



The How: Tips, Tools & Resources

Vice Governor Julie Weaver

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Build.

Who needs a new Kiwanis Club?

- Does population size matter?
- What are the demographics of the area?
- Does it matter if there are schools in the community?
- Is there a service organization presence already?
- What known needs currently exist in that community?
- What other needs might need to be considered?

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Build.

Who needs a new Kiwanis Club?

COMMUNITY EXPLORATION

Start by exploring the proposed community to understand its needs and who can support that effort. Site selection is this part of the process will help the rest run smoothly. We gather information will offer insight into the community a not a recruiting visit! These visits will also give you addit—and eventual access to prospective members.

SITE SELECTION IS A TWO-STEP PROCESS:

STEP 1: Discussion of potential club sites.
Review the list of possible sites from the district growth plan, communities and the requirements a new Kiwanis club site.

- Other service organizations and Kiwanis clubs in the community.
- Site and population density.
- Number of schools and their community support and participation.
- Accessibility to a meeting area.
- Proximity to other Kiwanis clubs.

STEP 2: Conducting the site survey. The goal of the site survey is to find the best location for the club. (A site survey is not a recruiting visit.)

* Local enforcement officials, such as the police chief (D.A.R.T.)
* Real estate and insurance brokers.
* Librarians or media specialists.

COMMUNITY SURVEY GUIDE

PURPOSE: To provide a step-by-step tool that helps clubs gather data about community needs from people in the community and to help the club's service project and partnership opportunities and possibilities for expansion.

AUDIENCE: Board members and general membership. Club tools, when applicable.

FREQUENCY: Annual—or any time the club has experienced significant changes in its membership, service projects or community needs.

STEP 1: CREATE CONTACT LISTS
Identify individuals in your community who could provide the most information about community needs and opportunities for service projects.

- Club partners and other groups with which you already have relationships.
- Community leaders.
- Government and non-governmental organization officials.
- Public utility officials.
- School administrators.
- Service leadership program faculty advisors and students.
- Chamber of Commerce or other local business association leaders.
- Librarians.
- Members of the hospital advisory board.
- Hospital directors.
- Members of faith-based organizations.
- High business leaders.
- Representatives of organizations in your community.
- Charter businesses.

STEP 2: IDENTIFY TEAM MEMBERS
Select members of your club who are interested in serving the community or conducting research. Consider conducting interviews in teams of two to ensure objectivity.

STEP 3: SCHEDULE & CONDUCT INTERVIEWS
Interviews should be conducted in person or by phone or video conference. Interviewees should be given 2-3 weeks to prepare. The interview should be 30-45 minutes long. Attempt to schedule a 30-minute meeting with the community representative.

- Research possible for using social media or websites to help find your interviewees.
- Make sure you have the most updated Kiwanis membership application and information on your form available to provide to the club.
- A checklist provides a reference, but if an interviewee needs more time, keep a calendar of interviews and schedule a time for more in-depth discussions.

COMMUNITY SURVEY SUMMARY

Community centers that club members should attend: _____

Community needs and service opportunities: _____

Medical and marketing ideas: _____

Funding ideas: _____

Members' needs and opportunities for service: _____

Kiwanis

kiwanis.org/clubopening - Preparing to Open a New Club

kiwanis.org/ACEtools - Community Survey

Retain.

Keeping clubs strong

Membership Plan

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.		
Event participation: Percentage of club members who attended club events (may include service projects, fundraisers, special events and/or regular meetings).		

RESOURCE

Do you use ACE tools for your club? (Check all that apply.)

Current ACE Tools
YOU ARE HERE
Community survey*
Member survey*
DREAM YOUR FUTURE
Club vision*
ANALYZE THE GAP
Evaluate your impact
Develop partnerships
PLAN YOUR COURSE
Club excellence plan
ACTION NOT WORDS
Club scorecard
Host potential members
Celebrate

new members?

5 or more members.
to an anniversary.
particular number (e.g., 5, 10, 20, etc.).
ship.

desire for adding new members?

same as current demographics.
demographic focus.
the average age of club members by 10 years.
growing club and community demographics.

Kiwanis

Retain.

Keeping clubs strong

- Membership growth tactics
 - Two for Two
 - Club boost
 - Open house
 - Guest days
 - Re-Member



www.kiwanis.org/members/club-toolbox



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Retain.

Division membership

RESOURCE

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)

Membership last year: _____ Membership 5 years ago: _____

achieve their goal:

Guest days throughout the year

Other: _____

Membership last year: _____ Membership 5 years ago: _____

achieve their goal:

Guest days throughout the year

Other: _____

Membership last year: _____ Membership 5 years ago: _____

achieve their goal:

Guest days throughout the year

Other: _____

Two For Two Guest days throughout the year

Club boost event Other: _____

Open house



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Nurture.

