





# Let's Discuss Membership

Discussion Led by District Education Chair

**Emily Wageman** 







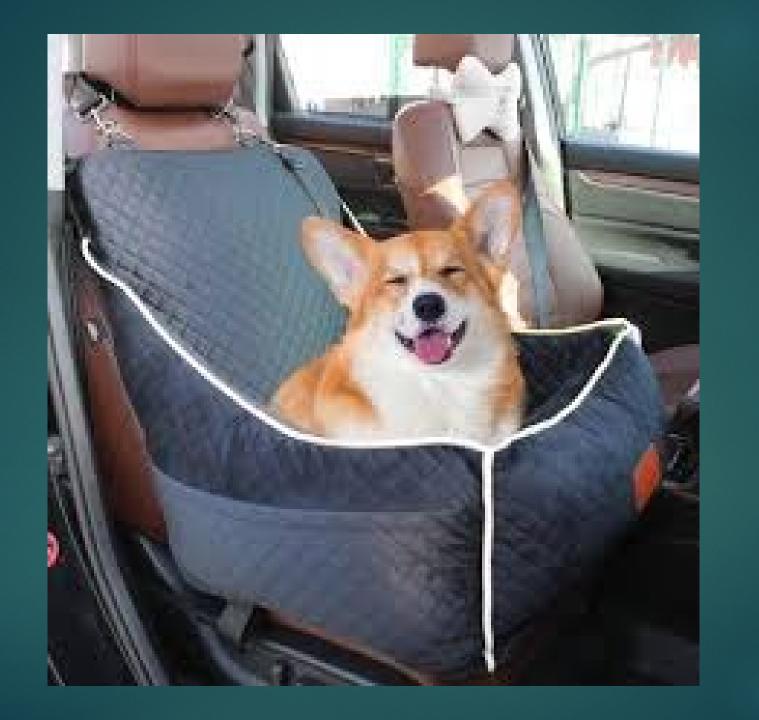


If y'all see me like this, mind your business. Not all of us can reach past the third shelf.











# Kiwanis Club Boost

The **Kiwanis Club Boost** program is a structured initiative designed to help local clubs grow their membership, strengthen community engagement, and revitalize club activities. It offers a comprehensive set of tools and resources to guide clubs through a successful membership drive.

# What Is a Club Boost?

A "Club Boost" is an organized effort to increase club membership and enhance club vitality.

It involves planning, implementation, and followup activities aimed at recruiting new members and re-engaging existing ones.

The process is supported by Kiwanis International and district-level teams that provide additional assistance and coaching.

### Club Boost Checklist

This step-by-step guide helps clubs prepare for a boost event. It outlines actions to take from six months before the event up to the day of the boost, including conducting community and member surveys, setting goals, forming a boost team, and planning outreach activities.

### Club Boost Box

A physical kit containing materials to aid in recruitment efforts. It includes items like brochures, sign-in sheets, information on satellite membership options, and resources tailored for engaging new members.

## Achieving Club Excellence (ACE) Tools

These tools assist clubs in evaluating their current status and identifying areas for improvement. They focus on aspects such as club vision, community needs, and member satisfaction to inform strategic planning.

## **Digital Marketing Support**

Kiwanis International offers assistance with digital outreach, including setting up or enhancing a club's Facebook presence and utilizing targeted advertising to attract potential members.

## Lieutenant Governor

In a Kiwanis Club Boost initiative, the **Lieutenant Governor** plays a crucial leadership and facilitative role.

Their primary responsibility is to support the club in planning, executing, and sustaining growth and engagement activities.

Here are the key roles of a **Lieutenant Governor** during a Club Boost:

- 1. Advisor and Facilitator
- 2. Team Organizer
- 3. Trainer and Coach
- 4. Communications Support
- 5. Follow-up Leader
- 6. Motivator and Cheerleader

#### 1. Advisor and Facilitator

- . Acts as the liaison between the club and the district.
- Guides the club through the **Boost planning process**, using resources like the Club Boost Checklist and ACE tools.
- Helps identify needs and opportunities within the club and community.

