

Club Membership Committee Education

Pennsylvania District
July 2022



Housekeeping Notes

- Introduce yourself by entering name and club in the Chat box
- Ensure you stay on Mute unless speaking.
- Utilize Raise Hand feature to ask a question.
- This will be as interactive as possible put your questions in the chat.
- Save Chat Feature is available.



Kiwanis International Trainings

Kiwanis International will be offering online CLE on the following dates:

- August 1 (President)
- August 2 (Secretary)
- August 3 (Treasurer)
- August 4 (Membership)
- It is recommended that you participate.





Welcome

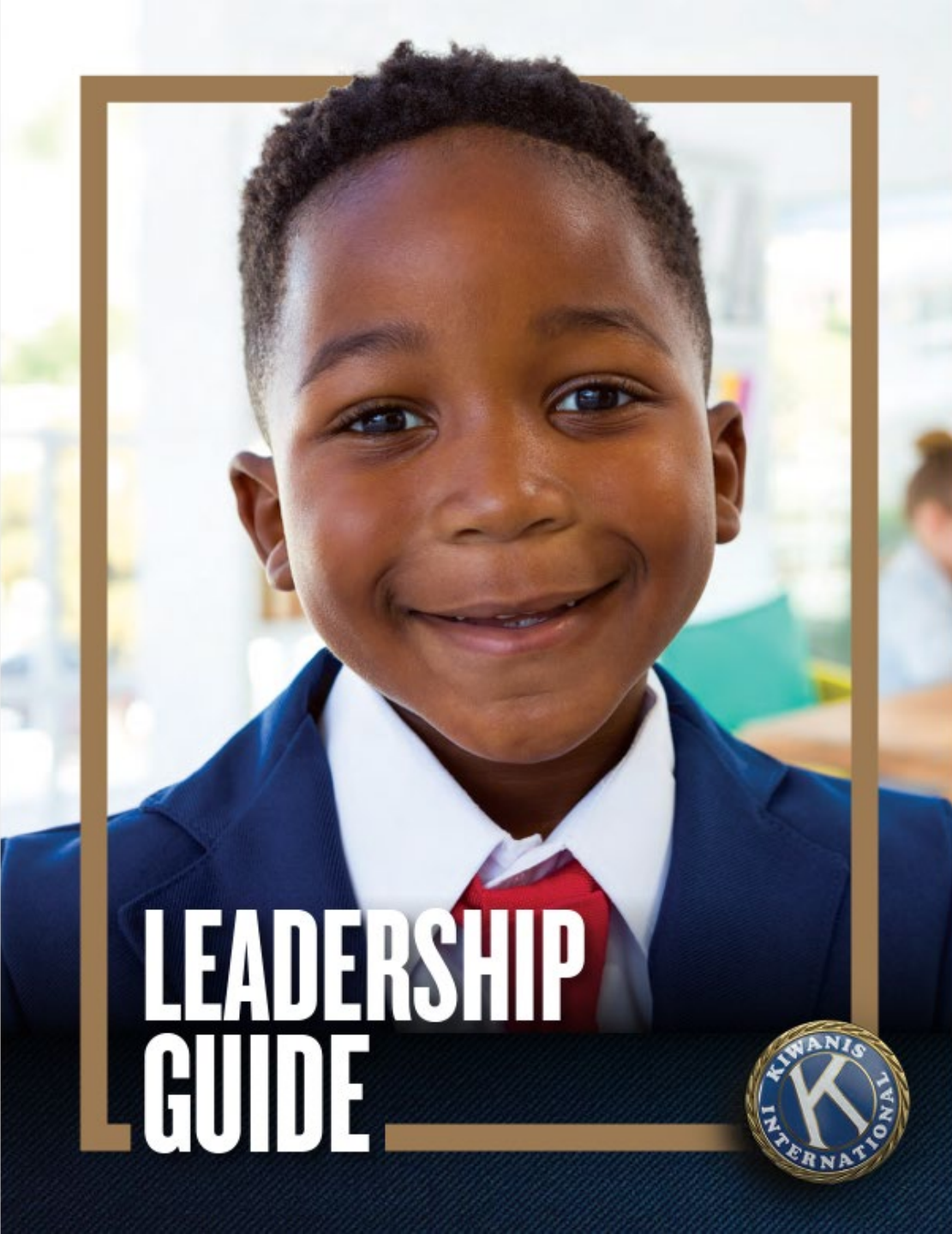
Today's Main Topics:

- Your role
- Expectations
- Strategies
- Club goals
- District Information

Session format:

