

# 2024 CLUB LEADERSHIP EDUCATION

Club President

Michigan District  
June 2, 2024



# ROLE AND RESPONSIBILITIES





# Role

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You are the Chief Executive Officer or **CEO** of your club. CEO can also stand for:

- Chief EXPERIENCE Officer
- Chief EXPANSION Officer
- Chief EMPOWERMENT Officer



# Responsibilities

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## CHIEF EXPERIENCE OFFICER

Lead meaningful meetings.

Actively engage members.

Focus on relevancy.

Create an inclusive environment.

**What are other ways you can positively impact the experience of your club members?**

# Responsibilities

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## CHIEF EXPANSION OFFICER

Create a membership plan.

Commit to growth.

**Club membership plan template: [kiwanis.org/club-toolbox](https://kiwanis.org/club-toolbox)**

# Responsibilities

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## CHIEF EMPOWERMENT OFFICER

Delegate.

Utilize committees.

Build relationships.

Celebrate and recognize.

**What are other ways you can create a culture of teamwork within your club?**



# Lead by Example

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# KEY RESOURCES

- Leadership Guide
- Club President website
- Club Toolbox website
- Club president annual checklist
- Achieving Club Excellence (ACE) Tools
- 3 Sheets of Paper (SOPs)
- Youth Protection Guidelines

