

reMember

Recruiting former members
for a new experience

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What does your club offer?

**Why would a former
member want to come
back to your club?**

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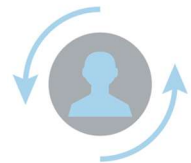
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What we know...

Reasons members leave a club

- 24% – Club dissolved
- 18% – Attendance
- 11% – Moving
- 11% – General
- 11% – Lack of time
- 7% – Deceased
- 6% – Non-payment of dues
- 6% – Lack of interest
- 4% – Health
- 2% – Cost

- Approximately 27,000 members leave each year.
- People leave because “life gets in the way.”



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Who would you like to see return to your club?

Who still lives in your community?

Who left your club because “life got in the way” of Kiwanis?

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Recruiting

HOST AN OPEN HOUSE

PURPOSE: To help a club prepare to host an open house as part of a membership drive.
AUDIENCE: Club members, the membership committee and any participating district leaders.
FREQUENCY: At least annually — preferably semi-annually or quarterly.

RESOURCE



TWO MONTHS BEFORE THE EVENT

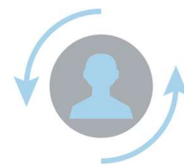
- Choose your team. Surround yourself with people committed to making the club bigger and better. Consider involving the Service Leadership Program (SLP) for ideas that your reMember club sponsors.
- Seek approval for the event from your club's board of directors. Consider creating posters or digital marketing, room rental, printing programs and food and beverages.
- Appoint individuals to lead the following tasks:
 - Project lead. Coordinate the entire program, select team members to their responsibilities (see below) and monitor their progress.
 - Community impact. Create a Club Impact Sheet to show the club's impact through the year. Backed with data (age, the number and dollar amount of scholarship grants), the number of books purchased, backpacks prepared, etc.
 - Attendance. Develop a list of prospects, arrange for distribution of invitations — either mailed, emailed or via social media. Use the Rotary Register (document) to identify prospective members by profession.
 - Refreshments. Establish the meeting time, date and place, setup and materials (including name tags and applications and identify guests).
 - Service project. Identify and plan a service project in which guests can actively participate, for example, a computer/phone food drive, a book drive or a school supply drive.
 - Program. Arrange speakers and set the agenda.



RESOURCE: HOST AN OPEN HOUSE



- Make a list of members who left your and their reason for leaving.
- Host a former member reunion, open house, guest day, etc.
- Connect members who have moved.



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Recruiting

WELCOMING SATELLITE MEMBERS

There are many people who share your members' desire to change children's lives and improve the community. But for some of them, making it to regular meetings can be an obstacle to joining.

Why let that prevent your club from strengthening its service? Consider the option of satellite membership.

Finding prospects

Before beginning the search, who to target and how to approach them. Here are a few people and places to consider:

- Small neighborhoods or residence centers within a larger community.
- Employees from a specific business or group of businesses (for instance, in an office or industrial park).
- Gathering places such as community centers and places of worship.



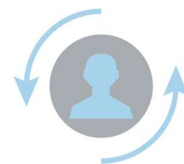
YOUR CLUB'S ROLE

Here are a few tips for helping satellite members reach and maintain a high level of commitment, activity and enthusiasm.

- Make sure satellite members receive the same new-member orientation, support and continuing education as the other members.
- Inform satellite members of all club activities and encourage participation.
- Foster an environment of open communication and problem-solving.
- Satellite members are eligible to vote on club matters, hold club office and serve on the club board. They would be expected to perform all of the regular functions of those positions, including attendance at relevant club meetings.
- Encourage satellite members to attend club meetings whenever possible so they can meet and network with other club members.



- Was your club "not quite right" for a former member?
- Promote satellite membership
- Create a former member virtual club



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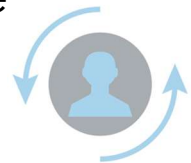


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Make connections



- Invite former members to attend a meeting with a speaker of interest to them.
- Remind your club members of their Kiwaniversary date and sponsor.



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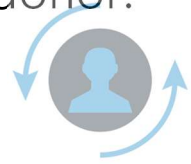


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Make connections



- Add former members to your email newsletter distribution.
- Invite them to events.
- Create a former member donor.
- Continue to thank them.



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Build. Nurture. Retain.

Include former members



Two For Two

Goal of adding at least 12 members annually.



Club boost

Goal of at least 15 members per club boost.

Open house

Goal of adding at least 10 members per open house.



Guest days

Goal of adding at least 5-10 members per guest day.



Improving existing recruitment efforts

Goal of increasing last year's results by at least 20%.



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Goal of adding at least 25% of former members still residing in the area.

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Inviting versus recruiting

When you are adding members to an existing club, think about how you approach potential members...

INVITING GUESTS

- Passive process
- Rely on the prospect to read and act
- Lower turnout


RECRUITING MEMBERS

- Active process
- Higher turnout
- Higher engagement

Invitations are still important; not usually as effective as recruiting

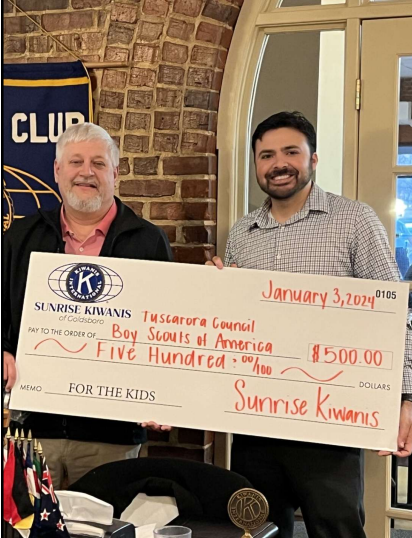








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Former member roster



Lisa Heindricks
Meridian Hills, Indianapolis
Revert Impersonation

Me
Members
Secretary Dashboard
Club Bylaws
Education
Presidium report

Sec. Dashboard
Member Admin
Monthly Report
Annual Report
Finances






Member Management
Excel Directory
Printable Directory
New Member

The Member Management page displays a list of all the current members of your club. Use the tabs below this paragraph to switch between current and former members as needed. Click the appropriate icon in a specific member's row to view, edit or delete the member's information. NOTE: The ability to edit or delete a member's information varies based on what privileges you have in the system. Send an email to memberservices@kiwanis.org if you have any questions.

All Active
Corporate
Honorary
Satellite
Former
Life Member
Spouse
Multi Club

Exclude Deceased Members
Export Former Members

Show 10
Search:

entries	Name	Member ID	Email	Details	Edit	Renewal
1	 Ader, Milton	000000357815				

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Create the plan



STEP 1

- Get copies of past rosters and make a list of former members.

STEP 2

- Research how to contact these people.



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Create the plan



STEP 3

- Determine how you are going to re-engage these people.

STEP 4

- Map and execute the plan.

STEP 5

- Celebrate your club's success.



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Connect and engage...

What are some creative ways to renew a former member's interest in the club?

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Before they leave...

Who could connect with members

Membership chair
or committee

Board members

Sponsor

Best Kiwanis friend

Chair of their
favorite project

- The same tactics can be used for those members who you have not seen in a while.
- Make a list of your current members who need to be re-engaged in club activities and the community.



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Who might be in jeopardy of leaving the club?

Are there common
reasons why
members might want
to leave the club?

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