- Presentation
- Group discussions



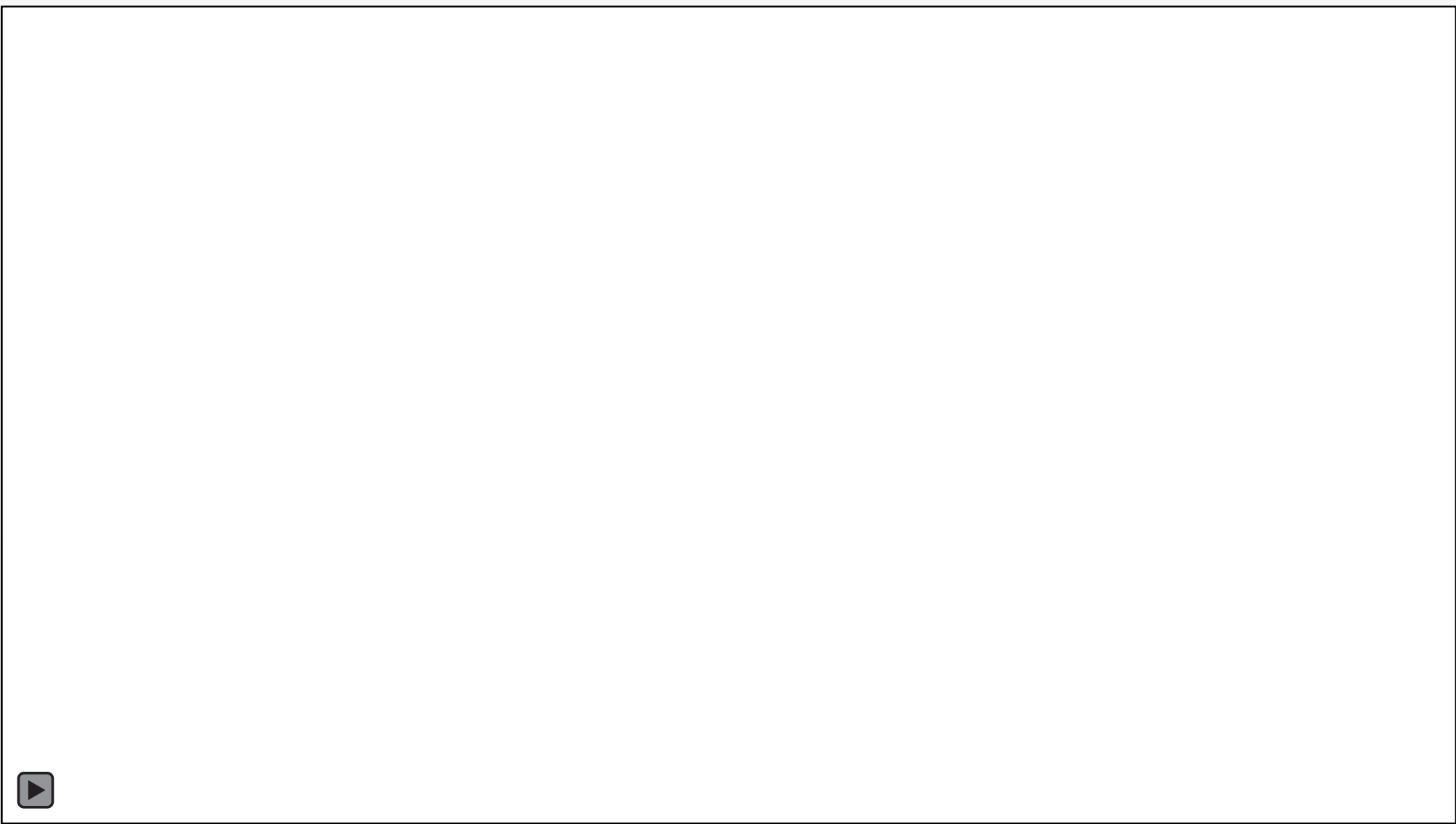


Leadership Guide

<https://bit.ly/2022LeadershipGuide>

SCAN ME





Kiwanis[®]

Our Goal

Provide you with guidance as your club meets established membership goals.

GROUP SHARE: What do you need to know to be effective in this role?



Targeted Outcomes



How to measure success:

- Inviting new members
- Retaining existing members
- Increasing visibility of club in your community



Opening Activity

Question:

If you can have dinner with anyone from the past, who would it be?

Put it in the Chat Box



Let's look at your Club

- Does your community know about Kiwanis?
- What are you known for in your community?
- What would your community lose if your club did not exist?





Why is Kiwanis
the **BEST** kept
SECRET in the
world!?



Where do I start?

- Decide to “Sell”
- Member Buy In
- Develop a plan



“Fix” the Infrastructure

Fixing the “plumbing” and “foundation” of the home
Are any of these need to be “fixed” in your club?

- Leadership
- Meeting date, time, format
- Service
 - Relevant and Impactful
- Club Operations



Curb Appeal



Average Age of a Kiwanis Member

60 – Avg age of a Kiwanian

48 – avg age of a NEW Kiwanian

62 – avg age of a male Kiwanian

58 – avg age of a female Kiwanian

61 – Avg age in North America



Job description





Your Role

- Set realistic and measurable goals with the committee members and in consultation with the club's board of directors
- Develop an action plan for meeting goals (30-60-90 day)
- Get approval for the action plan from the club's board of directors



Your Role

- Plan membership drives and special member events
- Clearly communicate the importance of membership efforts to club members
- Teach others how to invite people to the club
- Plan and conduct (or assist with) new-member orientation



Establish a Goals

- What are you doing in:
 - 30 days
 - 60 days
 - 90 days
- SMART Goals
- Visible to members



Make Your Invitations Personal



- Build rapport with potential members
- Introduce Kiwanis (simply)
- Have fun
- Tell stories
- Connect on a personal level





START WITH WHY - BY SIMON SINEK

THE GOLDEN CIRCLE

What

Every organization and individual knows WHAT they do - products sold, services offered, or role at work.

How

Some organizations know how they do what they do - what makes you special or sets you apart from others who do something similar. HOWs are an organization or individual's strengths, values and guiding principles.