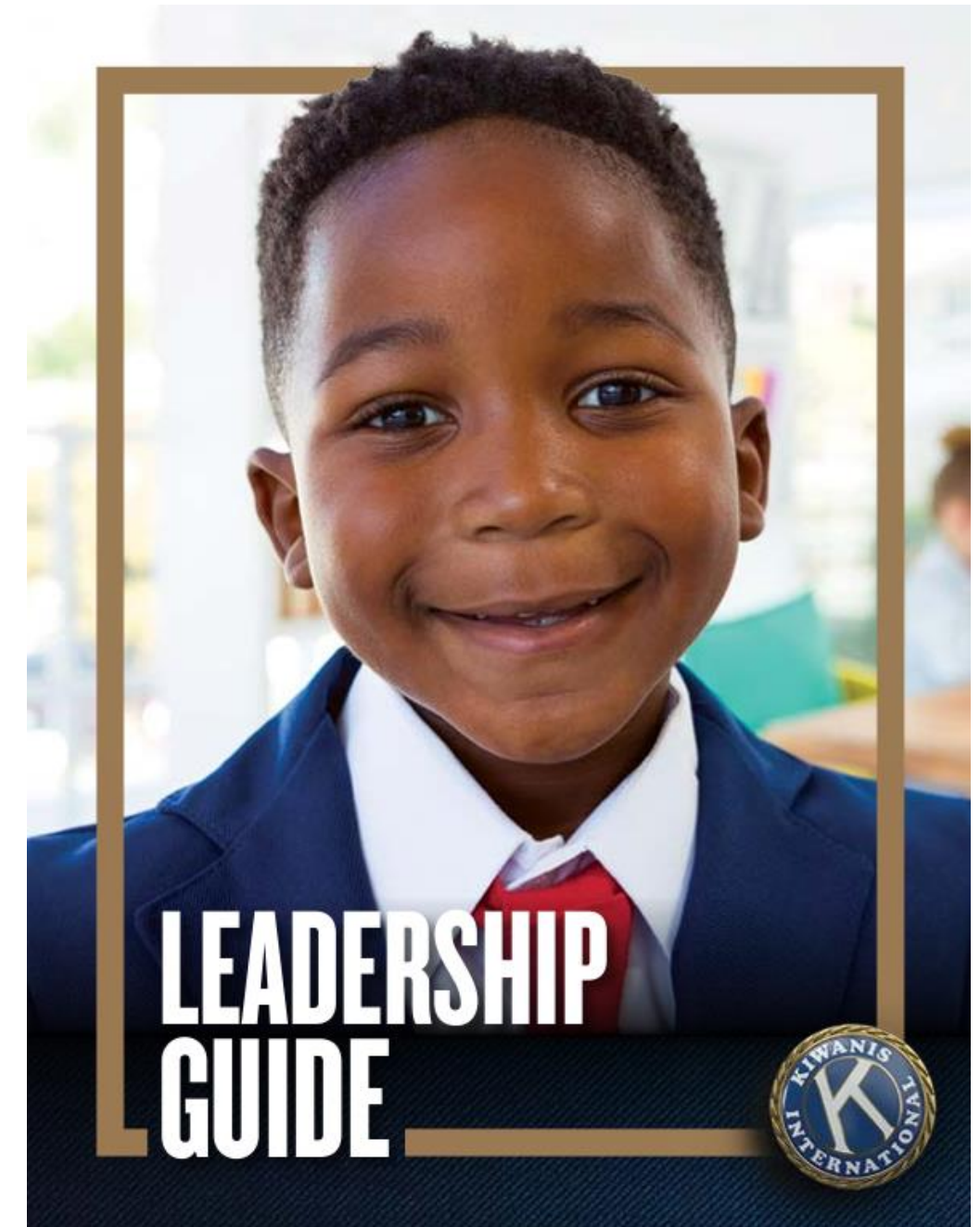




# Leadership Guide

## **Kiwanis.org/leadershipguide**

- Kiwanis 101 information
- Club president section
- Club secretary, treasurer and membership chair sections
- Resources section
- Membership resources
  - Recruitment: page 55
  - Retention: pages 61-62
  - Relevancy: page 63



# Club President Website

**Kiwanis.org/president**

- Leadership Guide link
- Monthly checklist
- Distinguished criteria
- Club bylaws
- ACE Tools
- Background check information
- More