#### 2. Team Organizer

- Assists in forming a **Club Boost Team**, which may include a Boost Specialist, club officers, and committed members.
- Ensures roles are clearly defined and that the team meets regularly to stay on track.

#### 3. Trainer and Coach

- Provides or arranges **training on recruitment**, retention, and leadership development.
- Helps the club prepare for member engagement events, such as open houses or service projects designed to attract new members.

#### 4. Communications Support

- Supports the club in marketing efforts, including use of social media, flyers, and district communication channels.
- May assist with public relations and outreach to local media or community partners.

#### 5. Follow-up Leader

- Encourages ongoing follow-up with new and prospective members.
- . Helps track the success of the Boost and suggests improvements or adjustments as needed.
- Promotes **continued engagement** by helping the club create a 6–12 month plan post-Boost.

#### 6. Motivator and Cheerleader

- Encourages a positive, can-do attitude throughout the Boost.
- Recognizes successes and milestones, helping to build club morale and momentum.

# Kiwanis Club

During a **Kiwanis Club Boost**, the club itself plays the central role in planning and executing the initiative.

The goal is to increase membership, enhance visibility, and revitalize club engagement.

Here's a breakdown of the **key responsibilities** a Kiwanis club must take on during a Boost:

- 1. Form a Club Boost Team
- 2. Assess the Club's Current State
- 3. Define Clear Goals
- 4. Conduct Community and Member Surveys
- 5. Plan and Promote the Boost Event
- 6. Welcome and Engage Prospective Members
- 7. Follow Up with Guests
- 8. Retain and Integrate New Members
- 9. Track Progress and Report Outcomes

#### 1. Form a Club Boost Team

- Assemble a group of 5–8 committed members to lead the effort.
- Assign roles such as project lead, communications coordinator, hospitality lead, and follow-up coordinator.

#### 2. Assess the Club's Current State

- Use tools like the **ACE** (Achieving Club Excellence) assessment to evaluate club strengths, weaknesses, and opportunities.
- Review current member engagement, service projects, and meeting structure.

#### 3. Define Clear Goals

- Set realistic targets for **new member recruitment**, retention, and community visibility.
- Goals may also include increasing diversity or launching new service projects.

#### 4. Conduct Community and Member Surveys

- Identify unmet needs in the community and ways the club can serve better.
- Collect feedback from current members about their experiences and suggestions for improvement.

#### 5. Plan and Promote the Boost Event

- Organize a key **recruitment-focused event** (e.g., open house, service day, networking night).
- Develop marketing materials and promote the event through social media, local media, and personal invitations.

#### 6. Welcome and Engage Prospective Members

- Ensure the Boost event is welcoming, informative, and showcases the club's mission and impact.
- Assign club members as greeters or table hosts to guide new guests and answer questions.

#### 7. Follow Up with Guests

- Personally contact attendees within 48–72 hours to thank them and invite them to another meeting.
- Offer a clear path to membership and involvement.

#### 8. Retain and Integrate New Members

- Develop a 6–12 month engagement plan that includes:
  - Orientation sessions
  - Mentorship programs
  - · Involvement in service projects and committees

# Kiwanis Club Responsibilities

### 9. Track Progress and Report Outcomes

- Measure the results: number of guests, new members, and feedback.
- Share success stories with the district, sponsors, and community.

# Recent Boost in our District

Indianola, IA – 2 months ago – Dale was the lead

3 new members from the Boost

Possibility of at least 2 more

President Susan Glick reports the Boost did energize their current membership

What clubs are needing a Boost?

# How to Get Started

If a club in your district is interested in initiating a Boost, they can begin by accessing the Club Boost Checklist and other resources available through Kiwanis International. For personalized assistance, consider reaching out to your district's membership or leadership teams. They can provide additional support tailored to the club's specific needs.