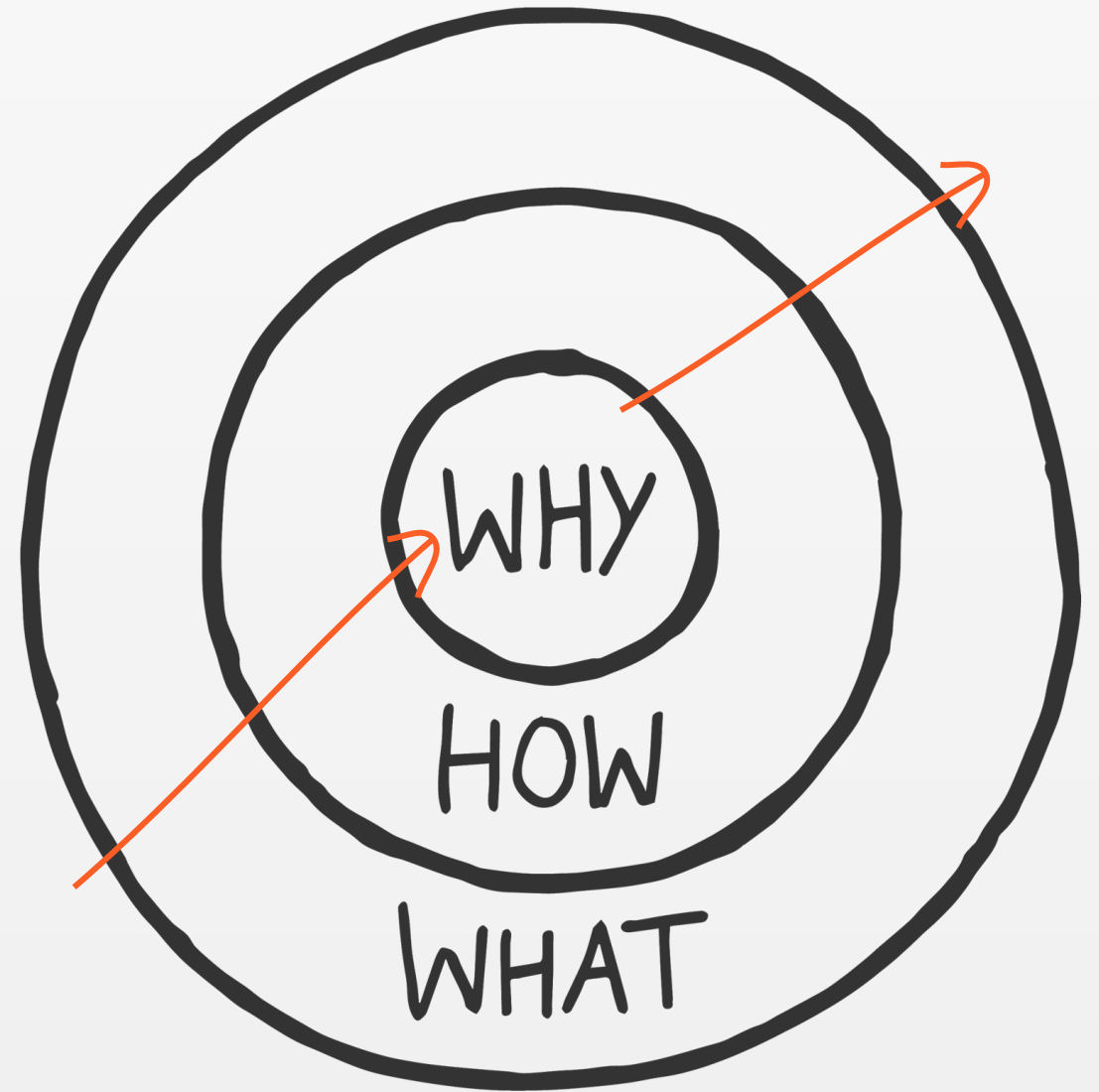
Why

Very few organizations can clearly articulate WHY they do what they do. The WHY is about our contribution to impact and serve others. The WHY inspires us.



Inspire Members with WHY

- Make your club purpose known
- **START WITH WHY**
- We will inspire members to join through a club's WHY



Speaking with WHAT

“Would you like to join us to help with service project to pack food backpacks for children?”



Speaking from WHY

“Some children do not get proper meals at home and struggle at school. **Kiwanis is working on a backpack program that will be filled with healthy food snacks for children at our local school.**

Would you like to join us to help with this project?”



Simon Sinek, “Start with Why”

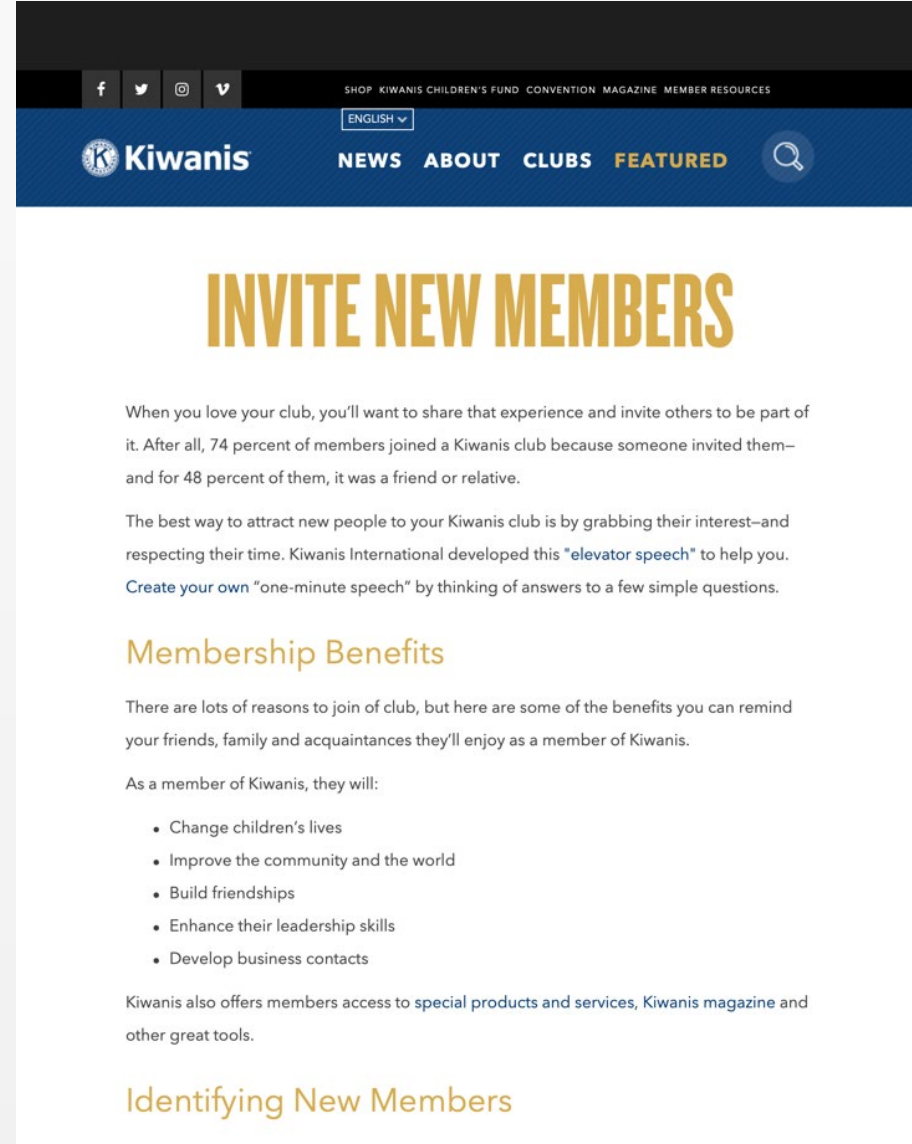
People don't buy **WHAT**
you do, they buy **WHY**
you do it. And **WHAT**
you do simply proves
what you **believe**.



Membership Drives

A systematic process to organizing a membership event, broken into 3 parts:

- Prepare
- Invite
- Follow up



The screenshot shows the top navigation bar of the Kiwanis website. It includes social media icons for Facebook, Twitter, Instagram, and YouTube. The main navigation menu contains links for NEWS, ABOUT, CLUBS, and FEATURED. The page title is "INVITE NEW MEMBERS" in large, bold, orange letters. Below the title, there is a paragraph of text, a sub-section titled "Membership Benefits", and another paragraph of text. At the bottom, there is a sub-section titled "Identifying New Members".

SHOP KIWANIS CHILDREN'S FUND CONVENTION MAGAZINE MEMBER RESOURCES

ENGLISH

Kiwanis NEWS ABOUT CLUBS FEATURED

INVITE NEW MEMBERS

When you love your club, you'll want to share that experience and invite others to be part of it. After all, 74 percent of members joined a Kiwanis club because someone invited them—and for 48 percent of them, it was a friend or relative.

The best way to attract new people to your Kiwanis club is by grabbing their interest—and respecting their time. Kiwanis International developed this "elevator speech" to help you. [Create your own "one-minute speech"](#) by thinking of answers to a few simple questions.

