

# CREATE YOUR CLUB'S MEMBERSHIP PLAN

**PURPOSE:** To help your Kiwanis club create a plan for acquiring and retaining members — by setting goals, creating actions to achieve those goals and creating metrics for the plan's success.

**AUDIENCE:** All club members working together to provide a club experience that keeps existing members coming back and motivates new members to join.

**FREQUENCY:** An initial membership plan with regular updates on progress. (Club president and/or membership chair work with club members to create a multi-year plan in which the club commits to one recruitment tactic and evaluates efforts each year.)

## YOUR CLUB BY THE NUMBERS

Start with your best estimate for each of the following. As time permits and you begin researching and examining your club's data with other club officers/members, input the actual number for each.

	Estimate	Actual
<b>Members:</b> Number of members on the roster (whether to include honorary members is your club's choice).		
<b>Added members:</b> Tally of every new member the club has added to the roster in the past five years.		
<b>Deleted members:</b> Tally of every member you delete from the club roster in the past five years.		
<b>Retention rate:</b> Percentage of members who start and complete the year with your club.		
<b>Diversity of members:</b> Percentage of each gender, age ranges, professions, ethnicity, etc.		
<b>Prospective members:</b> Number of guests who visit your club's events to learn more about your club.		
<b>Event participation:</b> Percentage of club members who attended club events (may include service projects, fundraisers, special events and/or regular meetings).		



## EXAMINE YOUR MEMBERSHIP

What is your club's membership number?				
Today		5 years ago		10 years ago

When was the last time your club had net-positive membership growth?

Which year(s) did you increase your membership?	What was the reason or recruiting effort for this increase?

What are your club's demographics? <i>Use actual numbers, percentages or analyze each category.</i>			
Male/female		Religion	
Average age		Education levels	
Cultural background/ethnicity		Socioeconomic levels	

Is your club working to make sure its membership base reflects the community's demographics?

In a typical year, how many members do you lose for each of the following reasons?			
UNRELATED TO CLUB		CLUB INFLUENCE	
Health issues.		Member decision.	
Deceased.		Lack of activity.	
Retirement.		Non-payment of dues.	
Other reasons.		Other reasons.	

How many members do you anticipate losing this year?	Why?

## IMPROVE THE CLUB EXPERIENCE

Which Achieving Club Excellence (ACE) tools has your club used in the past two years?	
<i>*Preferred ACE tools to use prior to boosting a club <a href="http://kiwanis.org/acetools">kiwanis.org/acetools</a></i>	
ACE tools prior to 2024	Current ACE Tools
Club scorecard	<b>YOU ARE HERE</b>
Creating the purpose*	Community survey*
Measuring member satisfaction*	Member survey*
Developing community partnerships	<b>DREAM YOUR FUTURE</b>
Rediscovering your community*	Club vision*
Analyzing your impact	<b>ANALYZE THE GAP</b>
Club excellence plan	Evaluate your impact
Hosting a membership drive	Develop partnerships
Celebrating success	<b>PLAN YOUR COURSE</b>
	Club excellence plan
	<b>ACTION NOT WORDS</b>
	Club scorecard
	Host potential members
	Celebrate

## SET GOALS

What is your goal for acquiring new members?	
	Reaching charter strength (15 or more members).
	Reaching a goal connected to an anniversary.
	Increasing membership by a particular number (e.g., 5, 10, 20, etc.).
	Doubling the club's membership.
	Other.

What best describes your club's desire for adding new members?	
	More members: similar to or same as current demographics.
	More members: no particular demographic focus.
	Younger members: reduce the average age of club members by 10 years.
	Diversifying membership: mirroring club and community demographics.

**What are your membership plan's intents and desired outcomes? (Beyond "more members.")**

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## **ACHIEVE GOALS**

**What best describes your club's style for recruiting new members?**

<input type="checkbox"/>	Steady: a new member or two each month.
<input type="checkbox"/>	Get it done: one event that brings in many new members.
<input type="checkbox"/>	Sporadic: a new member occasionally throughout the year

**What is the best recruitment tactic for your club?**

<input type="checkbox"/>	Two For Two with a goal of at least 12 new members.
<input type="checkbox"/>	Club boost event with a goal of at least 15 new members.
<input type="checkbox"/>	Open house with a goal of at least 10 new members.
<input type="checkbox"/>	Guest days throughout the year with a goal of at least 5 new members at each event.
<input type="checkbox"/>	An existing recruitment event with a goal of ____ new members.

**Looking at your current membership recruiting efforts, what improvements are necessary to make it more appealing and effective?**

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**How will you hold members accountable for recruiting efforts and reaching growth goals set by the club?**

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What operational steps will the club take to accomplish the goal?

Empty text box for operational steps.

How will you measure your progress? Milestones/check-ins?