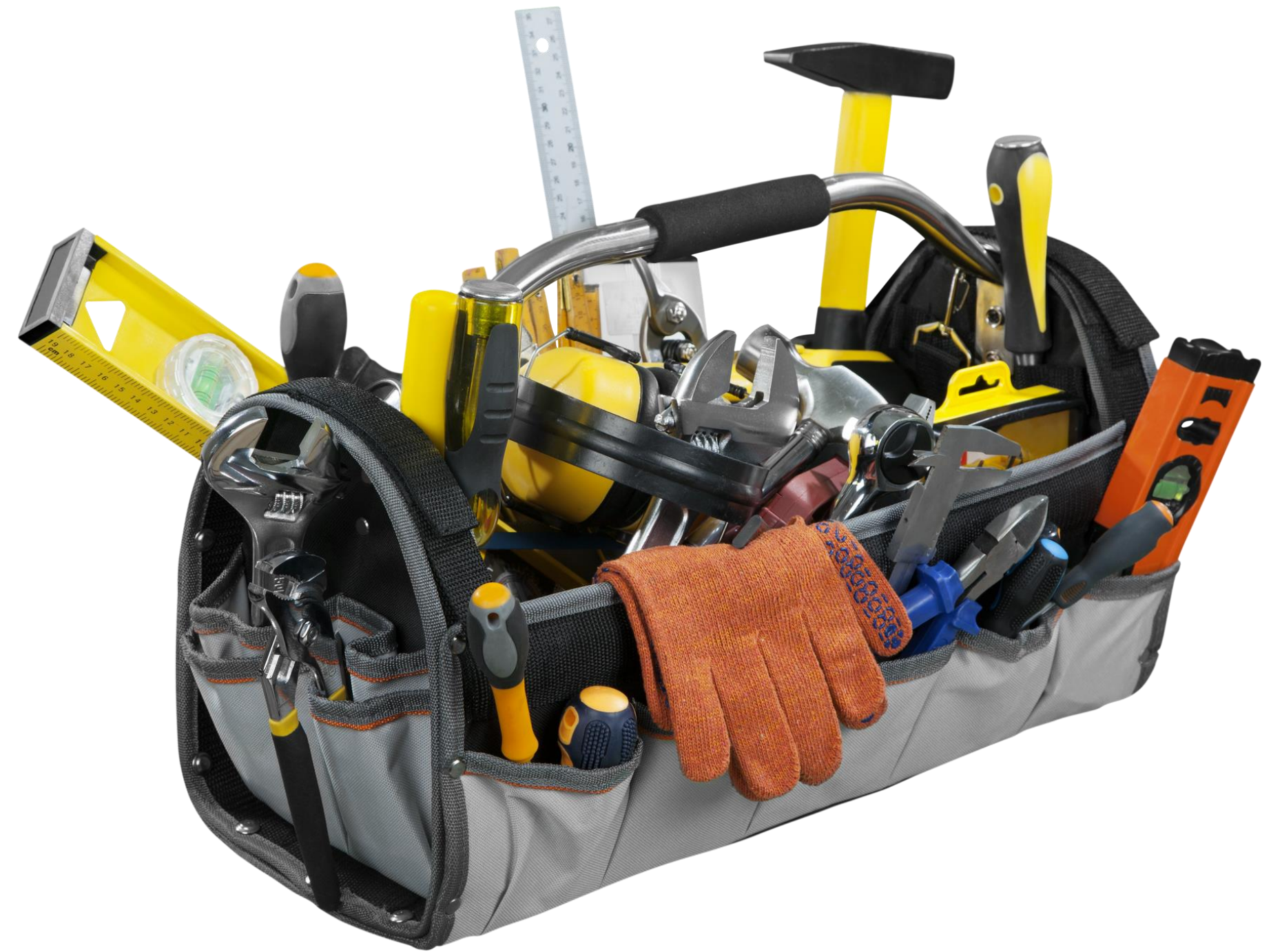


# Club Toolbox Website

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**[Kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox)**

- Club growth tools.
- Sample media releases.
- Club committee resources.
- Digital marketing support.
- More.



# Club President Annual Checklist

**Kiwanis.org/president**

- Important organizational dates.
- To-do items.
- Deadlines.
- Helpful tips.

## CLUB PRESIDENT ANNUAL CHECKLIST

### MAY-JUNE 2024

#### Kiwanis International dates

- May 1** Labour Day, Kiwanis International Office (Ghent, Belgium) closed.
- May 1-15** Letters sent to convention delegates in Kiwanis clubs with a past-due balance of US\$150 or more.
- May 2-5** Key Club Governors and Administrators Training Conference (GATC), Indianapolis, Indiana, USA.
- May 9** Ascension Day, Kiwanis International Office (Ghent, Belgium) closed.
- May 18-20** Kiwanis International Europe convention, Luxembourg.
- May 20** Whit Monday, Kiwanis International Office (Ghent, Belgium) closed.
- May 27** Kiwanis International Offices (Ghent, Belgium, and Indianapolis, Indiana, U.S.) closed.

#### Checklist

- Announce date, time and location of Club Leadership Education courses as soon as they become available.
- Schedule a summer planning meeting with Kiwanis club leadership, Kiwanis club advisor(s) of any Service Leadership Program club and the officers of the sponsored SLP club.
- Seek advice from current officers for next year and assist them in making the current year highly successful.
- Make plans to attend the Kiwanis International convention and your district convention.
- Mark your calendar with division council and club opening dates for the year.

### JULY 2024

#### Kiwanis International dates

- July 3** Kiwanis International Board meeting, Denver, Colorado, USA.
- July 3** Kiwanis Children's Fund Board meeting, Denver, Colorado, USA.
- July 3-6** Kiwanis International Convention, Denver, Colorado, USA.
- July 3-5** Circle K International Convention, Denver, Colorado, USA.
- July 4** Independence Day, Kiwanis International Office (Indianapolis, Indiana, USA) closed.
- July 10-14** Key Club International Convention, Atlanta, Georgia, USA.
- July** Kiwanis Youth Programs Board meeting.
- July 21** National Day, Kiwanis International Office (Ghent, Belgium) closed.