A lieutenant governor's role

- How to support without taking over
- How to guide without micromanaging
- How to ask questions instead of giving answers
- How to build trust that allows clubs to grow and retain members naturally



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Nurture.

Warning signs of wavering clubs

- Declining membership and late dues payments
- Difficulty finding and training new leaders
- Limited or inconsistent club programs
- Resistance to change and overreliance on tradition



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Nurture.



Warning signs of wavering clubs

- Limited understanding of current community needs
- Low visibility due to limited social media use or an outdated website
- Low participation in division, district or international events
- Weak budget approval and financial oversight by the board
- Noncompliance with tax or local legal requirements
- Monthly reports not submitted to Kiwanis International

Nurture.

Coaching a wavering club

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

Nurture.

Coaching a wavering club

To Understand the Situation

- What's been working well lately?
- What feels most challenging at the moment?
- What do you think is contributing to that?

To Explore Goals and Direction

- What would success look like for you here?
- What are you hoping will improve?
- What's most important to focus on right now?



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Coaching a wavering club

To Identify Options

- What options do you see?
- What's one small step that might help?
- If resources weren't a barrier, what would you try?
- What feels like a realistic next step?

To Close the Conversation

- What's your takeaway from this conversation?
- What's one action you want to commit to?
- How can I support you as you move forward?



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Nurture: The Next Step

District Administrator Lisa Brichacek



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Coaching a club

- Schedule a visit
- Initiate the discussion
- Share the results
- Collaborate on improvement

MEMBERSHIP RUBRIC

CLUB ASSESSMENT – KIWANIS CLUB OF _____

MEMBER EXPERIENCE	Needs improvement	Benchmark	Optimum
Needs improvement	<input type="checkbox"/> Only a handful of people show up for everything <input type="checkbox"/> Your members do not engage with each other outside of meetings <input type="checkbox"/> No one is interested in inviting prospective members to club meetings or events	<input type="checkbox"/> Majority of members are actively involved <input type="checkbox"/> Meetings and events are fun <input type="checkbox"/> Decisions are made incorporating member input	<input type="checkbox"/> Everyone takes a role in the club <input type="checkbox"/> Club members and community members are actively involved in all meetings <input type="checkbox"/> Club leaders take club and community members input into decisions

LEADERSHIP AND EDUCATION

Needs improvement
<input type="checkbox"/> No one attends Club Leadership Education <input type="checkbox"/> Youth protection training is not conducted <input type="checkbox"/> Repeating/rotating officers <input type="checkbox"/> Vacant positions in the club

SERVICE

Needs improvement
<input type="checkbox"/> Does not sponsor any Service Leadership Programs <input type="checkbox"/> Club does not have any service opportunities

MEMBERSHIP RUBRIC

PAGE 2 – CLUB ASSESSMENT – KIWANIS CLUB OF _____

VISIBILITY / MARKETING		
Needs improvement	Benchmark	Optimum
<input type="checkbox"/> No social media presence	<input type="checkbox"/> Social media presence <input type="checkbox"/> Markets upcoming projects <input type="checkbox"/> Club members wear Kiwanis logo items at club events	<input type="checkbox"/> Members wear Kiwanis logo items everywhere <input type="checkbox"/> Active social media presence

FINANCIAL VIABILITY		
Needs improvement	Benchmark	Optimum
<input type="checkbox"/> Gets charter suspension and/or revocation warning before paying dues <input type="checkbox"/> Does not donate to the Kiwanis Children's Fund or district foundations <input type="checkbox"/> Collects member's dues after October 1	<input type="checkbox"/> Pays dues on time <input type="checkbox"/> Gives to Kiwanis Children's Fund annually <input type="checkbox"/> Completes annual financial audit <input type="checkbox"/> Treasurer report at all board meetings	<input type="checkbox"/> Applies for grants <input type="checkbox"/> Has a contingency fund <input type="checkbox"/> Has checks and balances system for money distribution

CLUB DEVELOPMENT PLAN



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Coaching a club

Here are some frequently used resources for club strengthening:

[kiwanis.org/acetools](https://www.kiwanis.org/acetools) (Achieving Club Excellence Tools)

[kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox)



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Nurture.

Scenarios - put it all together



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Too Many Hats

You visit one of your clubs and quickly realize that the typical 20% of the members are doing 80% of the work is really 10% of the club doing 90% of the work.

Every member wears multiple hats or has multiple roles. You have several side conversations before and after your visit. You learn that Joe is the chair of the pancake breakfast and has done it for the past nine years. Pancakes are just not his thing anymore, but it's the club's major fundraiser. He cannot give it up because the club relies on that money for its five Service Leadership Programs' recognition programs as well as an annual scholarship.

Jennie has been the club secretary for 12 years. She confides in you that she is ready to quit the club if she is elected secretary for one more year.

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As a nurturer...

What would you do?

How would you guide these members and the club?

Take a minute to think about it and talk it through with someone next to you.

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