Membership Benefits

There are lots of reasons to join of club, but here are some of the benefits you can remind your friends, family and acquaintances they'll enjoy as a member of Kiwanis.

As a member of Kiwanis, they will:

- Change children's lives
- Improve the community and the world
- Build friendships
- Enhance their leadership skills
- Develop business contacts

Kiwanis also offers members access to special products and services, Kiwanis magazine and other great tools.

Identifying New Members



**WHY WE
INVITE**

**WHAT IF YOU ADD
A NEW MEMBER
EACH MONTH?**



What more could your club do to help kids and improve your community with 12 more members?



who
has your
club
lost?



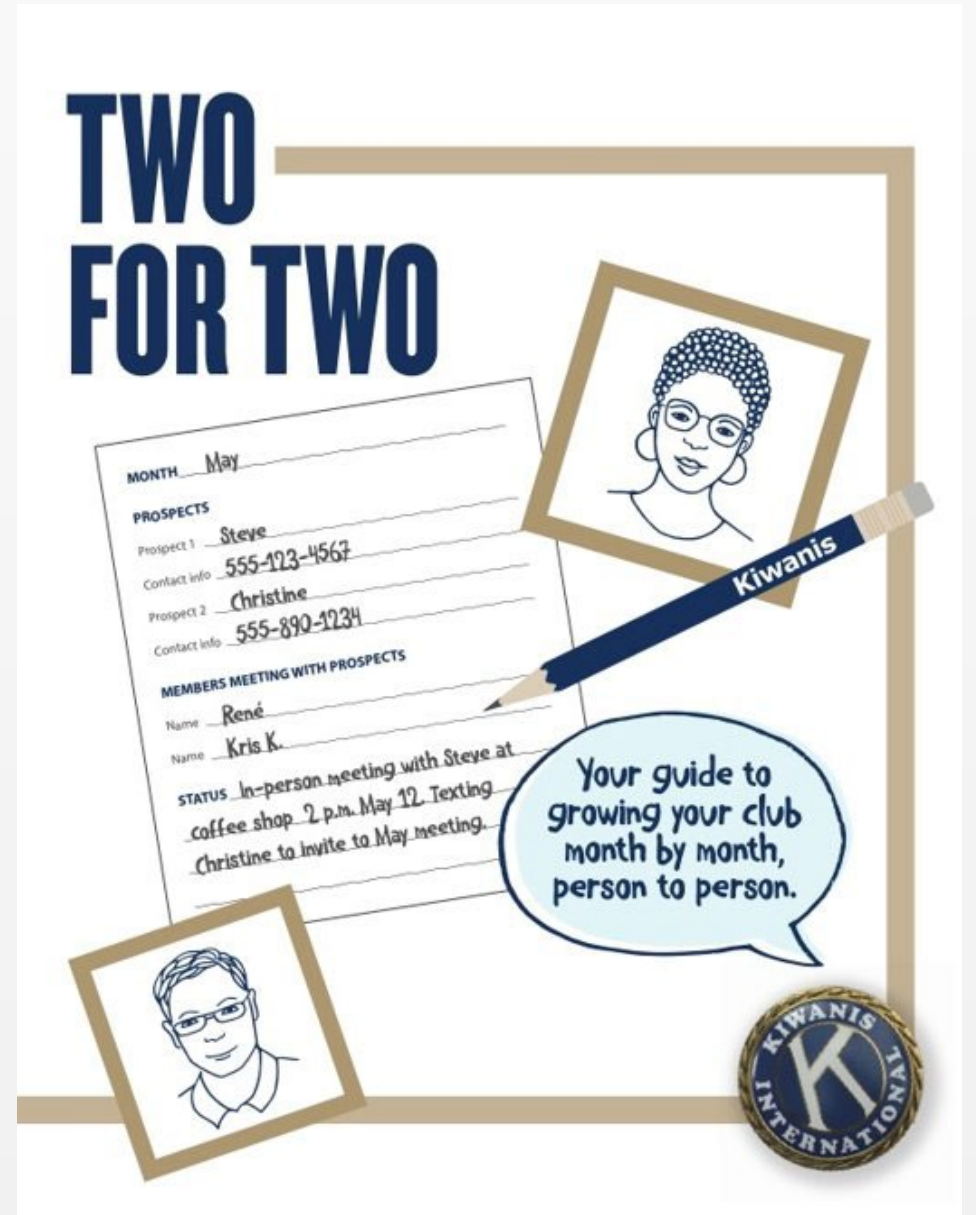
TWO FOR TWO

**YOUR GUIDE FOR GROWING YOUR CLUB
MONTH BY MONTH, PERSON TO PERSON.**



Two for Two

- Identify two members to reach out to two prospects for each month.
- Members invite prospects to a meeting or service project.



TWO FOR TWO

MONTH May

PROSPECTS

Prospect 1 Steve
Contact info 555-123-4567

Prospect 2 Christine
Contact info 555-890-1234



MEMBERS MEETING WITH PROSPECTS

Name René
Name Kris K.

STATUS In-person meeting with Steve at coffee shop 2 p.m. May 12. Texting Christine to invite to May meeting.

Your guide to growing your club month by month, person to person.

Kiwanis



Two for Two

- 24 prospects in one year
- Convert 12 to new members
- Continue to host other great membership events

2 MEMBERS INVITE 2 PROSPECTS. EVERY MONTH.

For the best Kiwanis clubs, membership growth is not a one-time campaign or event. It's a continuous club operation. And every member should play a part. But how do you make it fun for them — and manageable for the club?

Two for Two helps you do both.

After all, new members are made by current members. They join because of face-to-face interaction: A Kiwanian shared their story, explained the club's service and fellowship and offered an invitation.

Two for Two provides a way to organize your efforts:

Identify two members to reach out to two prospects for each of the next several months. This way, members will work in pairs. After all, teams are more successful. They support each other and reach more people more rapidly. And you never know who a prospective member will relate to better. It's a great way to work — from strategizing to honing how they explain the club, its impact and the benefits of fellowship.

The members reach out to the prospects. Use a couple of simple steps: Connect by thanking the prospects for the impact they've made (through service, donations or other activities). Then ask for a date and time to discuss the club, explain the dues structure and answer questions.

The members invite the prospects to a meeting or service project. After the invitation, they should follow up! A reminder call before the meeting or event. A handwritten thank you, with details specific to the prospect. Inclusion in the club's newsletter distribution. A message with responses to questions the members couldn't answer face to face.

What if you add a new member each month?

More hands and more money for service.
More administrative dollars. More awareness in your community.

Remind members why recruiting matters.

