KICK START
INVITE. EXCITE. IGNITE CLUB MEMBERSHIP.

THE FORMULA
We all could use a Kick Start

THE FORMULA’S NEW KICK START PROGRAM IS ALL ABOUT MOTIVATING MEMBERS TO START THE NEW KIWANIS YEAR OFF STRONG.

What it takes

Any Americas Kiwanis member who sponsors a new member into a new or existing Kiwanis club between September 25 and November 30, 2016, will automatically receive one entry in a drawing to win two round-trip tickets.

Eligibility & How to Enter

In order to receive credit for sponsoring a new member:

- **In an existing club:** the sponsor name must be properly recorded in the club secretary dashboard or through member services.
- **In a new club:** the sponsoring member must be reported in the club opening tool or through member services.

Americas Kiwanis members receive one entry for each new member they sponsor.

Prize

Two round-trip tickets. Drawing takes place on Friday, December 2, 2016 by an independent party. Ticket value may not exceed US$500 per ticket (US$1,000 total).

For official rules, eligibility and terms and conditions, please visit kiwanis.org/kickstart.
INCREASE YOUR CHANCE TO WIN WITH KIWANIS ONE DAY

The timing couldn’t be better. Kiwanis One Day will be held on Saturday, October 22nd this year. Make it extra special by inviting friends and family members to participate in your club’s One Day project. It’s the perfect opportunity to expose potential members to just how incredible Kiwanis membership can be. If you are working with a Service Leadership Program club, it will give your guests even more reasons to get involved. Our youth clubs bring a joy and enthusiasm to projects that is nearly irresistible. Be sure to follow up the fun and success of your One Day event a few days later by asking your guests to join your club.

Find more ways to Kick Start your success.

The Formula Resources page houses many of the tools and resources members & clubs can use to increase their membership. Please visit kiwanis.org/formularesources to unlock your club’s potential.

Expectations

We want more hearts and hands to join us in serving children around the world. If every North American district brings in 100 new members we will build momentum toward making 2016-17 our strongest year yet. When you realize that every new member touches the lives of approximately 200 children a year, you start to understand the importance of bringing our message and mission to more people in our communities.
Support

We have created several pieces to get the word out about the Kick Start contest. They are available for your use and can be found at kiwanis.org/kickstart.

KICK START THE NEW YEAR WITH THE FORMULA

Sponsor a new member. Win a trip for two.

Every time you sponsor a new member to a new or existing club between September 25 and November 30, you receive an entry for our drawing to win two round-trip airfare tickets. So what are you waiting for? Share your love for Kiwanis.

For more information, including eligibility, visit kiwanis.org/kickstart

Look for our ad in the October issue of Kiwanis magazine

This handy flyer is the perfect way to get members excited about Kick Start. It explains the contest on one side and shares ideas on how to engage with potential members on the other side.

SPONSOR A NEW MEMBER.
WIN A ROUND TRIP.

Postcard

New members! New energy! Kick Start the New Year.

Social media

INVITE EXCITE IGNITE CLUB MEMBERSHIP.

Letterhead

For more information, including eligibility, visit kiwanis.org/kickstart.
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THE FORMULA’S NEW KICK START PROGRAM IS ALL ABOUT MOTIVATING MEMBERS TO START THE NEW KIWANIS YEAR OFF STRONG.

What it takes
Any Americas Kiwanis member who sponsors a new member into a new or existing Kiwanis club between September 25 and November 30, 2016, will automatically receive one entry in a drawing to win two round-trip tickets!

Eligibility & How to Enter
In order to receive credit for sponsoring a new member:

- **In an existing club**: the sponsor name must be properly recorded in the club secretary dashboard or through member services.

- **In a new club**: the sponsoring member must be reported in the club opening tool or through member services.

Americas Kiwanis members receive one entry for each new member they sponsor with no limit to the number of entries.

Prize
Two round-trip tickets. Drawing takes place on Friday, December 2, 2016 by an independent party. Ticket value may not exceed US$500 per ticket (US$1,000 total).

For official rules, eligibility and terms and conditions, please visit [kiwanis.org/kickstart](http://kiwanis.org/kickstart).

DON’T FORGET.
Invite potential members to your Kiwanis One Day event on Saturday, October 22nd.

THE FORMULA
Give your guests a warm Kiwanis welcome

WE ASKED SOME OF THE MOST SUCCESSFUL CLUBS THEIR SECRETS TO TURNING GUESTS INTO MEMBERS. USE THEIR TIPS TO YOUR ADVANTAGE.

Tips for making your guests feel great

1. Introduce club members and Kiwanis to guests
   - Introductions can include things like how long each person has been a member of Kiwanis, their occupations, hobbies, the best part about being a Kiwanian or what they love most about their club.
   - Assign a member, or a couple members, to explain SLPs and other key components of Kiwanis that set it apart from other service organizations.

2. Introduce the guests to the group
   - Guests can either be introduced by the member who invited them or can introduce themselves. If they have expressed an interest in joining, ask what they hope to gain by becoming a member.

3. Provide guests with a list of upcoming service projects. Assign a member to ask about their interests and talk to them about the committees they might enjoy.

4. Follow-up with an application, handwritten note, phone call or visit thanking guests for attending
   - Giving them a membership application alone is not enough! Personally invite them to join.

5. Have one or two club members connect with the guest via LinkedIn.
   - Show them that Kiwanians have lots of business and civic networking connections.