#### Checklist

- Select committee chairs and special appointees. Meet with each chair to establish goals and expectations.
- Encourage each committee chair to complete a club committee chair education session.
- Work with your club board to complete the Club Membership Plan to help you set membership goals for your club in the upcoming year.
- Consult [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox) for resources and guidance.



# Achieving Club Excellence (ACE) Tools

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**[Kiwanis.org/acetools](https://www.kiwanis.org/acetools)**

# ACE Tools

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## **You are here.**

*The following tools can be used to assess your club members' experience, your community's current needs and your club's relevancy.*

Community survey

Member survey

**Why is it important to focus on relevancy?**

# ACE Tools

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## **Dream your future.**

*This tool will help you identify your club's current purpose and values. It will help get your members excited about their future service.*

Club vision

**Why is it important that your club's purpose aligns with the interests and values of your club's members?**

# ACE Tools

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## **Analyze the gap.**

*These tools will help your club identify the most efficient and effective ways of serving your community.*

Evaluate your impact

Develop partnerships



# ACE Tools

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## **Plan your course.**

*This tool will guide you in setting goals for your club to work toward in the coming Kiwanis year.*

Club excellence plan

**Who can help you develop a club excellence plan?**

# ACE Tools

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**Action, not words.**

*These tools will help you determine the steps you must take to achieve your goals and celebrate a job well done.*

Club scorecard

Host potential members

Celebrate success

**Why is both identifying areas for improvement and celebrating success important to achieving excellence as a club?**

# 3 Sheets of Paper (SOPs)

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1. Goals.
2. Team directory.
3. Calendar.





# Youth Protection Guidelines

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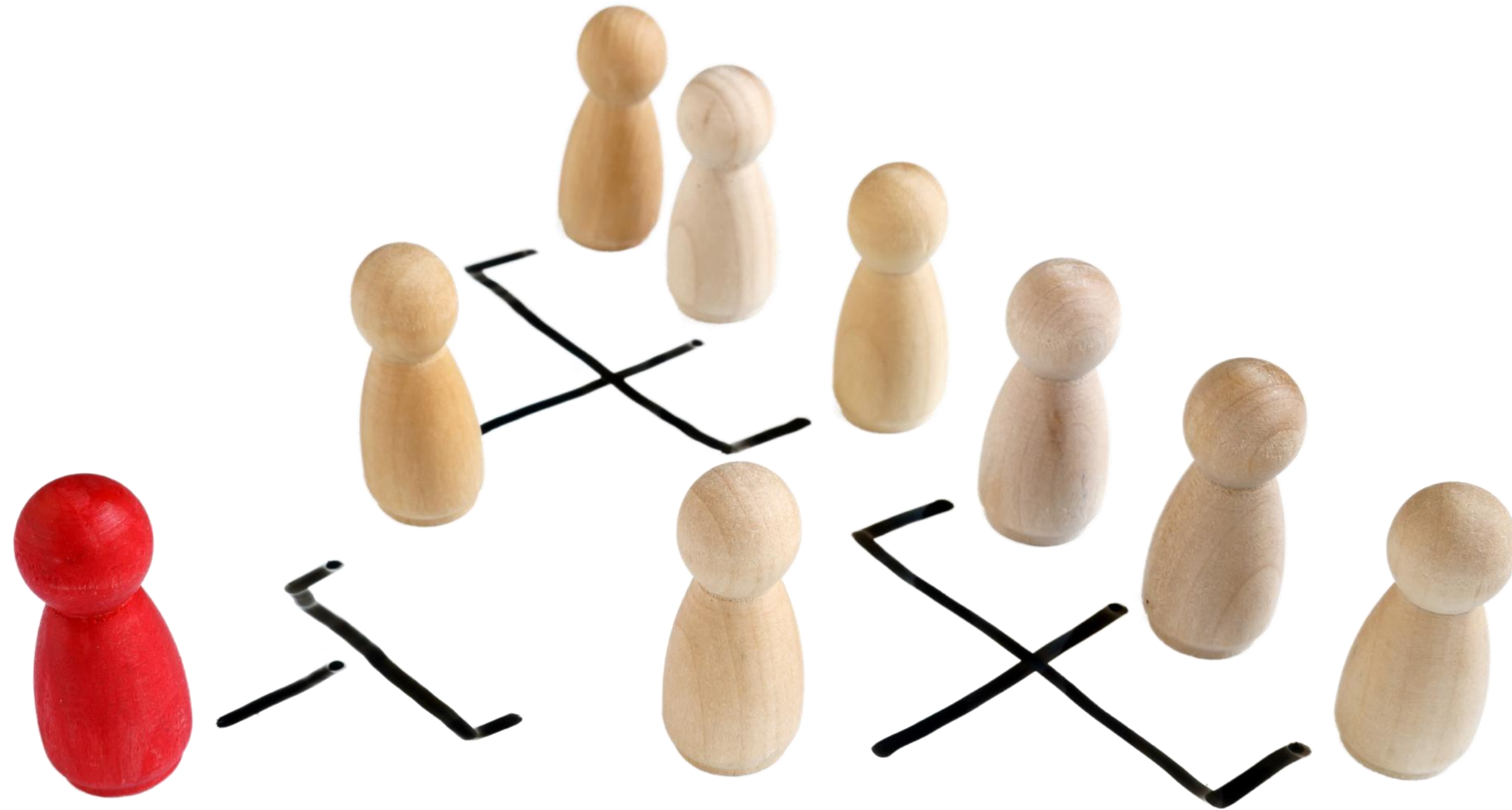
**[kiwanis.org/youthprotection](https://kiwanis.org/youthprotection)**