For members, the message is simple: The larger the club, the more it can do. More members mean more connections, skill sets and ideas. Tasks become easier — and possibilities expand.

Focus on impact.

Potential members need to know what you do, how you do it, why the community needs them and where they can immediately fit in the process.



WHAT (AND WHO) DOES YOUR CLUB NEED?

The strongest Kiwanis clubs have a mix of skills, personalities and experiences. After all, you need different kinds of people to do everything well. You may have some of the people you need in your club already. But if you need others, here are some key types to start with — and questions for your club to consider while identifying them in your community.



EXPERT

Provides a good base of knowledge on your project's subject matter from personal experience or extensive research on the needs of kids in the community.

What kind of expertise could enhance what your club does well?



TECHIE

Creates and maintains club website and social media accounts, crafts professional PowerPoint presentations, keeps club up to date on effectively using technology.

Where can you find techies in your community?



COMMUNICATOR

Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.

What kinds of jobs have good public communicators?

Get the right mix.

Here's a way to reach out for a wide range of skill sets: Consider all the professions in your community. Start with our list of jobs — and use it as a reminder of the skills and experiences that can enrich your club's service. Find it at kiwanis.org/professions.



NUMBER CRUNCHER

Keeps your budget balanced, makes sure your service projects get the most bang for the buck and keeps the club informed.

Do you know anyone who loves kids and knows accounting?



CONNECTOR

Uses connections to cut through red tape, connects people to people or to much-needed resources, makes things happen and gets things done.

Who knows key people and makes things happen in your area?



SOCIAL BUTTERFLY

Introduces potential members from a variety of sources, knows where to find volunteers, spreads the word about your club and its projects.

Do you know someone who seems to know everyone?



WORKHORSE

Has the time and motivation to help with any project, loves hands-on tasks, has a get-it-done attitude, is level-headed and practical.

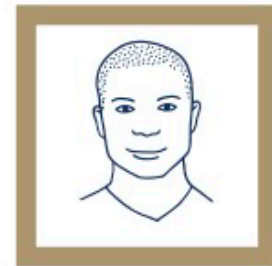
Who are the doers in your community?



MOTIVATOR

Keeps everyone on task, provides positive energy and a healthy competitive spirit, inspires members to reach their potential.

Who's the most positive person in your neighborhood?



CREATIVE

Pushes the group to be imaginative and curious, anticipates problems and looks for innovative solutions, creates projects that stand out.

Where can you find creative, innovative types?

& printed online

kiwanis.org/TwoForTwo

TWO FOR TWO

MONTH May

PROSPECTS

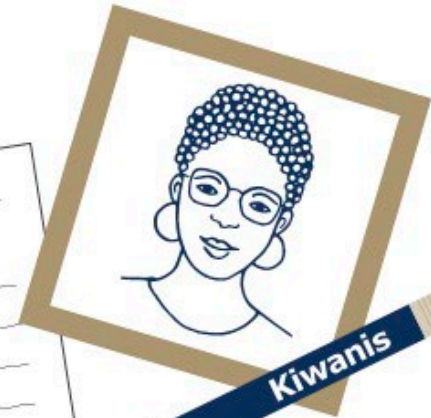
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Christine to invite to May meeting.



Your guide to
growing your club
month by month,
person to person.



MAKE THE APPOINTMENT WORK.

When you're ready to start contacting people and scheduling meetings, don't leave things open-ended. *Make sure to agree on a time and location with the prospective member.* When you meet, keep a few tips in mind:

Remember your key message. Above all, make sure the prospect understands what Kiwanis is about. The key message: *Kiwanis is a global organization of members, clubs and partners who are dedicated to improving the world one child and one community at a time.*

Be observant. If meeting at their home or office, look around during your visit. Take note of items such as wall plaques, photos, awards, etc., so you can engage prospects based on their interests.

Listen. Find out what their interests are and connect them to club projects when possible. Talk with them, not at them.

Take an application. Complete the application with the prospect and ask for payment. If they can't pay at that moment, offer other options for picking up or receiving payment. Know how much to ask for and how the money is used.

Take a notebook. After the meeting, write down anything you consider important. A prospect who doesn't join today might join later — and your information will be useful then.

Follow up. Make a phone call or send a note thanking them for their time, regardless of whether they agreed to join. Either way, make sure they know they're on your mind.

Don't give up! A "no" may not be permanent. Invite them to a service project if the club has one coming up and connect with them on Facebook or LinkedIn. Post photos of activities on social media. Make sure to share your contact information.

Nothing attracts a new member like a happy member.

Be sure to:

- Practice your speech.
- Listen to the other person.
- Maintain eye contact.
- Smile and speak firmly.

Most important of all: Invite them to a meeting or service project.

SKETCH YOUR ONE-MINUTE SPEECH.

What's the best way to attract new people to your Kiwanis club? By grabbing their interest — and respecting their time. Put together a one-minute speech by thinking of answers to a few simple questions.

Why my club? Think about what you love most about your club — and your community. Consider how the two matter to each other.

What's our community impact? Pick the service project that makes you proudest of your club. And think of a young person — or group — your club has mentored.

How do we make an impact? By working together with people in our community who care. More hearts and more hands mean more opportunities for service and partnership.

USE OUR PROSPECT REPORTS.

On the following pages, we've provided handy reports for each month. Use them to keep track of the key pieces of your Two for Two efforts. **And remember: You can start any month of the year.** There's no "correct" time to begin. And there's no final date. It's a permanent, ongoing part of club operations.

PROSPECT MEETING IDEAS

1. Bill and Joe are meeting two prospects who know each other. So Bill and Joe are going to team up, meeting them at a local coffee shop for a four-person chat.
2. Barb and Jane have invited their prospects to a service project on Saturday — and then to a group lunch afterward.
3. Since John and Fran are both meeting with bankers, they're building good will by setting appointments at the bank for the prospects' convenience.

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Name René

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START IDENTIFYING PROSPECTS NOW!

The more you know ahead of time, the less work you'll have each month. Identifying prospects is the most important part of the process. So do it now! Create a base to build on — brainstorming a list of prospects and then updating it as the process goes along.

