



Good Morning Difference Makers!



One Can Make
A Difference

Kiwanis[®]

NEBRASKA-IOWA

2024-2025

Club Opening

Brad Boyd

KI Area Director

Materials

- 5-year trend reports
- 5-year trend report worksheet
- Club membership plan template
- Division membership plan template
- Membership growth resources: www.kiwanis.org/members/club-toolbox
- Achieving Club Excellence Tools: www.kiwanis.org/acetools
- Club Leadership Guide: www.kiwanis.org/leadershipguide



5-Year Trend Reports



Club Name	Division	Division Name	Club Status	2018	2019	2020	2021	2022	5 yr net	5 yr net %	Per yr avg net	1 yr net	1 yr net %
Des Moines	K0101	Division 1	A	103	99	91	98	104	1	1%	0.25	6	6%
		Division 1	A	58	55	52	49	43	-15	-26%	-3.75	-6	-12%
		Division 1	A	39	34	35	34	36	-3	-8%	-0.75	2	6%
		Division 1	A	20	20	19	16	15	-5	-25%	-1.25	-1	-6%
		Division 1	A	56	50	53	52	54	-2	-4%	-0.50	2	4%
		Division 1	CR	20	20	21	12	0	-20	-100%	-5.00	-12	-100%
		Division 1	CR	16	13	0	0	0	-16	-100%	-4.00	0	
		Division 1	CR	26	23	22	12	0	-26	-100%	-6.50	-12	-100%
		Division 1	A	0	0	0	0	19	0	0%	0.00	0	0%
		Division 1	A	24	22	21	17	17	-7	-29%	-1.75	0	0%
		Division 1	A	29	19	19	19	8	-21	-72%	-5.25	-11	-58%
		Division 1	A	31	35	37	42	39	8	26%	2.00	-3	-7%
		Des Moines	K0101	Division 1	A	35	38	37	39	43	8	23%	2.00
Division totals				457	428	407	390	378	-79	-17%	-19.75	-12	-3%
Des Moines	K0102	Division 2	A	26	28	28	20	20	-6	-23%	-1.50	0	0%
		Division 2	A	22	20	19	19	17	-5	-23%	-1.25	-2	-11%
		Division 2	A	0	0	0	0	16	0	0%	0.00	0	0%
		Division 2	A	15	12	11	11	11	-4	-27%	-1.00	0	0%
		Division 2	A	22	27	18	18	19	-3	-14%	-0.75	1	6%
		Division 2	A	17	17	16	17	15	-2	-12%	-0.50	-2	-12%
		Division 2	A	41	37	33	26	31	-10	-24%	-2.50	5	19%
		Division 2	CR	9	0	0	0	0	-9	-100%	-2.25	0	
		Division 2	A	38	38	34	29	29	-9	-24%	-2.25	0	0%
		Division 2	CR	9	8	7	0	0	-9	-100%	-2.25	0	
Division totals				199	187	166	140	158	-41	-21%	-10.25	18	13%

5-Year Trend Reports - Club Status



Club Status	2018	2019	2020	2021	2022	5 yr net	5 yr net %	Per yr avg net	1 yr net	1 yr net %
A	103	99	91	98	104	1	1%	0.25	6	6%
A	68	55	52	49	43	-15	-26%	-3.75	-6	-12%
A	1	34	35	34	36	-3	-8%	-0.75	2	6%
A	2	20	19	16	15	-5	-25%	-1.25	-1	-6%
A	50	50	53	52	54	-2	-4%	-0.50	2	4%
CR	20	20	21	12	0	-20	-100%	-5.00	-12	-100%
CR	16	13	0	0	0	-16	-100%	-4.00	0	
CR	26	23	22	12	0	-26	-100%	-6.50	-12	-100%
A	0	0	0	0	19	0	0%	0.00	0	0%
A	24	22	21	17	17	-7	-29%	-1.75	0	0%
A	29	19	19	19	8	-21	-72%	-5.25	-11	-58%
A	31	35	37	42	39	8	26%	2.00	-3	-7%
A	35	38	37	39	43	8	23%	2.00	4	10%
	457	428	407	390	378	-79	-17%	-19.75	-12	-3%
A	26	28	28	20	20	-6	-23%	-1.50	0	0%
A	22	20	19	19	17	-5	-23%	-1.25	-2	-11%
A	0	0	0	0	16	0	0%	0.00	0	0%
A	15	12	11	11	11	-4	-27%	-1.00	0	0%
A	2	27	18	18	19	-3	-14%	-0.75	1	6%
A	1	17	16	17	15	-2	-12%	-0.50	-2	-12%
A	1	37	33	26	31	-10	-24%	-2.50	5	19%
CR	9	0	0	0	0	-9	-100%	-2.25	0	
A	38	38	34	29	29	-9	-24%	-2.25	0	0%
CR	9	8	7	0	0	-9	-100%	-2.25	0	
	199	187	166	140	158	-41	-21%	-10.25	18	13%



