THE BASICS

Who they are: Adults under 40

What they want:
• To connect with a cause
• To see impact
• To share skills or expertise (pro-bono)
• To meet others with the same interests

What attracts them:
• A focus on serving children
• A strong local reputation
• Inclusive enthusiasm and energy
• Hands-on service opportunities

Why they join:
• Friends or colleagues ask them
• They want to serve children
• Serving in a group motivates them
• They’re eager to befriend others who serve
Attracting young professionals

THINK ABOUT WHAT YOUR CLUB IS PROJECTING.

Focus on kids and service. Millennials are motivated by a connection to a specific cause. Helping children is a common interest. Local service focused on kids shows potential members where the club’s heart is.

Let peers speak to peers. First impressions are important for shaping someone’s perception of your club! Young members asking other young members to join helps them feel like they belong.

Be tech-savvy. A well-maintained online presence lets potential members—especially young professionals—know your club is modern and up to date.
  • Update your website.
  • Communicate via email.
  • Post projects on social media.

SHOWCASE YOUR SUCCESS.

Show your impact. Young professionals are results-oriented. They want to see the impact of time, talent or treasure.

Be transparent. Be clear about what dues are used for and what the club’s purpose is.

Start small. Many Millennials will sign petitions, contact legislators or share social media posts about causes they care about. These actions can be precursors to greater involvement and commitment.

CONSIDER CORPORATE MEMBERSHIP.

Connect with local organizations and invite them to join the club through a designated employee. Young professionals will often be identified as representatives because they are developing in their careers. In a corporate membership:
  • The organization joins the club as a member, as an individual would.
  • A designated employee represents the organization at meetings and events.

What to do with social media

Facebook first. This is the most commonly used social media platform. Use it to share updates and photos of what your club is doing or to show your connection to the community. Promote community events, welcome new members or talk about new things happening in your area.

Twitter too! Twitter can be used for quick updates or summaries of the impact of fundraisers or projects.

Support like-minded people and causes. Like or follow other community or international organizations to show your affiliation and share their progress. Consider following partners such as the U.S. Army, JCI, UNICEF or even other Kiwanis clubs or members. Following others can help you generate an audience for your post if they like or follow you back.

Share it! Encourage your members to share the club’s posts on their own pages.

Moderate discussion. Watch what others say about your posts, but don’t delete anything unless it is spam. Other tips:
  • Thank those who make favorable posts.
  • Respond carefully if someone posts something negative. Work to rectify the situation.
  • Don’t respond if someone begins an angry outburst or ridicules a person.

kiwanis.org/theformula
GIVE A LITTLE, GET A LOT.

Engage and activate. Once a younger member has joined, help them feel needed right away.
• Offer them a leadership role or opportunity to lead a project.
• Connect them to activities that interest them.
• Assign them a mentor committed to their member experience. The mentor can answer questions, explain club traditions and help them find service opportunities.

Be flexible. Show that the club can accommodate members’ busy schedules so service-minded individuals see Kiwanis is a worthwhile investment.
• Make meals and meetings optional.
• Explore options for accepting electronic payments, such as PayPal.
• Consider satellite membership for members unable to meet at your current 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.
  » Since they are still part of the host club, satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.

Put service first. Explore alternative club types such as 3-2-1 clubs. They are a great option for meeting less and doing more! Each month, members spend:
• 3 hours performing service
• 2 hours socializing
• 1 hour meeting

Looking to attract SLP alumni?

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.

Ask. Invite them to meetings or service projects. You could even post activities for which you need volunteers on Facebook.com/CKIAlumni and Facebook.com/KeyClubAlumni.