# How to Get Started



Kiwanis International's online toolbox has new resources to help you prepare for a club boost or other membership event.

https://www.kiwanis.org/give-your-club-a-boost/

# Thank you!

Thank you for all you do for Kiwanis!

Best of luck to you all in your

Lieutenant Governor

leadership role!

Michelle Musgrave michelle.musgrave@hastingskiwanis.org



# Leadership Education & Ongoing Education

District Education and Leadership

Development Chair

**Emily Wageman** 

# Club Leadership Education

#### WHO SHOULD ATTEND

- Club presidents-elects
- Club secretaries-elects
- Club treasurers-elects
- Club membership chairs

#### WHO WOULD ALSO BENEFIT

- Club vice president-elects
- Club assistant secretary-elects
- Anyone interested in strengthening membership
- Lt. governors and district leadership team members

# District Sponsored CLE

Virtual (Zoom, all times CDST)

Thursday, June 12, 7 - 9 p.m.

Saturday, July 12, 9 - 11 a.m.

Tuesday, July 22, 7 - 9 p.m.

#### In Person

Friday, Aug. 1, The Graduate, Lincoln, NE Target Audience & Time TBA by end of May

# In Person by Division or Region

#### Lt. Governors Responsibilities

- When set date
- Where secure location
- Organize agenda & make club invites
- Record attendance

