



Keeping Your Club's Seats Filled

Capital District Kiwanis
2022 Mid Year Conference

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Session Overview

- Introductions
- Defining Retention and Establishing Its Importance
- Naming Obstacles to Retaining Members
- Identifying Solutions to Overcoming Membership Retention Issues
- Discussion & Questions



Introductions

- Joined Kiwanis in 2010
- Dual member of the Kiwanis Club of Ellicott City (MD) and the Kiwanis Club of Capital – Next Generation e-Club
- Regional Trustee (2020-2023)
- Lt. Governor - Division 4 (2019-2020)
- Member of the District Membership Committee
- Certified Club Opener and Club Coach
- Member of the District Key Club Adult Committee (2011 – present)
- District Youth Protection Manager (2019-2022)
- Chair, Kiwanis International Visionary Leadership Task Force (2019-2021)
- Lead Facilitator - Kiwanis Key Leader (2008 - Present)
- Member of Key Club in HS in the New England & Bermuda District



Activity: First Thoughts



What is the first thought that comes to mind
when you hear the word **RETENTION**?

What Is Retention Anyway?

- Member retention is **the measure of how many of your members keep their membership active**
- In the case of Kiwanis, it is how many members pay their dues and remain on our club rosters from one administrative year to the next



Activity: First Thoughts

Why do members depart from Kiwanis?



RETENTION

The background features a word cloud with terms such as: STRATEGY, ORGANIZATION, PRODUCT, MANAGEMENT, BUSINESS, IMPACT, RETENTION, CUSTOMER, ASSESSMENT, PROMOTION, ONLINE, TREATMENT, STRATEGY, SOURCES, PLAN, ANALYSIS, SOLUTION, RISK, TARGET, IDENTITY, CUSTOMER, RESEARCH, MARKETING, and PERFORMANCE.

Why Is Retention Important?

- Clubs need members! Members are the fuel for our organization. They are the individuals who serve our communities
- Members become club directors and club officers and step forward to lead locally
- Club officers become divisional and district leaders who lead on a regional level, facilitate communication, and help to bring local clubs together
- District leaders ascend to international positions and provide strategic vision for our entire organization



Why Is Retention Important?

We cannot always control why members depart from Kiwanis

- New professional position
- Retirement
- Family obligations that become time-consuming
- Poor health
- A move to a new physical location
- Death



Many times,
however, we
can influence
why members
stay in
Kiwanis!



Why Is Retention Important?

- Retention is an indicator of an organization's health and may be an indicator of what the member experience is like
- Retention of members is a signal of an organization's legitimacy. Constant turnover may be an indicator of concern for a prospect
- **Would you join an organization that is failing? Or an organization that seems inactive or destined to disappear?**



Why Is Retention Important?

- Retention is vital for a club because low retention rates make an already challenging and stressful recruitment process even more critical for club sustainability and survival
- **Organizations that retain members will gain members!**





Managing Retention In Your Club

Influences on Retention and Departure



Club Culture

- Style and schedule of club meetings
 - When does your club meet? What day of the week and time of day?
 - What is the structure of your club meeting?
 - Does your meeting involve a meal?
 - Are your meetings inviting? Do they offer time for fellowship and education? Is there a service component?
 - How will you manage a desire for virtual participation as COVID wanes?
- Consider how the answers to these questions may influence a member's desire to participate and remain a member of your club

Influences on Retention and Departure



Club Culture

- What is your club's climate of inclusivity?
 - “That’s My Seat” Syndrome
 - How are prospective members treated when they visit your club?
 - How are new members provided an orientation to Kiwanis and your club?
 - Does your club discuss inclusion and ways to be more inclusive?

Influences on Retention and Departure



Club Activities

- The schedule of service is often a driver of interest in a club
- Is there a balance of hands-on projects when compared to traditional philanthropy?
- How often is your club offering the opportunity to serve, not just meet?
- Are you offering family-friendly service activities?
- Do you invite any SLP clubs that you sponsor to get involved in your meetings or service projects?
- Are you taking into consideration levels of physical ability when designing service offerings to guarantee that all members have a role that is accessible to them?

Influences on Retention and Departure



Expectations

- What are we expecting of individuals who show an interest in our club? What must they do to qualify for membership?
- What are we asking of our new members? Are we adding additional responsibilities to their plates to ease the burden of more seasoned members?
- Avoid “day one” talk about ascending to club leadership! Many Kiwanians end their membership because they felt pushed into leadership roles from the start of their membership



Consider
This....