Empty text box for measuring progress.

**MEMBERSHIP OPPORTUNITIES**

What community involvement opportunities exist to promote membership?

Empty text box for community involvement opportunities.

List your events for the upcoming year. How can each become a membership event?

Service projects	
Fundraising projects	

Do you set up a membership inquiry table at events?

Empty text box for membership inquiry table.

Have you used Two For Two?

Empty text box for Two For Two.

Watch your membership grow with Two For Two. Review the example below and then calculate your own club's Two For Two goals. *These calculations illustrate gross membership growth — not net growth.*

<b>EXAMPLE</b>	<b>Today's total</b>	<b>One year from today</b> <i>You add at least 12 members</i>	<b>Two years from today</b> <i>You add at least another 12 members</i>	<b>Three years from today</b> <i>You add at least another 12 members</i>
	<b>15 members</b>	<b>27 members</b>	<b>39 members</b>	<b>51 members</b>
<b>OUR CLUB</b>	<b>Today</b>	<b>One year from today</b>	<b>Two years from today</b>	<b>Three years from today</b>

**How many former members still live in your community?**

Your club secretary can pull a list of former members from the secretary dashboard. Approach them about renewing their membership. Life changes for people who left Kiwanis — perhaps their life situations now allow more time for a service organization.

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**Are you familiar with Kiwanis International's corporate membership classification?**  
kiwanis.org/corporatemember

**If so, has your club recruited any corporate members in the past year?**

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**Does your club or would your club welcome satellite members?**  
kiwanis.org/satellitemember

**If so, has your club recruited any satellite members in the past year?**

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**RECOGNIZE MEMBERS**

**Do you recognize your members with the Ruby K award for sponsoring new members?**  
kiwanis.org/rubykaward

**If so, how many members have been recognized with this honor? Which members are recruiting the most members?**

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### ENHANCE CLUB OPERATIONS

	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

### START THE CONVERSATION

**What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?**

# FIND THE ACE TOOL YOU NEED

Achieving Club Excellence (ACE) tools help you look at all your club does — from operations and fundraising to service and community outreach. You can find the ACE tools you need based on this common list of concerns. Each tool is available online at [kiwanis.org/ACEtools](https://www.kiwanis.org/ACEtools).

CONCERNS	TOOLS THAT CAN HELP
<b>Members of your club seem less engaged.</b>	<ul style="list-style-type: none"> <li>• Member survey</li> <li>• Club vision</li> <li>• Celebrate success</li> </ul>
<b>Your club needs new ideas for recognizing individual and club accomplishments.</b>	<ul style="list-style-type: none"> <li>• Celebrate success</li> </ul>
<b>Your members have ideas, but nothing seems to happen.</b>	<ul style="list-style-type: none"> <li>• Club vision</li> <li>• Club excellence plan</li> <li>• Club scorecard</li> </ul>
<b>Your club wants to become more visible in the community.</b>	<ul style="list-style-type: none"> <li>• Evaluate your impact</li> <li>• Develop partnerships</li> <li>• Celebrate success</li> </ul>
<b>Your club's annual fundraiser is becoming less successful.</b>	<ul style="list-style-type: none"> <li>• Community survey</li> <li>• Evaluate your impact</li> <li>• Develop partnerships</li> </ul>
<b>Your club's signature project is losing member interest.</b>	<ul style="list-style-type: none"> <li>• Member survey</li> <li>• Club vision</li> <li>• Evaluate your impact</li> </ul>
<b>Your club has ideas but needs direction or goals.</b>	<ul style="list-style-type: none"> <li>• Community survey</li> <li>• Evaluate your impact</li> <li>• Club excellence plan</li> <li>• Club scorecard</li> </ul>
<b>Your club is unsure of its purpose in the community.</b>	<ul style="list-style-type: none"> <li>• Community survey</li> <li>• Club vision</li> </ul>
<b>Your club is losing members.</b>	<ul style="list-style-type: none"> <li>• Member survey</li> <li>• Club vision</li> <li>• Club excellence plan</li> </ul>
<b>Members can't decide which organizations to support.</b>	<ul style="list-style-type: none"> <li>• Community survey</li> <li>• Club vision</li> <li>• Evaluate your impact</li> </ul>
<b>You have membership events and guests, but no one is joining.</b>	<ul style="list-style-type: none"> <li>• Club vision</li> <li>• Host potential members</li> </ul>
<b>Your club struggles to find new leaders.</b>	<ul style="list-style-type: none"> <li>• Member survey</li> <li>• Community survey</li> <li>• Host potential members</li> </ul>
<b>Your club's projects require more members than you currently have.</b>	<ul style="list-style-type: none"> <li>• Community survey</li> <li>• Club vision</li> <li>• Evaluate your impact</li> <li>• Host potential members</li> </ul>