#### District Responsibilities

- Provide trainers
- Other assistance as needed
- Report attendance to KI

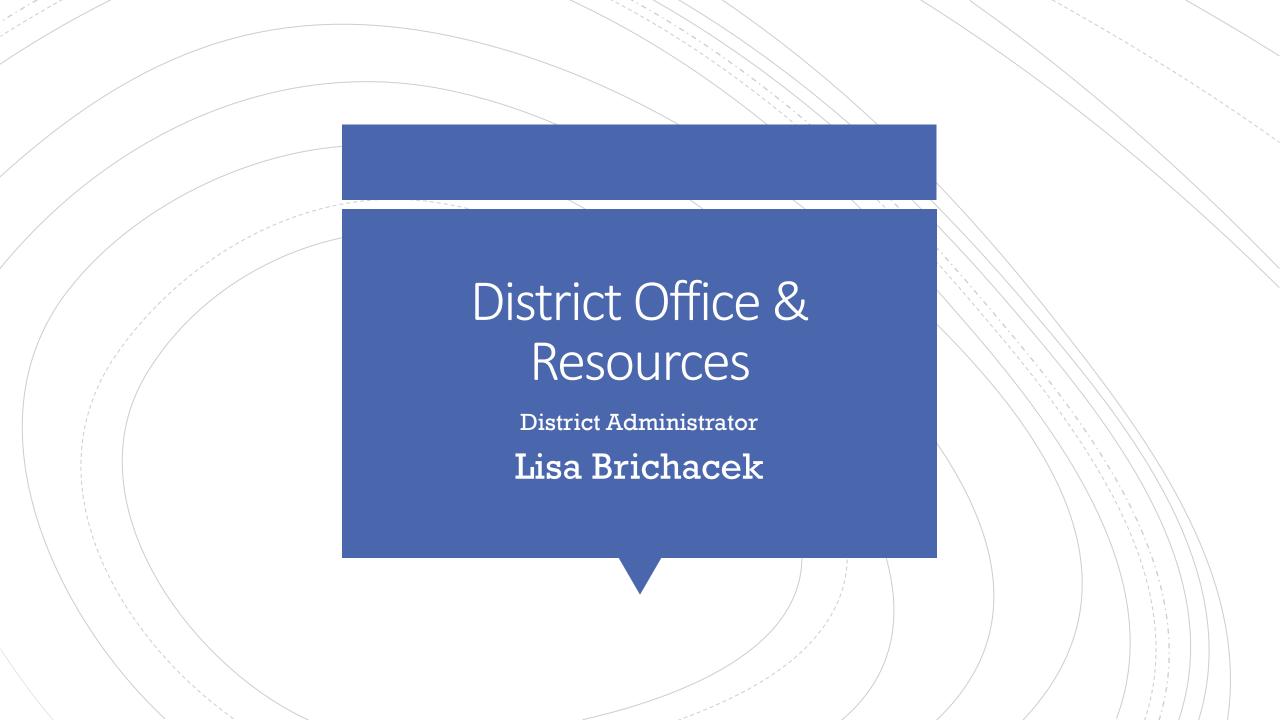
# Club Leadership Chats

#### WHO SHOULD ATTEND

• Any and all Kiwanians with an interest in learning more about Kiwanis, club strengthening, new information, club project sharing and serving kids!

#### 2024-2025 SCHEDULE

- October: general welcome to new Kiwanis year!
- November: club secretaries
- January: club presidents
- February: club treasurers
- March: district-wide service project



# Your Kiwanis District

#### THE BASICS

- K16 district identification number
- Founded Jan. 6, 1920
- District Board: Six Officers & Six Regional Trustees
- Leadership Team: Board, Lt. Govs., Key Positions & Committee Chairs

#### **DISTRICT OFFICE**

- Home Office, Wahoo, Nebraska
- Storage Unit, Bellevue, Nebraska
- Emails, Phone, Text

# Communication Primary: Email

- Encourage members to provide email address and club secretaries to keep contact info current
- Let new members know that emails, newsletters, etc. comes with membership
- Kiwanis International will send Perk Spot and partner emails
- Urge club officers to stay subscribed to
   Constant Contact or ask them to resubscribe

## Newsletters



#### **District News & Announcements**

Club News





**Club Officer News** 



Website – https://k16.site.kiwanis.org/

District YouTube Channel <u>Nebraska-Iowa</u>
 <u>Kiwanis District Video</u>

Facebook Group: NE-IA Kiwanis District

Instagram: <u>neiakiwanis</u>

Zoom for virtual meetings



#### DISTRICT BUDGET

- Approved annual by District board at first meeting in October
- Finance Committee reviews budget quarterly
- Line items in budget for lt. governors

#### LT. GOVERNORS

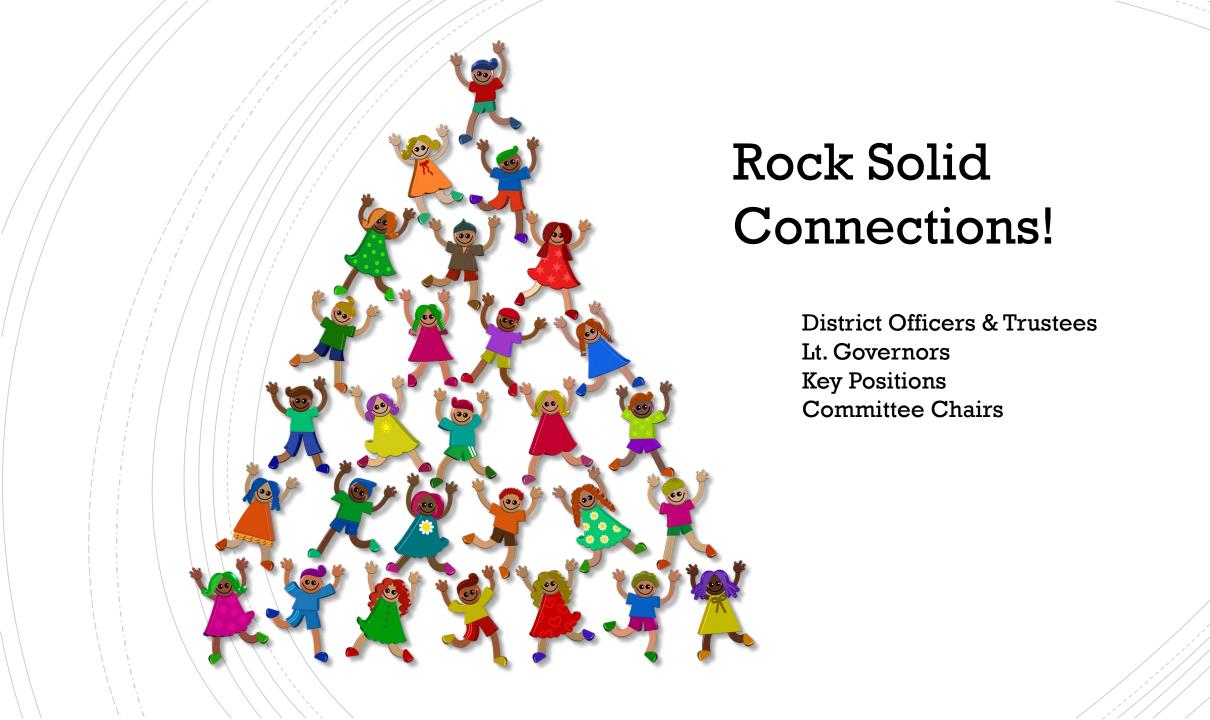
- Conferences, conventions and training
- Background check (every two years)
- Division work (mileage to meetings, division council supplies, special events)
- Division budget approximately \$30 per club

