CAPITAL DISTRICT KIWANIS INTERNATIONAL

Quarterly Committee Report & Committee Evaluation

Committee: Membership **Date:** 08/01/2022

Chairperson: John Morris

To be completed by the Committee Chairperson and submitted to the District Secretary and supervising District Trustee no later than 21 days before each quarterly District Board Meeting.

1. COMMITTEE MEMBERSHIP

Committee fully staffed: Yes ☐ No ☑ [Note: Regions without representation below.]

All Regions are staffed. I am missing Divisional Coordinators from Divisions 4, 5, 13, and 18.

2. KIWANIS YEAR GOALS (list all committee's annual goals)

GOAL	% Complete
Replace retiring Regional Membership Coordinators; Establish Divisional Membership Coordinators; Set up regular conference calls with Regional and Divisional Coordinators, Gov., Gov.-Elect and KI staff	100
Open 6 new clubs; Increase District membership by at least 100 by 8/1/22 to soften blow of Sept. and Oct. drops; Have 10% increase in members	50
Recruit club openers and coaches in all geographical areas; Encourage struggling to consider single emphasis as focus	75
Develop incentive for new members to recruit more new membes; Develop incentives for members who make prospective member referrals for identified club opening sites; encourage each division to have 4 Ruby K awardees; Encourage all members to meet 52 week challenge	15
Get 10 clubs to use social media specifically targeted at new members; Put KI membership resources on Capital District website	50

3. **CHALLENGES OR ASSISTANCE NEEDED** (use continuation sheet if necessary):

Club opening is lagging. We are focusing on opening a club in the Greenbrier Valley (Lewisburg and White Sulphur Springs) and have a chance to get it open by Sept. 30. We are focusing on opening a club in the Haymarket/Gainesville area, but it has been slower getting started than we wanted. It is unlikely to open until the first quarter of the new Kiwanis your. Gov.-Elect Wolff and I are working on a plan to open 2 clubs every quarter next year.

4. **COMMENTS** (use continuation sheet if necessary):

The District dropped to only +95 as of today, a drop of about 30 members. More than half of the drop came from the deletion of the Tappahannock club. We have at least 200 new members added this year, a figure which is probably over 250. We have trained 27 members to be certified club coaches this year, about half of whom were new club coaches. We now have 22 members certified as club openers , covering all Regions of the District. We had a major club strengthening Boost in Division 14 in May, involving participation of most clubs in the division. Each participating club set goals to increase its size and most committed club members to help in the process. 46 people were trained to become proficient with setting appointments for the Boost. The necessary follow-up has brought some new members to many of those clubs but we haven't reached the point to make a final determination of the success of the effort.

SIGNED: John Morris

February 8, 2012