- Policies and procedures.
- Youth protection training.
- Background check information.
- Other resources.





# CLUB STRUCTURE



# Board of Directors

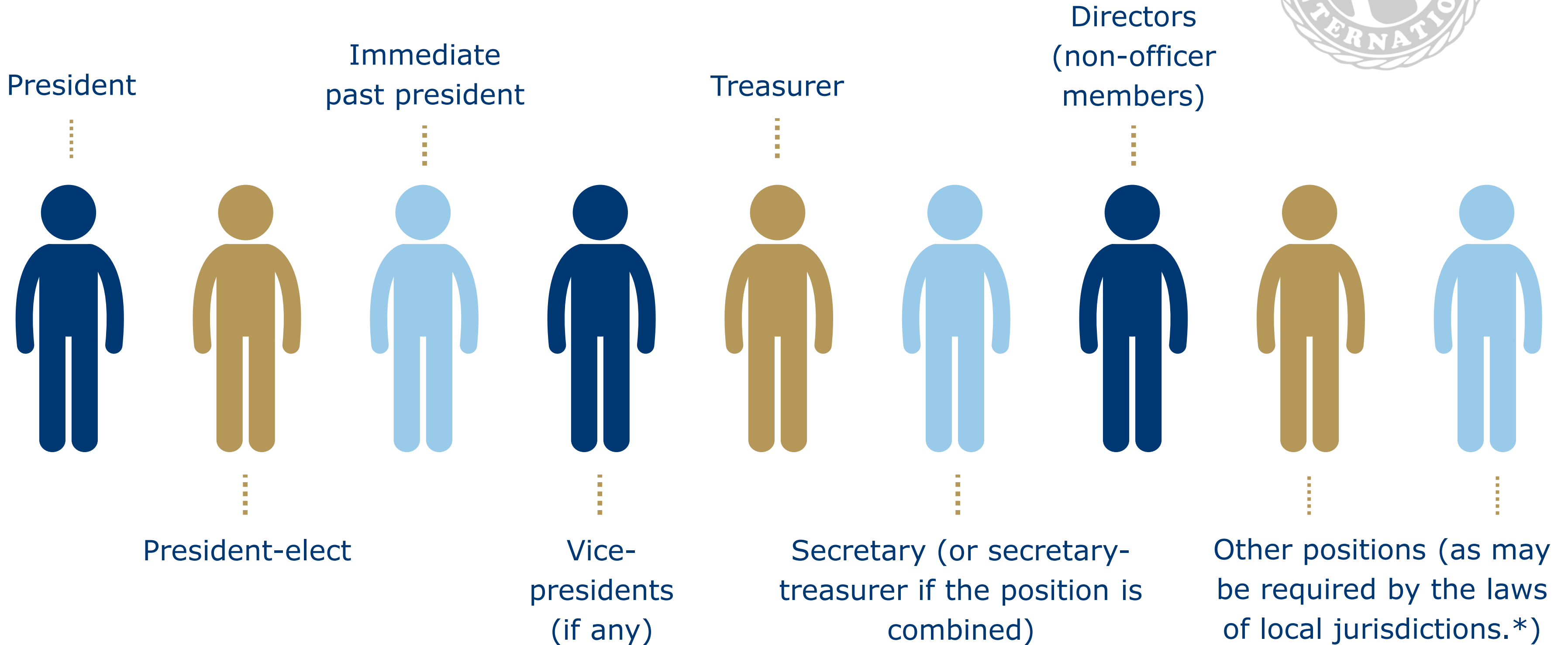
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## Responsibilities

