



Kiwaniis

MEMBERSHIP RETENTION

Steps to engage and retain members of your club. Here are some steps that the Officers and Board of Directors and members can take to make sure every member is engaged, enthused and eager to participate in your Kiwanis club.

Evaluate your club.

1. Evaluate your meeting site, programs and participation of members.
2. Keep your membership current on dues and fees. Do not wait until September to bill for the following year. Collect dues monthly/quarterly and let those behind know they need to catch-up.
3. Do you have service projects and fundraisers often enough to keep your members engaged? Younger members join to serve their communities.
4. Officers and Board members complete Club Leadership Training each year and attend District and KI training?

Club atmosphere

1. Are your meetings fun, engaging and friendly? Do you have a greeter at the door to make everyone welcome?
2. Are you programs interesting, educational and relevant?
3. Do you have "Happy Bucks," "Sheriff's Report" or "Brag or Complain time"?
4. Are your meetings always positive and encouraging?
5. Do you invite your Student Leadership Program (SLP) leaders and members to attend meetings?

Active members

1. Are you recognizing and showing appreciation to active members? Gift cards, certificates, Kiwanis recognition?
2. Do you "assume" that just because they chaired an event in previous years that they will do it again or do you ask them each time that event occurs? Always ask, don't assume.
3. Inform the membership of coming events so they know well ahead to plan their time to volunteer.

Non-Active members

1. Contact members who miss meetings to let them know they have been missed and offer assistance to help them attend the next meeting.
2. Send a card, email or call them if you know they are ill or in the hospital.
3. Let them know you are having an event and invite them to attend and participate.

4. Welcome them back when they return.

New members

1. Have the sponsor mentor them until they feel comfortable with how your club operates. The sponsor should let the new member know what the expectations are with projects and fundraisers.
2. Have a new member orientation that explains what Kiwanis International is and how your club fits into the big picture. Let them know the activities that your club does and how they can assist.
3. Put new members on a committee quickly and get them involved in activities so they can get comfortable with the club and members. See what committee they would do well in serving.
4. Ask the new member what are their passions for community service and if they know any community needs that the club could address.

Each year, all Districts lose members by the hundreds. Retaining current members as well as recruiting new members should be a priority to every member of your club. All of us know the “movers and shakers” in our lives that would be a great fit in Kiwanis International and your club. We need to commit to retain current members and to utilize the “2 FOR 2” method in recruiting.