

## **NEBRASKA-IOWA KIWANIS DISTRICT**

### **MEMBERSHIP BOOST STANDARD OPERATING PROCEDURE (SOP)**

**OCTOBER 2023**

*This SOP is a living document that is subject to updates and changes. If you find anything that can be improved in the document, please contact the current District Membership Chair or Governor.*

Club Boost: "A process by which a Nebraska-Iowa Kiwanis Club works together with the Nebraska-Iowa District, the Governor and District Membership Chairman to plan an intensive recruiting event. The Boost includes planning, implementation, and follow-up. For the process to be successful, the recruited members must become active and involved Kiwanians.

Congratulations and welcome to the District Membership Boost program. Recognizing your club may need a little assistance in obtaining additional members is the first step to growing. The District offers additional assistance by providing:

1. A step-by-step Procedure on how to conduct a successful Boost.
2. Assign a Club Boost Specialist (trained senior leader) that will assist in helping the club through the entire Boost Process.
3. The District Staff will review the Boost request and approve the date of the Boost request.
4. A Club Boost Specialist who will arrive the evening before the Boost and meet with the club to discuss the next day's schedule. District will pay mileage and hotel for the Club Boost Specialist/s.
5. District will assign a Club Coach to aid and assist the club in follow ups and onboarding of new members.

#### **Nebraska-Iowa District Membership Boost Procedure**

A club is encouraged to contact the District Membership Chairman or the Lt Governor of your Division, as it starts the Boost Process. The steps outlined below are encouraged for the most successful Boost, but please don't rule out a Boost because your Club is not able to do one or two of the items listed:

1. Conduct a Club Survey ([https://www.kiwanis.org/wp-content/uploads/2023/08/ace\\_measuring-member-satisfaction.pdf](https://www.kiwanis.org/wp-content/uploads/2023/08/ace_measuring-member-satisfaction.pdf))
2. Identify club members willing to accompany the District Club Boost Specialist in their visits. Identify club members willing to make phone calls and schedule in-person meetings or to send out letters.
3. Make a list of prospective members and businesses. Place this list in excel spreadsheet provided by the District Membership Chair (see attached) for ease of recording. You should have between 30-100 names and points of contact listed. Historically we have found approximately 10% of prospects will join if asked. If you cannot find these many prospects suggest you look at your City Office, EMS, School District, Churches, other service organizations. Use the internet to help you find Points of Contact for organizations.
4. Plan follow up process for prospective members who show interest.
5. Plan the first event that new members will be invited to participate in.

Final Preparations Before Boost

1. Confirm date of Boost with the District Membership Chair or your Club Boost Specialist. This date should ideally be at least 30 days in the future unless you have previously planned with the District Membership Chair or your Club Boost Specialist.
2. Choose: 1. To make phone calls for appointments or 2: Send a letter to perspective members.
3. Contact prospects based on the choice in #2.
4. Arrange time and location for Club Boost Specialists to meet with Club members to plan the Boost effort.

#### Follow Up the Boost Event

1. Club Coach will meet with Club members to plan follow up calls and visits to people who show interest.
2. Meet with your assigned Club Coach to create a plan to welcome new and/or perspective members.
3. Conduct first event for new members as planned above.

Here are other helpful membership guides:

#### Achieving Club Excellence (ACE) Tools:

<https://www.kiwanis.org/members/club-toolbox/achieving-club-excellence/>

#### Measuring Membership Satisfaction (Club Inventory)

[https://www.kiwanis.org/wp-content/uploads/2023/08/ace\\_measuring-member-satisfaction.pdf](https://www.kiwanis.org/wp-content/uploads/2023/08/ace_measuring-member-satisfaction.pdf)

Kiwanis Club Opener Training: [Kiwanis.org/clubopening](https://www.kiwanis.org/clubopening)

Kiwanis Leadership Guide: [https://www.kiwanis.org/wp-content/uploads/2023/07/2022-leadership-guide\\_english.pdf](https://www.kiwanis.org/wp-content/uploads/2023/07/2022-leadership-guide_english.pdf)

#### Spreadsheet for recording prospective members/businesses (thanks to Fremont Kiwanis for example):

<https://docs.google.com/spreadsheets/d/1t - dXOYgPlfZu6dRkkQJrchxmet3zEJf/edit?usp=sharing&ouid=111257719071694351472&rtpof=true&sd=true>

#### Kiwanis Membership application:

<https://drive.google.com/file/d/1tCuJC2heDRx0ggucdc6Z86EbDiL--tVP/view?usp=sharing>

Additional helps will be added as made available.....