- Determining member standing.
- Setting annual budget.
- Club compliance.
- Implementing club policy.
- Updating strategic plan.
- Scheduling financial review.

# Board Structure



*\*Generally applies in Europe & Asia-Pacific.*



# President-elect

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## Responsibilities

- Officer on board of directors.
- Serves a one or two-year term.
- Attends board meetings.
- Performs other duties as assigned.

# Club Committees

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- Financial review.\*
- Membership.
- Education.
- Public Relations.
- Programs.
- Service and fundraising.
- Service Leadership Programs.
- Other.





## Think...

- What other special committees does your club have?
- Will any of these special committees have completed their tasks by the end of the current Kiwanis year?
- Will there be any additional committees needed during your year as president?
- Can any of your committees be broken down into subcommittees?



# Club President's Planning Conference

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Opportunity to plan and develop goals with your leadership team before taking office.

# Installation and Inductions

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- Plan!
- What traditions does your club have?
- Make them feel valued.

*Installation and induction information can be found at [kiwanis.org/president](https://www.kiwanis.org/president) and in the Leadership Guide.*



# MEMBERSHIP



**Kiwanis**



# Build. Nurture. Retain.

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**Build new clubs.**



**Nurture all clubs.**



**Retain clubs and existing members.**

# Build.

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## *An existing club's role*

- Offer to be a sponsoring club.
- Encourage a dynamic member or members to serve as a club coach.
- Suggest sites that are viable for Kiwanis.
- Participate in local club opening events.



# Nurture.

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## *An existing club's role*

- Invite a club to participate in an inter-club meeting.
- Co-sponsor a service project with a different club.
- Attend the charter or anniversary celebration for other clubs in your division.
- Attend Division Council Meetings (DCMs), district learning days, district convention and Kiwanis International convention.





# Retain.

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## re•tain

*verb*

continue to have (something); keep possession of.

Purpose.

Continuous improvement.

Engagement.

Growth.

**What are other ways you can work to retain your members?**

# Membership Plan



 RESOURCE

## 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.		

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.

Find the “Create your club's membership plan” workbook at [kiwanis.org/club-toolbox](https://kiwanis.org/club-toolbox).

# THANK YOU

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## SUE PETRISIN

2015-16 President, Kiwanis International

 517-256-7293 – also text: Include your name and club name

 [suepetrisin@gmail.com](mailto:suepetrisin@gmail.com)