

# 2025 LIEUTENANT GOVERNOR TRAINING

Membership



# Materials

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- 5-year trend reports
- 5-year trend report worksheet
- Club membership plan template
- Division membership plan template
- Achieving Club Excellence Tools: [www.kiwanis.org/acetools](http://www.kiwanis.org/acetools)
- Club Leadership Guide: [www.kiwanis.org/leadershipguide](http://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 %
Barnstaple	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%
		Division 1	A	35	38	37	39	43	8	23%	2.00	4	10%
Division totals				457	428	407	390	378	-79	-17%	-19.75	-12	-3%
Barnstaple	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	8	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%
	<b>457</b>	<b>428</b>	<b>407</b>	<b>390</b>	<b>378</b>	<b>-79</b>	<b>-17%</b>	<b>-19.75</b>	<b>-12</b>	<b>-3%</b>
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	
	<b>199</b>	<b>187</b>	<b>166</b>	<b>140</b>	<b>158</b>	<b>-41</b>	<b>-21%</b>	<b>-10.25</b>	<b>18</b>	<b>13%</b>

# 5 year trend reports - numbers



2018	2019	2020	2021	2022
103	99	91	98	104
58	55	52	49	43
39	34	35	34	36
20	20	19	16	15
56	50	53	52	54
20	20	21	12	0
16	13	0	0	0
26	23	22	12	0
0	0	0	0	19
24	22	21	17	17
29	19	19	19	8
31	35	37	42	39
35	38	37	39	43
<b>457</b>	<b>428</b>	<b>407</b>	<b>390</b>	<b>378</b>
26	28	28	20	20
22	20	19	19	17
0	0	0	0	16
15	12	11	11	11
22	27	18	18	19
17	17	16	17	15
41	37	33	26	31
9	0	0	0	0
38	38	34	29	29
9	8	7	0	0
<b>199</b>	<b>187</b>	<b>166</b>	<b>140</b>	<b>158</b>

# 5 year trend reports - totals



5 yr net	5 yr net %	Per yr avg net	1 yr net	1 yr net %
1	1%	0.25	6	6%
-15	-26%	-3.75	-6	-12%
-3	-8%	-0.75	2	6%
-5	-25%	-1.25	-1	-6%
-2	-4%	-0.50	2	4%
-20	-100%	-5.00	-12	-100%
-16	-100%	-4.00	0	
-26	-100%	-6.50	-12	-100%
0	0%	0.00	0	0%
-7	-29%	-1.75	0	0%
-21	-72%	-5.25	-11	-58%
8	26%	2.00	-3	-7%
8	23%	2.00	4	10%
<b>-79</b>	<b>-17%</b>	<b>-19.75</b>	<b>-12</b>	<b>-3%</b>
-6	-23%	-1.50	0	0%
-5	-23%	-1.25	-2	-11%
0	0%	0.00	0	0%
-4	-27%	-1.00	0	0%
-3	-14%	-0.75	1	6%
-2	-12%	-0.50	-2	-12%
-10	-24%	-2.50	5	19%
-9	-100%	-2.25	0	
-9	-24%	-2.25	0	0%
-9	-100%	-2.25	0	
<b>-41</b>	<b>-21%</b>	<b>-10.25</b>	<b>18</b>	<b>13%</b>

# 5 year trend reports

# - worksheet



## Practice

! *Additional instructions provided here...*

Lieutenant Governor Training

### 5-Year Trend Report Worksheet

- Circle clubs with positive net gain over the last 5 years.
- Underline clubs with positive net gain in most recent Kiwanis year.
- Put a check mark next to clubs whose 5-year net percentage is lower than the division's 5-year net percentage.
- List clubs that are Charter Revoked (CR):
- List new clubs:
- List clubs that are below charter strength (15 members):



5 Year Trend Report Worksheet



# Build. Nurture. Retain.

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**Build new clubs.**



**Nurture all clubs.**



**Retain clubs and  
existing members.**



# Build.

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## *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

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



[kiwanis.org/clubopening](https://kiwanis.org/clubopening)  
[kiwanis.org/ACEtools](https://kiwanis.org/ACEtools)

- Site Survey
- Community Survey



# Retain.

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## *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
<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.		

# Membership growth tactics

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



[kiwanis.org/members/club](https://kiwanis.org/members/club)

- toolbox



# CREATE YOUR DIVISION'S MEMBERSHIP PLAN

RESOURCE



## 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)