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 12. _____ | 23. _____ |
| 2. _____ | 13. _____ | 24. _____ |
| 3. _____ | 14. _____ | 25. _____ |
| 4. _____ | 15. _____ | 26. _____ |
| 5. _____ | 16. _____ | 27. _____ |
| 6. _____ | 17. _____ | 28. _____ |
| 7. _____ | 18. _____ | 29. _____ |
| 8. _____ | 19. _____ | 30. _____ |
| 9. _____ | 20. _____ | 31. _____ |
| 10. _____ | 21. _____ | 32. _____ |
| 11. _____ | 22. _____ | |

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an elementary school teacher and a real estate agent.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a bank manager and a nurse.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a travel agent and a paralegal.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a financial advisor/planner and a housing inspector.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an insurance agent and a fitness trainer.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a certified public accountant and a restaurant manager.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a family physician and a retail store manager.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

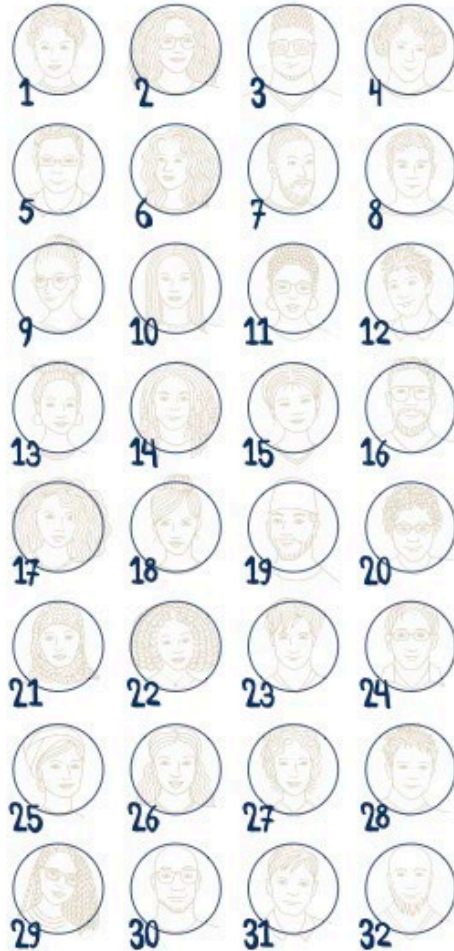
STATUS _____

NEED IDEAS? Reach out to an attorney who practices family law and a plumber.

STATUS

As you invite people to join your club, color in a circle below to keep count and track your progress.

Download the new
member application at
kiwanis.org/application.



KEEP 'EM COMING BACK!

Getting new people into the club is crucial — but it's just the start of membership. Here's a three-month plan for making them feel like part of the club:

Month 1

- Send a welcome email with login credentials to the members-only portal.
- Call within a week of sending login credentials — see if they need any support.
- Promote new members with a welcome on your website, on social media and in your next newsletter.

Month 2

- Mail a handwritten note to provide a personal touch.
- Schedule a club event to celebrate new members — and promote it online.
- Create a forum or other space for new members to ask and learn about the club.
- Match each new member with a member ambassador to get them acclimated and engaged.
- Surprise them with a gift — maybe a photo or plaque from the celebration, free tickets to an event or an idea of your own.

Month 3

- Follow up with member ambassadors to see how things are going.
- Send a postcard of upcoming events and dates for use as a reference — and encouragement.
- Call new members to discuss how their membership is going so far.



Kiwanis

3636 Woodview Trace, Indianapolis, IN 46268 USA
U.S. & Canada: 1-800-KIWANIS, ext. 411 Worldwide: +1-317-875-8755

kiwanis.org

GIGR-1121-362



Inviting New Members

- Membership drives or events
- Service projects
- Flexible memberships
- Special events



One Minute Speech

- This is your elevator speech when someone asks “WHAT IS KIWANIS?”
- **Answer 3 questions in your speech:**
 - Why my club
 - What’s our community impact
 - How do we make an impact
- **Your elevator speech should be:**
 - Short and concise
 - Start with YOUR WHY
 - End with invitation to event/project



Corporate Memberships

CORPORATE MEMBERSHIPS

How It Works:

Your entire organization will be registered with Kiwanis International as a member of your Kiwanis Club.

A corporate representative of your choosing will be designated as a Kiwanis representative to attend meetings, fundraisers and service projects.

Your representative will be eligible to hold board or officer positions, similar to if he/she joined as an individual.

If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.

The designated representative pays club dues; however, the employer may choose to pay the dues on behalf of the employee; although, this is not required.

FAQs:

Can an employer have a corporate membership and send different employees to the meetings each week?

Yes, but only as guests. Different employees from the same employer can be invited to meetings as guests of either the corporate member or the club.

Can one employer have multiple corporate memberships?

Yes. Each membership would have a specific person named to the membership. There is no limit to the number of memberships in a club.

Reasons To Join:

- Become involved in decisions affecting your community
- Demonstrate corporate social responsibility in your community
- Develop an affiliation with a well-respected service organization
- Receive special, member-only advertising privileges at our fundraisers and service projects



- Holds one position
- Designed for transient positions
- Avoids additional fees

Go to [kiwanis.org/corporatemembership](https://www.kiwanis.org/corporatemembership) for more information



Club Satellites

- Host club membership
- Meeting location
- New Kiwanis club



Special Events

- Guest contests
- Special guest days
- Leads from "Find a Club" at kiwanis.org
- Intentional recruiting
- Social media



New Members

- Orientation
- Mentoring
- Induction ceremony
- Involvement



Existing Members



Reach out

- Re-engage members who became in-active

Club involvement

- Celebrate club and member accomplishments

Use the member satisfaction survey at kiwanis.org/ACEtools



Recognition and Rewards



Birthdays and anniversaries



Club awards

Remember: You can never smile and say thank you too often to your fellow committee members!



Club Meetings



- Keep meetings member-focused
- Have an agenda and respect start and end times
- Include some fun and service in your meetings
- Plan social activities





Assessments

- Analyze your impact on the community
- Find unmet needs in your area
- Develop a signature service project or fundraiser
- Expand your club's partnerships
- Improve the club members' experience
- Create a detailed plan to achieve goals
- Celebrate your accomplishments

ACHIEVING CLUB EXCELLENCE

Survey your members. Analyze your club's fundraising. Find new ideas for strengthening your club. Do them all using the Achieving Club Excellence tools.

These tools will help your club create opportunities in fundraising, service and fellowship – based on what your members love most. Interested in using the tools?

Download the complete toolkit and have a member lead your club through each of the steps within the the tools. Use one or all of them, depending on your club's needs. In fact, try this method whether you're planning for an annual club assessment or need ideas for improving one or two aspects of your club experience.

Each tool includes exercises designed to create dialogue, gain perspective and lead you to ask insightful questions that will help your club remain relevant, impactful and strong.

Find the tools you need based on this list of common concerns.

