletter that’s mailed to members’ homes and to leaders.
3. At major entrances to the community, install Kiwanis road signs which provide the club’s website address and advertise, “Visitors Welcome.”
4. Use a first-class new-member recruitment package that includes: (a) a glossy Kiwanis International booklet, (b) club brochure in color, (c) a color, glossy flier summarizing your community projects, (d) a listing of current members and their professions and (e) recent club newsletters.

5. Offer flexibility with dues collection, such as accepting credit cards, providing postage-paid return envelopes and working out deferred payment plans.

6. Award a member of the month and member of the year.

* Taken from the “Reaching for excellence” article in the February 2012 Kiwanismagazine