Influences on Retention and Departure



The Cost of Kiwanis

- Joining Kiwanis has a time cost
 - When taking meetings and service projects into consideration, a club member could spend at least 4-5 hours a month on Kiwanis work
 - Club officers often spend even more time engaged in Kiwanis work
 - This may not be feasible for every individual and must be examined
- Joining Kiwanis also has a financial obligation
 - Dues are \$109 annually; some clubs charge far more than this
 - Economic challenges are a key reason many members choose to end their Kiwanis membership to seek opportunities to serve the community for free

Influences on Retention and Departure



People

- **People do not join organizations. People join people.**
- The members in your club are a major influence on retention or departure!
- Does your club membership appropriately reflect the diversity of your community in relation to dimensions of identity, such as age, gender, race, ethnicity, religion, ability, or sexual orientation?
- Do club leaders show respect for members in all their interactions? Do meetings begin on time? Do leaders say thank you? Do fellow club members role model this same behavior?

Why Stay?

Why have you stayed as a member of Kiwanis?





Tips for Retaining Members

- Name a Membership Committee chair each year, and be certain that the individual is not solely focused on adding new members to the club, but also on retaining current members
- Do not forget to add this chairperson's name to the Club Secretary Dashboard in Kiwanis Connect!



Tips for Retaining Members

- Consider naming co-chairs to divide this task amongst more than one person – this means more hands to implement more membership ideas!
- While having a leader oversee this function is essential, be sure membership recruitment and retention are topics that your entire Board of Directors talks about on a regular basis
- This should never be considered the responsibility of just one individual



Tips for Retaining Members

- Conduct an annual assessment of your club's culture to be sure that you are staying responsive to any pervasive issues. It is better to be proactive than reactive!
- Create an annual member satisfaction survey every spring that allows members to offer ideas to the Board of Directors on ways to improve the club experience
 - Utilize Achieving Club Excellence (ACE) Tools, Kiwanis International resources, a club coach, your Kiwanis Lt. Governor, or your Regional Trustee

The logo for Kiwanis Education is a dark blue circle with a white border. Inside the circle, the words "KIWANIS" and "EDUCATION" are written in white, bold, sans-serif capital letters, stacked vertically.

**KIWANIS
EDUCATION**

Tips for Retaining Members

- Encourage involvement in divisional, district, and international events to promote idea sharing, personal growth, and networking
- Create a culture of appreciation and recognition where members are thanked for their service and honored for their dedication to Kiwanis and the community



Tips for Retaining Members



- Create recognition programs, such as Kiwanian of the Month, Kiwanian of the Quarter, or Kiwanian of the Year
- Send birthday cards to members or honor special celebrations on a regular basis
- Consider celebrating Kiwanis membership anniversaries by noting the milestone on a meeting agenda or in a club newsletter. Make it an agenda item at meetings. This shows everyone that retention is appreciated and matters!



Tips for Retaining Members

- Monitor member participation and consider reaching out to members who have not attended meetings or service projects on a regular basis
- Consider implementing a buddy system to encourage member interaction, especially with new members
- Communicate with members in multiple ways – e-mail, text message, GroupMe, telephone, social media
- Be sure your members know what is happening in the club, even if they are not always able to attend meetings!

The Daily News

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JUN 11, 2011

SUCCESS!

A National Institute of Health researcher with two pharmaceuticals in development set three new milestones. Some scientists questioned the results of the studies.

By [Name]
WASHINGTON, D.C. — [Text]

[Text]

[Text]

High fuel prices are pushing some drivers to the financial brink — and to the pavement for gas money. Low-income workers are feeling the most pain.

By [Name]
WASHINGTON, D.C. — [Text]

[Text]

[Text]

INSIDE
[Text]

RELATED STORY
[Text]

Team helped the military group track its mobile attack on a boat. It was the last time the Arab League will be in the U.S. to meet.

Setback now from the wreckage of the civil war to become a leadership city. As the Israeli army drives again, residents are falling into despair.

[Text]

Share Your Success Stories



Whatever You Choose To Do...

- Be sure that members know that they matter and that they would be missed if they were not part of your club
- Create an environment where prospective new members feel welcomed and valued from their first day
- Nurture an inclusive culture of member appreciation
- Listen to what members want, anticipate what members need, and truly hear what members are saying to you
- Look for warning signs and be proactive about retaining members



Kiwanis[®]

Keep Kiwanis Fun!

**THEY THINK YOU'RE
AWESOME.**



Questions?

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