# Division Work Examples

- Treats or paper copies for division council meetings
- Member certificates
- Meals at a club's meeting (although most clubs will host at no cost to you)
- Officer installation
- Postage
- Small thank you gift
- Mileage to and from clubs

# Other stuff

- KI Member Services, helpline@kiwanis.org
- District & District Foundation, work together but are separate entities
- Member & officer contact lists
- SLP club information existing & starting
- New member & new member dues collection
- Annual dues payment: set by Oct. 10 & due Nov. 1





# Additional Support



#### PAST GOVERNORS COMMITTEE

- duties shall be to support the District Governor in district wide efforts such as new club opening, membership growth and retention, etc. The Committee is comprised of past district governors who are active or senior members of clubs within the District. The chair is the governor who has most recently completed his/her year as immediate past district governor.
- 2025-2026: Dale Doudna, dale.doudna@gmail.com

#### PAST LIEUTENANT GOVERNORS COMMITTEE

- is comprised of all past lieutenant governors who are members of a club. This committee supports and promotes the work of the district in general and is also asked to be a resource for district officers and lieutenant governors.
- Steve Green, Atlantic, green.steve@mchsi.com



# Lisa Brichacek

district administrator

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Kids Need Kiwanis!!!





# Travel in the district

#### REIMBURSEMENT AT 35 CENTS PER MILE

- Lt. Governor Elect mileage for this weekend
- Mileage for club visits
- Mileage for division council meetings
- Mileage for Club Leadership Education
- Mileage for district convention or other district sponsored events

# Also in your budget

- District Convention
  - registration
  - hotel
- International Convention
  - Reimbursement following convention
  - Lt. Gov. Elect: Up to \$750 (\$3,750 pool)
  - Lt. Gov.: Up to \$1,000 (\$8,000 pool)