CONCERNS	TOOLS THAT CAN HELP
Your club is unsure of its purpose in the community.	Creating the Purpose Developing Community Partnerships
Members of your club seem disinterested or dissatisfied.	Measuring Member Satisfaction Analyzing Your Impact Celebrating Success
Your club is losing members.	Measuring Member Satisfaction Hosting an Open House
Your club wants to become more visible in the community.	Developing Community Partnerships Rediscovering Your Community Analyzing Your Impact
Your club's signature project is losing member interest.	Rediscovering Your Community Measuring Member Satisfaction Analyzing Your Impact
Your club's annual fundraiser is becoming less successful.	Analyzing Your Impact
	Planning for Club Excellence



What can you **START** doing?

- HAVE FUN!
- Create environment for **positive member experience**
 - People join because of people.
 - Joining vs Belonging
- Combine service and social
- Celebrate members in fun ways
- Review current club meetings



Public Relations

KIWANIS BRAND CAMPAIGN

"Kids Need Kiwanis" is Kiwanis International's brand campaign. The goal of the campaign is to make it clear that Kiwanis serves children and that we have fun together. Use the TV, radio, print, billboard and digital materials in your club or district social media, your website, local digital media or as traditional advertising or public service announcements (PSA). These materials are meant to be fun – and sometimes funny – to grab attention and show that while Kiwanis takes our work seriously, we don't take ourselves seriously. We have fun. We laugh. We meet kid's needs, whatever and wherever they are.



THE BRAND BOOK

The Kiwanis brand reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are. The Kiwanis brand book

includes information about fonts, colors, messaging and production.

[View The Brand Book now.](#)

[Print a summary sheet.](#)

SCAN ME



Kiwanis Brand Guide
<https://bit.ly/3y1EOI0>



Keys to Success

- Remember:
 - People join because of people.
 - Show Kiwanis VALUE
 - Curb Appeal
 - What is your CLUB'S WHY – SHARE IT



Membership Tools and Resources

Don't Reinvent the Wheel



Attracting new members virtually

Utilize Video conferencing for

- Speaker Series that is interesting
- Appeals to busy people that can't meet in person
- Virtual open house
- Meeting community leaders



Online Application

- Think about implementing an online application
- It allow for faster and easier way to add new members.
- Data can be captured electronically.
- Application available on KI at <https://www.kiwanis.org/application>
- Example of Website form – BENV Club
 - <https://k18236.site.kiwanis.org/join-kiwanis/>



Electronic Payment Options

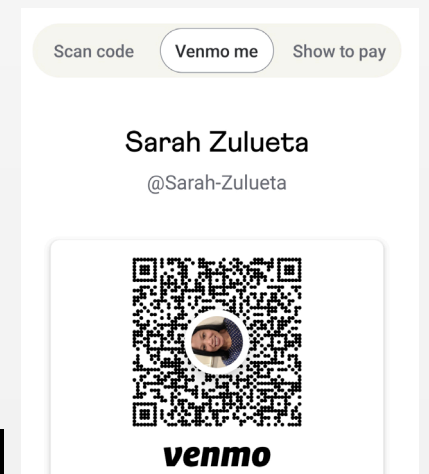
Can be used for collecting:

- Dues
- Donations from Fundraisers



Popular platforms:

- Venmo (@pakiwanis)
- Paypal for Business vs Personal



Member Surveys

- Improve Member Experience
 - Determine member's value
- Gain member feedback
- Should be anonymous
- Look to administered by third party. (Eg Lt. Governor or Trustee)



Service Leadership Programs

Youth are the future of Kiwanis



Service Leadership Programs



KEY CLUB[®]

CKI[®]

Circle K International



Relationship Building

- If you sponsor a service leadership program, ensure a Kiwanis Advisor is named.
- Ensure that the Sponsoring Kiwanis club is active and engaged with their youth.
- Invite youth to meetings.
- Attend service projects (if allowed) with youth.



Service Leadership Discount

- If a former sponsored youth joins Kiwanis, they can receive a discount on dues.
 - Kiwanis International and Pennsylvania District dues are waived for 2 years.
 - Liability insurance, magazine and club dues will be required to be paid.



Important Opportunities for our Youth

Key Leader

April 21-23, 2023, Camp Conrad Weiser

Key Club Convention

March 31- April 1, 2023, Hershey Lodge

Circle K Events

Interpak – *Tentative* Nov. 11-13, 2022, at Hidden
Valley Scout Reservation

District Convention – TBD March 2023



Pennsylvania District

Our Leadership Structure and Initiatives



Pennsylvania Kiwanis – District Office

Executive Director

Kevin Thomas



Administrative Assistant

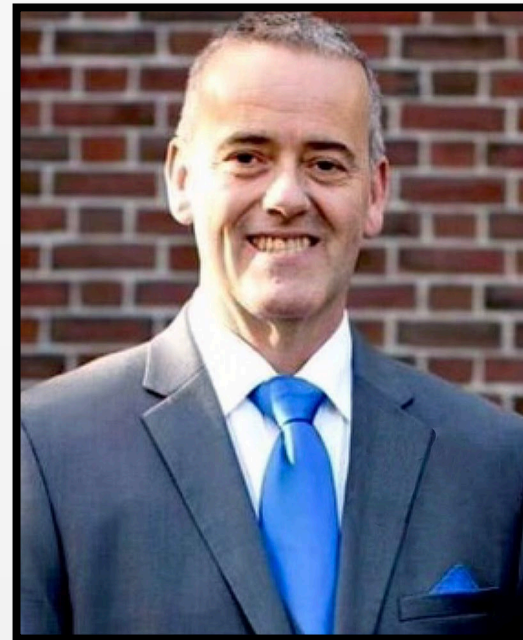
Michelle March



Pennsylvania Kiwanis – District Officers 2022-2023

Governor*

Mike Coolbaugh



Immediate Past Governor

Sarah Zulueta



Governor-Elect TBD*

Candidate: Conrad Schlesinger



**Elections will be held at 2022 District Convention*



Pennsylvania Kiwanis - Trustees

2022-2023

Region 1 – Cathy Szymanski

Region 2 – Shawn Smith

Region 3 – Miranda Burton

Region 4 – Penny Meyers

Region 5 – Ryan Hartman

Region 6 – Tiffany Callaio

Region 7 – Joe Wilson



Pennsylvania Kiwanis – Lt. Governors 2022-2023

Division 1 – Cal Morse

Division 2 – Terry Schaeffer

Division 5- Wayne Meyer

Division 6 – **Vacant**

Division 8 – Janine Surmick

Division 10 – **Vacant**

Division 11W- **Vacant**

Division 11E- **Vacant**

Division 12 N – Lisa Bangson

Division 12 S – Shirley McPherrin

Division 13 N – Emily Reed

Division 13 S – Barrie Ann George

Division 14 – Allan Schappert

Division 15 – Debora Crisman

Division 16 – **Vacant**

Division 17/18- Bob Moran

Division 19 – **Vacant**

Division 21- Dan Spirer

Division 22 – Karen Sears

Club Listings by Region and Divisions:
<https://k23.site.kiwanis.org/club-listing-2/>



