



## Club scorecard

**Objective:** To measure the progress and effectiveness of your club's community activities.

**Purpose:** To survey and track benchmarks linked to club success.

**Goals:** To use the feedback about club activities and administration to improve the club.

**Audience:** Board members

Club success depends on being attuned to community needs and member interests, as well as attention to administrative tasks, strategic planning and making a plan to continually invite others. Tracking key indicators of the club's performance will help you stay focused on your desired results and allow you to see where you might have to make some adjustments.

Periodic assessment and reflection on these indicators will help the club evaluate its ability to meet the needs identified in the community.

### Find these totals on the club's online monthly reports:

- Membership totals
- Membership trends
- Service hours
- Fundraising totals

### Other useful information to track and periodically review:

#### Club management/administration:

- **Club Leadership Education:** Has the club president, secretary or membership committee completed Club Leadership Education either online or in-person (denoted on [www.kiwanisone.org/cle](http://www.kiwanisone.org/cle))?
- **Other leadership training:** Were the club's committee chairmen, treasurer and board members trained prior to their year of service?
- **Strategic planning:** Did the board of directors establish or revise a strategic plan?
- **Financial review:** Was an annual financial review conducted by the treasurer and other members of the finance committee or an independent firm (if appointed)?
- **Election reporting:** Did the club secretary complete and submit a club election report?
- **Annual reporting:** Did the club secretary complete and submit the club's annual report?
- **Dues payments:** Did the club treasurer remit the members' dues payments in a timely manner to Kiwanis International and the club's respective district?
- **District convention delegates:** Did the club send two delegates to district convention to vote in the House of Delegates?

- **Kiwanis International convention delegates:** Did the club send two delegates to the Kiwanis International convention to vote in the House of Delegates?
- **Succession plans:** Does the club have a plan for successive club leadership, particularly for presidents?
- **District and Kiwanis International leadership:** Are any club members participating in leadership positions above the club level, namely Kiwanis International or district offices or chairmanships?

### Membership strength:

- **Added/deleted members:** How many members did the club add or lose during the course of the year?
- **Prospective members:** How many potential members visited club events to learn more about Kiwanis?
- **Diversity:** What are the demographics of your club in both age and gender?
- **Service by non-Kiwanians:** How many service hours did non-members donate to the club's projects?
- **Retention:** What percentage of members started and finished the year with the club?
- **Sponsor a new club:** Did the club help spread Kiwanis' mission to other communities by sponsoring another club?

### Community service impact:

- **Visibility:** How often is the club mentioned in the local news and via social media?
- **Recognition:** How often are the club's partners recognized via media, awards or celebrations?
- **Connections:** How many members are connected to the community through active participation on community or partner boards?
- **Total service hours:** Is the number of overall service hours committed by the club increasing or decreasing?
- **Service hours per member:** What is the number of overall service hours committed by the club divided by the number of members?
- **Fundraising money earned:** How much money is raised by each fundraiser?
- **Fundraising money spent:** Are the current fundraisers lucrative enough to sustain the club's service projects?

### Member experience:

- **Event attendance:** What percentage of members attended events (including service projects, fundraisers, special events and regular meetings)?
- **Educational attendance:** What percentage of members attended educational events such as divisional council meetings, district convention, the Kiwanis International convention or other district or divisional events?
- **Distinguished members:** How many members meet the distinguished-member requirements? (Check [www.Kiwanis.org/KiwanisOne](http://www.Kiwanis.org/KiwanisOne) for the current criteria)
- **Joint events:** How many joint events has the club conducted with community partners and sponsored Service Leadership Program clubs?
- **Celebrating milestones:** Is the club celebrating the progress on its goals at milestones?

Here's one way you might keep track of these statistics. The columns are divided into quarters of the Kiwanis year.

## Club management/administration

Average member satisfaction survey score: \_\_\_\_\_

	<b>Oct. 1</b>	<b>Dec. 31</b>	<b>Mar. 31</b>	<b>June</b>	<b>Sept.</b>	<b>Target</b>
Club Leadership Education completed?						
President						
Secretary						
Treasurer						
Board of directors						
Committee chairmen						
Other leadership training completed _____						
Strategic plan revised						
Financial review conducted						
Election reporting						
Annual report submitted						
Dues payments completed						
District convention delegates						
Kiwanis International convention delegates						
Succession plans						
District and Kiwanis International leadership _____						

## Membership strength

Average member satisfaction survey score: \_\_\_\_\_

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Number of total members						
Number of added members/lost members						
Percentage of members retained						
Number of prospective member visits						
Club diversity (age and gender)						
Service hours donated by non-Kiwianians						
Sponsor a new club						

Do these statistics make you wonder about how your club's members feel about their experience? Consider one of the survey methods described in the **Measuring member satisfaction** tool to learn more.

## Community service impact

Average member satisfaction survey score: \_\_\_\_\_

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Visibility of club in newspapers						
Frequency of partner recognition						
Member connections to other boards						
Total service hours						
Service hours/member						
Fundraising money earned						
Fundraising money spent						

Do these statistics make you wonder how your club could make an even bigger difference? Check out the **Analyzing your impact** tool for more ideas.

## Member experience

Average member satisfaction survey score: \_\_\_\_\_

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Percentage of members attending events						
Percentage of members attending educational events						
Distinguished members						
Number of joint events with community						
Celebrating milestones						

What do these statistics tell you about your club?

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