5-Year Trend Reports - Worksheet



PRACTICE



Build. Nurture. Retain.



Build new clubs.



Nurture all clubs.



Retain clubs and existing members.



Build.



Lieutenant Governor's role

- Develop a division membership plan.
- Work with district leadership to support club opening.
- Suggest sites that are viable for Kiwanis.
- Encourage sponsoring clubs and club coaches.
- Engage the entire division in club opening.



Site Selection



What makes a community a good fit for a new Kiwanis club?

Tools to use:

- www.kiwanis.org/clubopening - Site Survey
- www.kiwanis.org/ACETools - Community Survey





Retain.

Lieutenant Governor's role

- Ensure all clubs have a membership plan.
- Empower club presidents and club membership chairs.
- Recognize achievements.





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

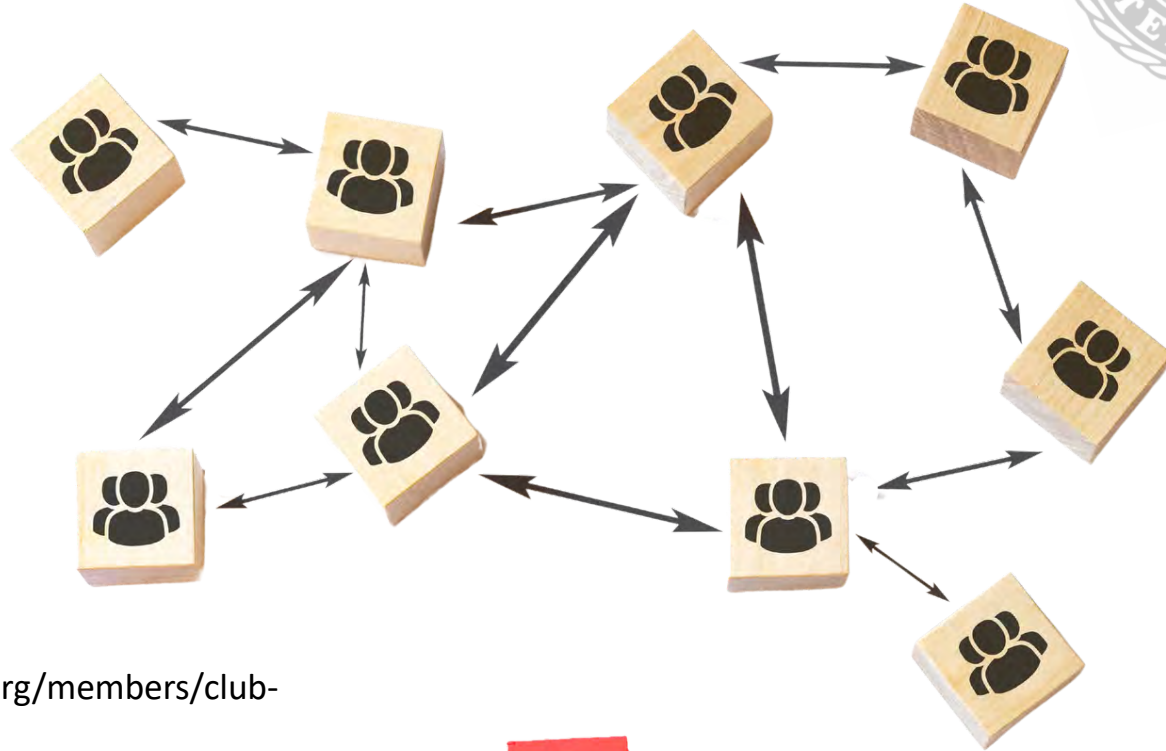
Start with your best estimate for each of the following. As time permits and you begin researching and examining your club's data with other club officers/members, input the actual number for each.