Kiwanis Hierarchy High Level Overview



The District Membership Team



Matt Wise, District Membership Coordinator, matthew.j.wise@outlook.com



Sarah Zulueta, Governor, zuluets@gmail.com



Mike Coolbaugh, Governor-elect, sqt283@gmail.com



Pennsylvania District Strategic Plan 2021-2024

- A 3-year strategic plan was developed and approved October 9, 2021.
- The plan outlines key strategic priorities:
 - Leadership Education
 - Service Leadership Program Relations
 - Improve Member Experience
 - District Operations
- Review the details of the document on our website at:
<https://bit.ly/PAStrategicPlan>



2022-2023 Governor Priorities

- 1) Improve the member experience
- 2) Share Kiwanis in new communities
- 3) Promote Diversity, Equity, and Inclusion at all levels in Kiwanis
- 4) Strengthen Kiwanis service leadership programs
- 5) Improve District operations



Pillar 1: Membership Goals

- Open seven (7) new Kiwanis clubs.
- Reduce the number of clubs under charter strength by 25%.
- Increase club membership by a net +2 in 25% of clubs.
- Net gain in membership over the previous year, as certified by October 10, 2023



Pillar 2: Service Leadership Programs

- 90% of the service leadership programs be active in their school and communities.
- Have 100% of the service leadership programs be sponsored and have an engaged and active Kiwanis advisor.
- Open two (2) new clubs in Circle K, Key Club, and Builders Club.
- Open five (5) new K-Kids Clubs.



Pillar 3: Justice, Equity, Diversity and Inclusion (J.E.D.I) Initiative

- Continue the Justice, Equity, Diversity, and Inclusion Initiative throughout the district.
- Continue District Convention, Midyear and quarterly J.E.D.I awareness opportunities.



Pillar 4: Leadership Education

- Have 20 members of Pennsylvania clubs participate in Kiwanis Amplify leadership program and provide 50% funding for attendees.
- Have monthly virtual educational opportunities for members.
- 60% of club officers attend Club Leadership education.



Pillar 5: District Leadership and Operations

- Obtain new Lt. Governor leaders in 50% of the vacant **Divisions** by January 1, 2023.
- Review and Update the District Strategic Plan by Oct 8, 2022.
- Continue working on a District Redivisioning Plan.
- Achieve a 90% compliance in mandatory background checks among all required leaders.



Pennsylvania District Calendar

August 11-14, 2022 - Pennsylvania District Convention, Erie, PA

August 20, 2022 - Aktion Club Convention, Altoona, PA

September/October 2022 - Installation of Officers

October 1, 2022 - Kiwanis year starts

October 10, 2022 - Rosters finalized

February 2023 - TBD - Midyear Conference

June 21-24, 2023 - Kiwanis International Convention, Minneapolis, MN

August 10-13, 2023 - Pennsylvania District Convention, Scranton, PA

September 30, 2023 - Kiwanis year ends

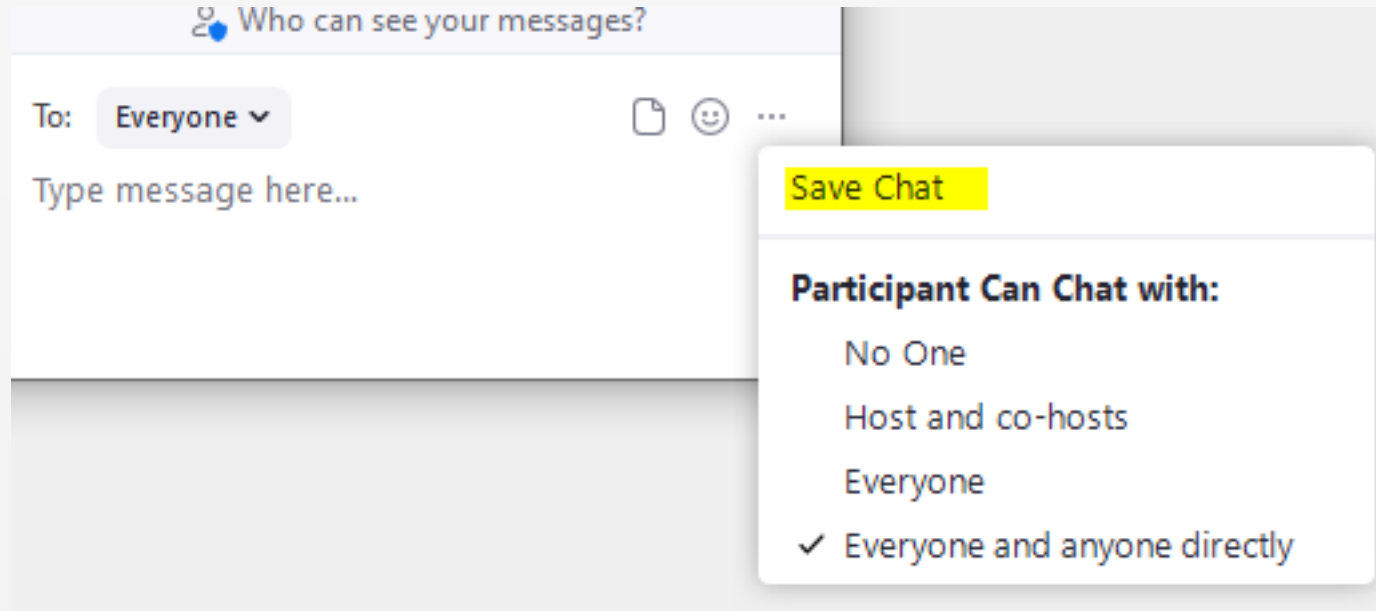


What's Next?

- Review Leadership Development Guide
- Work with current membership committee and Board to develop a smooth transition
- Set your 30-60-90-day goals for next administrative year
- Plan to conduct Community Analysis and Membership Satisfaction survey



Save Chat





Kiwaniis®

**Kids Need
Kiwaniis
To Reach their
Potential!
KIWANIS NEEDS
MEMBERS LIKE
YOU!!**

THANK YOU!

COMPLETE SURVEY: <https://bit.ly/2022CLESurvey>

Closing Notes & Questions

Any questions contact:

Sarah Zulueta

Governor, 2021-2022

Email: zuluets@gmail.com

Mike Coolbaugh

Governor Elect, 2021-2022

Email: sgt283@comcast.net

