

MOTIVATING MEMBERS

RETHINK WHO AND HOW YOU MOTIVATE

What motivates your club members?

TOP THIRD	MIDDLE THIRD	BOTTOM THIRD
Who is in your top third?	Who is in your middle third?	Who is in your bottom third?
Things to remember...	Things to remember...	Things to remember...
How do you motivate...	How do you motivate...	How do you motivate...



MAKE KIWANIS WORK FOR THEM!

Inspire all members to give their personal best and create an experience that fulfills them. Let everyone know this looks different for each person.

Know what aspects of Kiwanis the middle third does not like.

Make sure middle third members are attending social events.

Club meetings must be respectful and calm.

Probably not motivated by distinguished club awards and other international/district recognitions.
More motivated by something personal – meaningful and small.

Middle third members are probably a good focus group or sounding board for major decisions a club needs to make – get their input.

Always thank everyone – and celebrate everyone who was a tiny bit involved with a project.

Watch for signs of burnout.



FIVE PERSONAS – MOTIVATORS OF THE MIDDLE THIRD

Community Connector	Experience Seeker	Efficiency Enthusiast	Purpose-Driven Participant	Quiet Contributor
Traits: Loves being part of something bigger; thrives on shared experiences.	Traits: Wants every interaction to be positive, fun, and meaningful.	Traits: Values time and expects things to run smoothly.	Traits: Only engages when there's a clear reason or goal.	Traits: Doesn't seek recognition; values being part of the team.
Motivation: Belonging, camaraderie, and shared identity.	Motivation: Enjoyment and emotional fulfillment.	Motivation: Productivity and respect for their schedule.	Motivation: Impact and relevance.	Motivation: Internal satisfaction and alignment with values.
Engagement style: Attends events to feel connected; values traditions and rituals.	Engagement style: Chooses events based on vibe and value.	Engagement style: Prefers well-organized, concise meetings.	Engagement style: Skips fluff; attends strategic or mission-aligned gatherings.	Engagement style: Low-profile but dependable.
Ideal offering: Social mixers, team-building activities, member spotlights.	Ideal offering: Interactive workshops, themed events, surprise-and-delight moments.	Ideal offering: Clear agendas, punctual events, streamlined communications.	Ideal offering: Goal-oriented meetings, project-based involvement, impact reports.	Ideal offering: Behind-the-scenes roles, inclusive culture, private appreciation.
Who is this?	Who is this?	Who is this?	Who is this?	Who is this?

WHEN LOOKING AHEAD AT THE YEAR COMING...



BREAKOUT SESSION

RECRUITMENT MOTIVATORS

ENCOURAGE AND REWARD CLUB GROWTH

What attributes do you think of when you hear "successful recruiter?"

MOST INFLUENTIAL	PASSIVE RECRUITER	LEAST PERSUASIVE

What do members in your club like and not like about recruiting or hosting membership events?

LIKE	NOT LIKE

Are your membership events social?

What motivates members to meet with prospective members and participate in membership events?

Are your members included in recruitment and membership event decisions and planning?

How do you celebrate new members, member sponsors, and those who invite guests?

