



Kiwaniis[®]
CAPITAL DISTRICT



6 Essentials Tips for Growing Your Club

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#1 - Assess Your Club

Before you even think about the actual act of recruiting, you should think about the club you are attempting to recruit to.





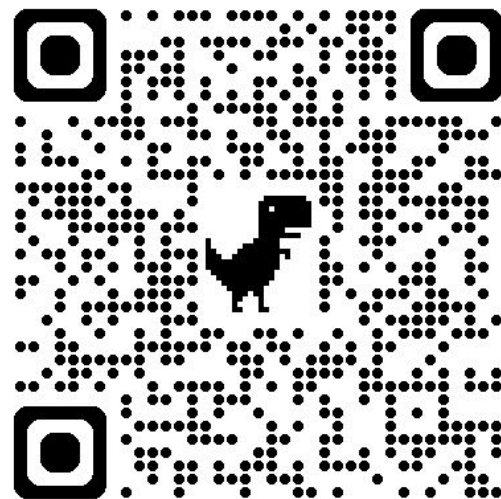
#1 - Assess Your Club

- Are your members welcoming?
- Are there Negative Nancys?
- Are there fun projects planned?
- Are the meetings at a time that works best for your prospects?
- Is there regular communication?



#1 - Assess Your Club

- Guide the club through several ACE tools — with a focus on the club vision, community survey and member survey sections.





#2 - Identifying Membership People

Membership is not the job of ONE. It is the job of many.





#3 - Creating a Plan

Membership should be a plan projected for the entire year. What could be included: quarterly membership happy hours, meetings that end with a game night, twice a year open houses





#4 - Special Events

Open Houses

A large event is planned to invite potential members, with the objective of recruiting them at the event. This event is traditionally a special club function — but an open house at a service project or fundraiser can create a stronger incentive for people to join. This event is well planned, advertised and prepared for maximum impact.





#4 - Special Events



HOST AN OPEN HOUSE

PURPOSE: To help a club prepare to host an open house as part of a membership drive.
AUDIENCE: Club members, the membership committee and any participating district leaders.
FREQUENCY: At least annually — preferably semi-annually or quarterly.

TWO MONTHS BEFORE THE EVENT

- Choose your team.** Surround yourself with people committed to making the club bigger and better. Consider involving the Service Leadership Programs (SLP) club or clubs that your Kiwanis club sponsors.
- Seek approval for the event from your club's board of directors.** Costs could include postage or digital marketing, room rental, printing programs and beverages.
- Appoint individuals to lead the following tasks:**
 - **Project lead.** Coordinates the entire program, orders team members to their responsibilities (see below) and monitors their progress.
 - **Community impact.** Creates a Club Impact Sheet to show the club's impact through the years, backed with data (e.g., the number and dollar amount of scholarship grants, the number of books purchased, backpacks prepared, etc.).
 - **Attendance.** Develops a list of prospects, arranges for distribution of invitations — either mailed, emailed or identify prospective members by profession.
 - **Venue.** Establishes the meeting time, date and location; setup and materials (including name tags and applications) and identifies greeters.
 - **Service project.** Identifies and plans a service project in which guests can easily participate. For example, supplies drive.
 - **Program.** Arranges speakers and sets the agenda.
- Public relations.** Writes the media release and posts to promote the event via social media, via newspaper's radio stations and city/country and government meetings. Ask other nonprofits and the Chamber of Commerce to help share your information.
- Follow-up.** Reaches out to invited guests after the event to answer questions and assess their interest.
- Schedule the event.** Avoid competing with other high-staff community events or scheduling too close and time is ideal.
- Develop a brochure or handout describing your club's activities to use with the Club Impact Sheet.** Use our templates and branding guidelines, which are available at kiwanis.org/branding.
- Determine quantities of your invitation materials.** Experience shows that around 50 invitations will result in 15 to 20 guests.
- Order copies of the Job Us brochure and inserts from the Kiwanis Family Store (kiwanis.org/store).** This free resource includes a membership application.
- Purchase any supplies such as envelopes, stamps and pens for invitations.** You can also find the customizable club meeting file at kiwanis.org/club-toolbox. Download it, fill it in and email it to guests.

RESOURCE



RESOURCE

6. SLP club advisor (3 minutes). Ask your club's advisor to one of the sponsored SLP clubs to talk about the impact of youth programs for students. Ask members to talk about their experience being in K-Kids, Builders Club, Key Club, Circle K International or Action Club.

7. Closing remarks/request (5 minutes). Leave the final word to your club's best salesperson — the member who can leave guests happy to fill out an application. **Hosted script:** "Today, we are inviting you to step up, stand up and be part of the Kiwanis Club of [NAME]. You've heard our members, what Kiwanis means the difference we're making in our community, and we invited you because we want you to be part of our club. All you have to do is complete the application at your table. Our members can answer any questions at your table. Do members complete a membership application."

8. Discussion. Allow members and guests to mingle. Be available to ask and answer questions and to follow up with guests who complete a membership application.
9. Service project completion. With your guests, finish the project you started at the beginning of the event. Take a group picture and congratulate the guests for finishing their first Kiwanis service project. Post the pictures on social media. Share with local media.



RESOURCE

8. Aim for at least 50 names. Generally, about one-third of invites will attend. You'll need each prospect's full name, address, email address and phone number. Consider offering a prize to the member who can provide contact information for the most prospects.