Rev 04/15/2024 Mileage rate effective 3/1/03

#### EXPENSE VOUCHER Nebraska-lowa Kiwanis District



| Name:  | Date Sent:                               | Date Sent:                             |                        |
|--|--|--|------------------------|
| Address/State/Zip:  Reason for expense (such as: official visit, organize new club, charter meeting, council meeting, training): |  |  |                        |
|  |  |  | Date expense incurred: |
| Place expense incurred:  |  |  |                        |
| STATEM   | ENT OF EXPENSES                          |  |                        |
| Please attach receipts to support the items li   |  |  |                        |
| Round-trip auto miles to the following (clubs  | s, presentations, training, conventions, | ):                                     |                        |
| Location (from - to)   | Date Visited 1                           | Miles (2-way)                          |                        |
|  |  |  |                        |
|  |  |  |                        |
|  |  |  |                        |
|  |  |  |                        |
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|  |  |  |                        |
|  |  |  |                        |
|  | Total miles:                             | 0.0                                    |                        |
| Auto miles expense (Total miles x \$.35 per n  | nile)                                    | 0.00                                   |                        |
| Airfare to:  | \$                                       | <u> </u>                               |                        |
| Hotel, number of days:   | \$                                       |  |                        |
| Meals, number:   | \$                                       | S                                      |                        |
|  |  |  |                        |
|  | \$                                       | <u> </u>                               |                        |
| Tips:  | \$                                       |  |                        |
| Phone/fax/Internet:  | \$                                       |  |                        |
| Copying:   | \$                                       |  |                        |
| Postage:   | \$                                       |  |                        |
| Miscellaneous (itemize):   | \$                                       | S                                      |                        |
|  | \$                                       | <u> </u>                               |                        |
|  | \$                                       |  |                        |
|  | \$                                       |  |                        |
| Signature:   | Total: \$                                | 0.00                                   |                        |
| Digital Signature Accepted   |  |  |                        |
| Date Paid:   | E-Mail to                                |  |                        |
| Check #:   | NIKiwanisDistrictExpense                 | agmail co                              |                        |
| Check II.  | I THE TO MILLE A POLICE A POLICE A       | ~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~ |                        |

- Fillable PDF form on district website
- Submit as expenses they occur
- Receipts for purchases
- Round trip mileage
- Reimbursements are budgeted



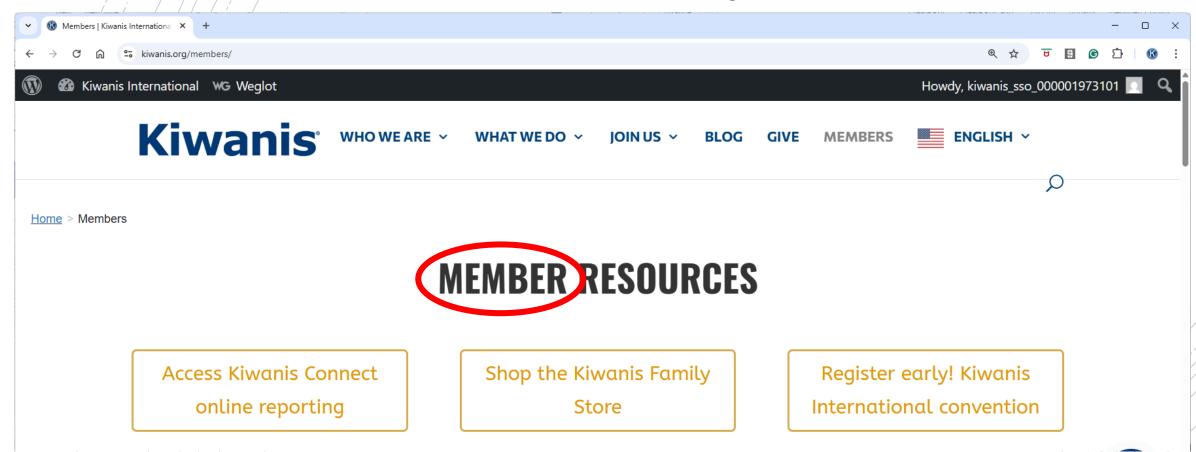


# District Website

https://kl6.site.kiwanis.org/

## KI Online Member Access - Now

Kiwanis Connect – Kiwanis.org/members/



## KI Online Member Access

#### **Kiwanis Engage** (Phase 1)

- Testing & Early Training Now
- "Playground" May
- Webinars May & June
- Demos & Info International Convention
- U.S. Rollout Shortly After July 4
- Dual component for short while

