

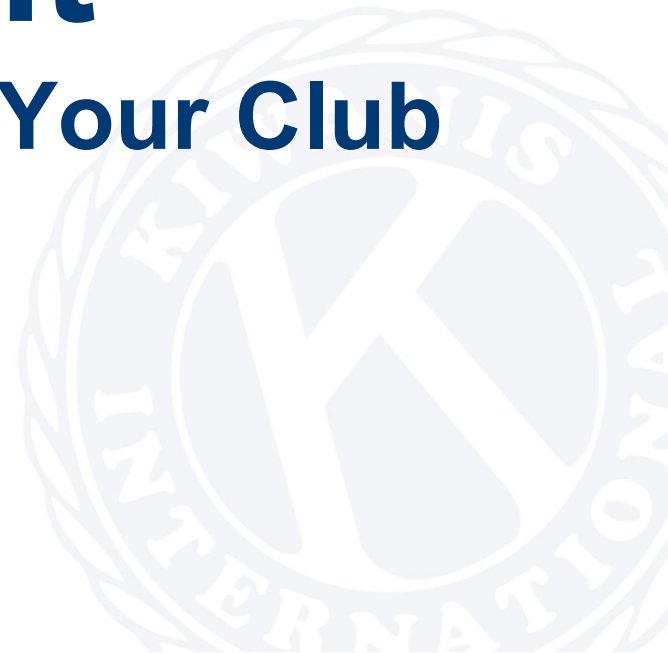
Increasing Member Engagement

Practical Ideas to Energize Your Club

Presenters:

Scott Zimmerman, Past Governor

Sam Bosserman, Heart of Virginia Trustee



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Goals for This Session

- Identify common engagement challenges in Kiwanis clubs
- Share ideas with other members
- Learn practical strategies for meetings and projects
- Leave with 2–3 ideas you can use immediately



Warm Up Questions

- Why did you join Kiwanis?
- What keeps you coming back?



Attendance or Engagement?

- What is the difference between a member who attends and a member who is engaged?



What Gets in the Way?

- What makes members drift away or lose excitement in Kiwanis?



How Do We Fix It?



Kiwanis Meetings

- Rotate roles
- Member spotlights
- Short discussion prompts
- Share impact stories
- Recognize contributions



Takeaway Time!

What is one small change you could make to your next meeting to encourage engagement?



Engagement Happens in Service

- Brainstorm together
- Serve side-by-side
- Connect through SLP
- Give members ownership



Mentors Matter

- Selling Kiwanis and building relationships are different skills.
- Mentor ≠ Sponsor
- Spread the wealth
- Work in conjunction



Takeaway Time!

Think of two of your club members that would be great mentors. Write their names down and prepare to make an ask!



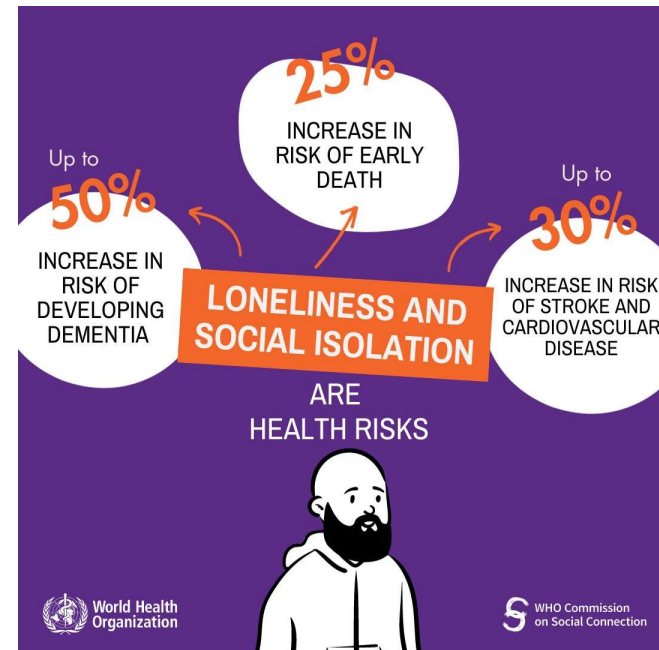
Relationship Building Beyond Meetings

- Service Projects
- SLP connections
- Learning about each other
- Discovering strengths
- Sharing personal goals



Stay Connected and Live with Purpose

- Research consistently shows:
 - People with strong ties live longer
 - Volunteering lowers mortality risk
 - Purpose reduces cognitive decline
 - Isolation accelerates physical decline



Slide Information from Dr. Emilie Pinto



Involve — Don't Overwhelm

- Start small
- Give one clear task
- Check in
- Build gradually
- Recognize contributions



Create a Sense of Belonging

- Personally connect
- Give meaningful roles
- Ask for input
- Publicly appreciate contributions
- Use their strengths



Takeaway Time!

Quick Engagement Audit

- Do new members have a mentor?
- Are meetings participatory?
- Do members help shape projects?
- Are relationships growing?



Your 30-Day Engagement Action Plan

Write down:

- One Meeting Improvement
- One Service Project Improvement
- One Relationship Strategy



If Engagement Improved...

What would feel different in your Club?



Remember

- Engagement is intentional
- Small changes create big shifts
- Everyone shares responsibility



Questions?

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