- Use Google search to boost the list.** Look for businesses, non-profit organizations, city/town/country/county offices, first responders in your community and address. Contact them via personal visit, phone, email or letter to invite to the event.
- Invite prospects.** Mail or email a high-quality invitation or postcard to each prospect, including details about its content.
- Extend personal invitations.** After the invitations have been sent, divide the list of invites so that members can follow up with each person to extend a personal invitation (while mentioning their referral) and answer any questions.
- Keep records of follow-up communications.** Ask phone calls to each attendee a day or two before the event.

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WITHIN ONE WEEK AFTER THE EVENT:

- Thank every guest** by phone, email or a personalized card.
- Thank everyone who said they'd come but didn't.** Invite them to the next event! Remember, the best is a new member.
- Do a review of the open house.** How many new members did you get? Was it what you had planned? What went well? What could have gone better? How can you improve the event for next time?
- Begin onboarding new members.**

ONE MONTH AFTER EVENT:

- Begin planning next open house.**

RESOURCE: HOST AN OPEN HOUSE





#4 - Special Events

Guest Days

A guest day is like an open house, with the same kinds of preparations. However, it consists of smaller events, each targeted to a specific audience. These audiences could be educators, ministers, nonprofits, partners, etc. Clubs that typically host guest days schedule them on a regular basis (quarterly, semi-annually, etc.).





#5 - Larger, Ongoing Efforts

Club Boosts

A boost is a club strengthening event – similar to a club opening – where clubs can actively grow their membership using the very same process.





#5 - Larger, Ongoing Efforts

1. **Create prospects list**
2. **Run Facebook ads**
3. **Call to make appointments**
4. **Members go in pairs to the appointments to speak to the prospects about the club.**
5. **Invite them to join!**

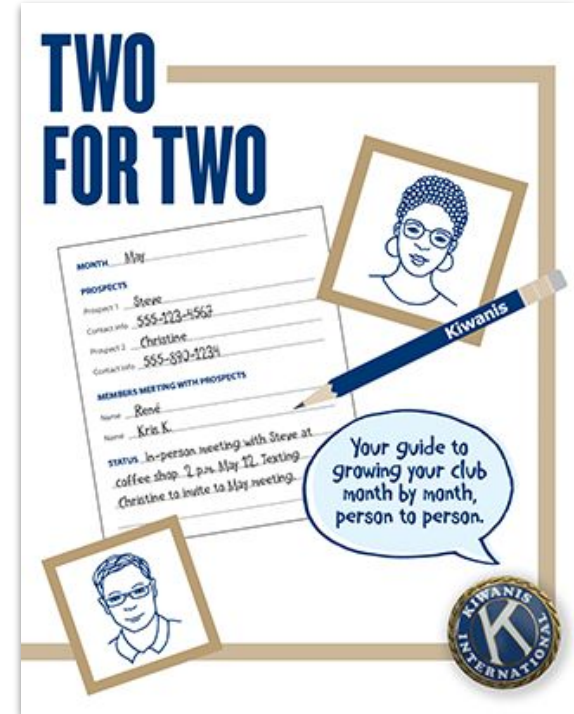




#5 - Larger, Ongoing Efforts

Two for Two

- Members form a list of people who they know that the club should reach out to about joining.
- Once a month two members will meet with two people on the list to ask them to join.





#5 - Larger, Ongoing Efforts

Details and Worksheets can be found here:





Learn it at a
CLUB OPENING

Remember that skills for a Boost or Two for Two effort can be learned at a Club Opening!

Contact Jen to volunteer.



District Club Openings

Laurel, MD

Q1 - organized!

South Boston, VA

Q2 - in process

Culpeper, VA

Q3 - April 28-30

Pt. Pleasant, WV

Q4 - July 13-15

Cumberland, MD

Q4 - September 14-16

Voices Club

Q4 - Summer TBD





#6 - ReMember Past Members

1. Start a list of people to contact:

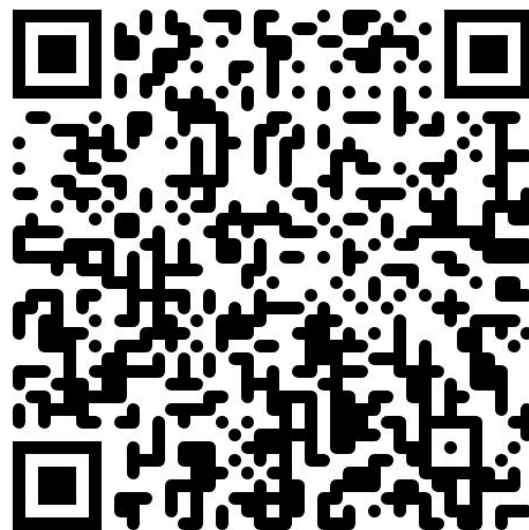
- Your club secretary can pull a list of former members from Kiwanis Engage who are still living in your community.
- Get copies of past club rosters and make a list of as many living former members as you can.
- Add current members whom you haven't seen in a while.
- If possible, the club secretary can even provide a list of past recruits who didn't join.





#6 - ReMember Past Members

2. Research how to contact anyone whose information may be outdated.
3. Determine how you are going to re-engage them. Will it be a part of your current membership efforts? A special occasion or event? Or perhaps a year-long initiative just for them?
4. Start creating and executing that plan.
5. Celebrate your club's success at reMembering!



Questions?