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



Membership Growth Tactics

- Two for Two
- Club boost
- Open house
- Guest days
- Re-Member



Additional information and resources at: www.kiwanis.org/members/club-toolbox



CREATE YOUR DIVISION'S MEMBERSHIP PLAN



District Goals

Club opening goal:	
Club opening stretch goal:	
Membership growth goal (either number or percentage net gain):	
Additional district membership goals:	

Contact your 2024-25 District Governor or Kiwanis International Area Director of obtain these numbers.

Division Goals

New Club Opening Site: _____

Site Survey complete:

Community Survey complete:

Key Dates

Organization date: _____ date: _____

_____ date: _____ date: _____

_____ date: _____ date: _____

Alternate site 1: _____

Alternate site 2: _____

Total net membership gain: _____

(Number or percentage)



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NEBRASKA-IOWA

2024-2025

Membership Discussions

Emily Wageman

Education Committee co-chair

Case Studies

Topics

- Membership and Engagement - 5
- Leadership and Education - 2
- Community Impact - 2
- Branding and Imagine - 2
- Financial Viability - 2



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Club Strengthening and Coaching

Brad Boyd

KI Area Director



Nurture



nur ture

verb

care for and encourage the growth or development of.

Be present.

Ensure clubs have a complete membership plan.

Have coaching conversations.

Recognize achievements.

What are other ways you can nurture the clubs in your division?



Warning Signs of Wavering Clubs



- Membership trending downward.
- Late dues payments.
- Struggle to identify new leadership.
- Not staying up-to-date with community needs.
- No presence on social media or an outdated website.
- Untrained leaders.





Warning Signs of Wavering Clubs



- Not attending division, district or international events.
- Lack of programming.
- Board does not approve or follow a budget.
- Noncompliance with Internal Revenue Service or local regulations.
- Unwillingness to change or deviate from "tradition."
- Monthly reports not submitted.





Coaching



Do

- Be curious.
- Build relationships/trust.
- Ask open-ended questions.
- Identify & address the root of the problem.



Don't

- Make assumptions.
- Be unapproachable.
- Offer unsolicited advice.
- Suggest “band-aid” solutions.



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NEBRASKA-IOWA

2024-2025

Club Boosts

Brian Wells

*2023-2024 vice governor/
membership chair*

Membership Boosts

In your notebook:
Standard Operating Procedure
for having Nebraska-Iowa
District Membership Committee
assist a club with a
membership boost

- What does the club need to do for a boost?
- What is your role as Lt. governor?
- What results can be expected?

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/2024/03/MEMBER_SURVEY.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 this many prospects, suggest you look at your City Office, EMS, School District, Churches, Chamber 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.

Resource Links

Helpful Membership Guides

Achieving Club Excellence (ACE) Tools:

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

Measuring Membership Satisfaction (Club Inventory):

<https://drive.google.com/file/d/19He-EM3L6JLvZF4QImJ50PphApitSeNO/view?usp=sharing>

Kiwanis Club Opener Training:

https://drive.google.com/file/d/1hNsR3TWuV0TgvAQgj3IDMM0_SU8_hiKX/view?usp=sharing

Kiwanis Leadership Guide: <https://www.kiwanis.org/wp-content/uploads/2023/07/2024-Leadership-Guide-English-FINAL.pdf>

Spreadsheet for recording prospective members/businesses (thanks to Fremont Kiwanis for example): https://docs.google.com/spreadsheets/d/1t_-dXOYgPlfZu6dRkkQJrchxmet3zEJf/edit?usp=sharing&oid=111257719071694351472&rtpof=true&sd=true

Kiwanis Membership application:

<https://www.kiwanis.org/wp-content/uploads/2023/07/new-member-application.pdf>