

PRESCRIPTION FOR SUCCESS

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PRESCRIPTION FOR SUCCESS

- Retention of current members
- Recruitment of new members and new club openings
- Outreach awareness in the community



OUR FAVORITE PHARMACIST

International
President
Designate,
Art Riley, can fill
the prescription,
but he needs our
help!



HEALTH TIP #1

***THERE ARE
SEVEN
DAYS IN A WEEK
SOMEDAY
ISN'T ONE OF THEM***

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HEALTH TIP #2



RETENTION REMEDIES

HAS YOUR CLUB HAD ITS ANNUAL CHECK UP?

- Place a phone call to all members to see how they are doing and to keep them feeling connected to Kiwanis.
- Correspond with members weekly via email or through a newsletter.
- Schedule a virtual happy hour.
- Identify a service project, like a food drive, to give members an opportunity to use their hands for service.
- Ensure that 2020-2021 club elections have taken place and there is a membership chair and committee in place.
- Expand your speaker base to include presenters relevant to current events
- Use KI Achieving Club Excellence (ACE) tool to complete your check up. <https://www.kiwanis.org/clubs/member-resources/training/division-leader/club-strengthening/achieving-club-excellence>



LAUGHTER IS THE BEST MEDICINE

Ask the question: Are your meetings fun?

- Hire a comedian, magician or clown and have them entertain during your meeting.
- Does your club have a member or members that can entertain? Now's the time! What about a virtual talent contest?!
- Don't forget to invite guests, your best prospective new member!



HEALTH TIP #3



Running away from membership growth and retention does not count as cardio!



RECRUITMENT IS NOT A TOUGH PILL TO SWALLOW!

- Hold a club reunion and invite former members to a meeting. Virtual meetings are easy for someone to attend!
- Invite potential members to join your club meetings and service projects.
- Identify community leaders that are not currently part of your club and talk to them about Kiwanis. Get their thoughts on community needs and invite them to be your guest at a meeting.
- Educate SLP parents about Kiwanis by conducting a virtual classroom.
- Start an e-club with employees of a local philanthropic minded business
- Partner with local Chamber to co-sponsor a virtual gathering



JUST WHAT THE DOCTOR ORDERED

Incentive and Rebate Programs

Kiwanis International

- The KI new member fee will be waived for any new members that joins an existing club between April 22, 2020 and September 30, 2020.

Capital District

- New members added by clubs between July 1, 2020 and September 30, 2020 will be eligible to have those members 2020-21 district dues rebated to the clubs in the fall after they pay their annual dues invoice.



HEALTH TIP #4



SPREAD KIWANIS NOT A VIRUS!

- Make every community/service event a marketing event.
- Find reasons to invite local leaders and town celebrities to your events.
- Connect with local media to promote projects before and after they occur.
- Showcase your club on Facebook with regularly scheduled relevant and interesting posts that potential new members will find informative and inviting.
- Host a virtual fundraiser that the community can share on their platforms and email content.



SHOW AND SELL KIWANIS!

- Do you show your Kiwanis?
- Does your community know that it is Kiwanis holding an event or performing a service project?
- Showing Kiwanis is selling Kiwanis and it's as easy as 1,2,3 !



SHOW AND SELL TIP #1

Wear your
Kiwanis!



SHOW AND SELL TIP #2

Download the yard sign prototype from KI by visiting Kiwanis.org – member resources – membership & education – club opening resources – community announcement signs. Work with a local vendor to produce these signs to display at your events and service projects.



SHOW AND SELL TIP #3

Purchase an inflatable logo from the Centennial eKiwanis Club. Cost is \$425. Co-purchase with other clubs or as a Division. Any inflatables purchased between August 1 and September 30 are eligible for a 10% rebate! Contact careнкиwanis@aol.com for more Information.





BUILDING HANDS FOR SERVICE



BUILD - *A WORD FOR GOOD HEALTH*

- **B**e aggressive in caring for your current members and in your membership outreach
- **U**se social and local media to promote your club's activities and in your recruitment efforts
- **I**nvoke people to participate in your club meetings and service projects
- **L**aunch creative incentive programs that encourage membership growth and that keep current members engaged
- **D**o all you can to ensure the children in your community are happy, healthy and secure



WHAT'S YOUR DIAGNOSES?

You probably have 10 great ideas from this workshop. **You cannot implement all of them.**

What 3 ideas would work best for your club now?

What 3 additional ideas could you implement in the next year?



CLOSING THOUGHTS FROM A WORLD RENOWNED DOCTOR



"You'll never get bored when
you try something new.
There's really no limit to what
you can do"

Dr Seuss



FINAL HEALTH TIP

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Never Ask Google for
medical advice I have
gone from
mild headache
to
clinically dead
in
three clicks...