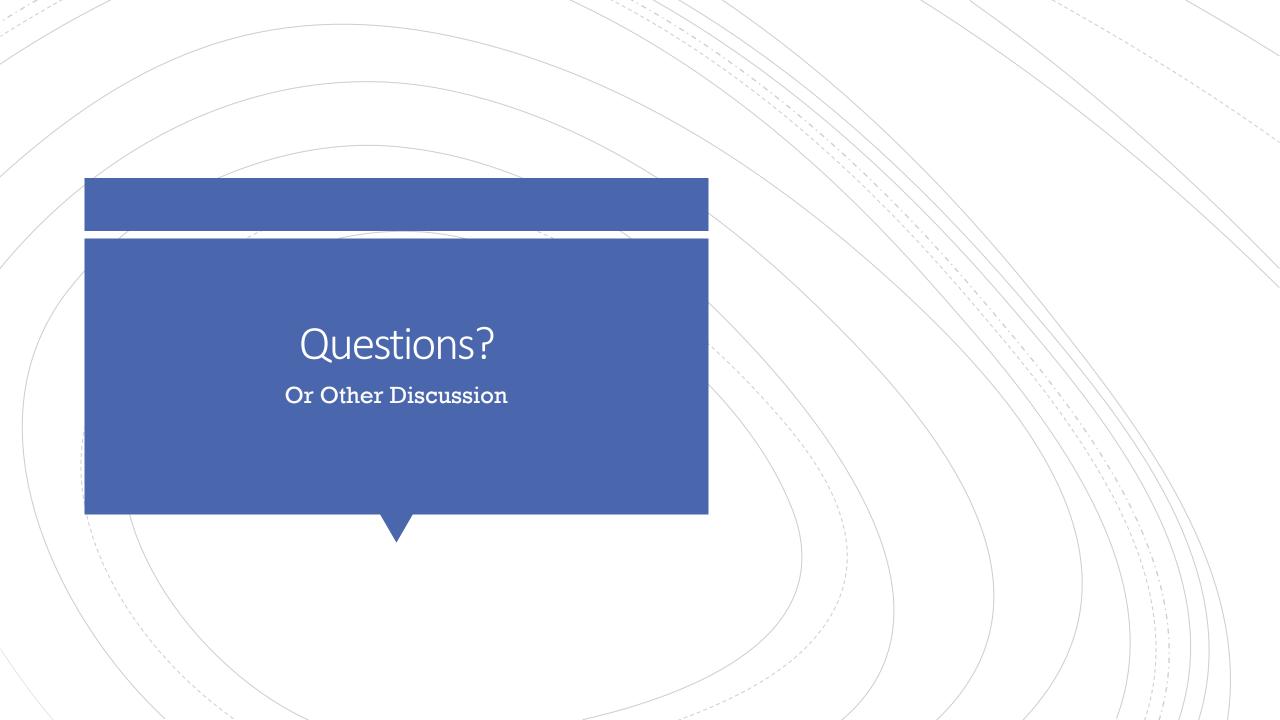
Phase 1 – everything now on Kiwanis Connect Additional Phases coming for membership group emails, invoicing, management tools and more

# Kiwanis International Website

http://training-engage.kiwanis.org/

Select forgot password

https://www.kiwanis.org/









# New Club Building

Gov. John Boltz

Gov. Elect Brian Wells

Vice Gov. Tim McGee

Imm. Past Gov. Dale Doudna

Membership Chair Michelle Musgrave

KI Area Director Brad Boyd

#### Where do we start?

#### What does it take to build a successful new club?

Lt. Gov.'s Role?

Timeline?

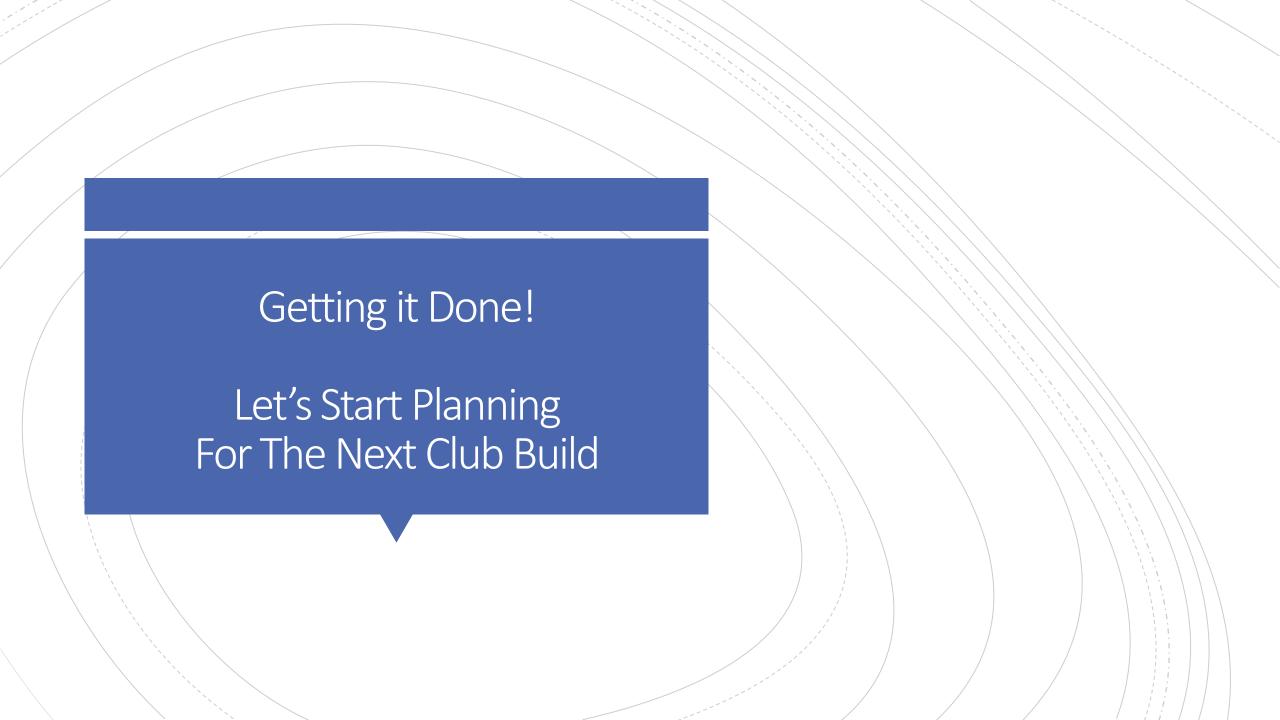
Who needs to do what?

Challenges?

Opportunities?

Help from KI?

What happens after the charter party?



# Putting Your Training Into Action Take Home Assignments!

# Kiwanis Rocks!

- Take EVERYTHING home with you!
- Do EVERYTHING on the checklists given to you!
- Share EVERYTHING with the clubs in your division!
- Make EVERYTHING a priority!
- And, start getting it done today!



Strategic Doing!



#### STRATEGIC DOING

is based on the premise that we know all these things we SHOULD DO.

In that moment of reality, we need to focus on all that we CAN DO.

Even when life happens, these are all the things that we WILL DO.

# The Shoulds

#### NEXT FOUR MONTHS AS LT. GOV. ELECT

- Build your list
- At least five to six items you should do in the next three months

#### SEPTEMBER – FIRST QUARTER 2025-2026

- Build your list
- At least five to six items you should do by end of first quarter

## The Cans

#### FOR EACH LIST

- Put an exclamation mark next to those items you consider a priority
- Put a star next to those items you know you will do soon or at the start of the Kiwanis year
- Put a hashtag next to those items you need to get more information on or may have questions about

These Are Your CAN DO items





## The Wills

#### FOR EACH LIST

- Circle any item with a star and an exclamation mark
- Circle any item with a star
- A hashtag by itself? Circle it? You can ask for more information.
- Review your lists one more time. Is there any item not marked that you can do in conjunction with an already circled item? Any item not marked that needs reconsideration?

These Are Your WILL DO items



