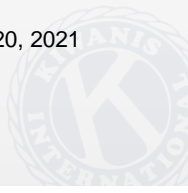


Membership Committee

Alabama District: November 20, 2021



Brian Rodgers & Keith McKendall

- Charter Members- Kiwanis Club of Indian Springs Village & Kiwanis Club of Greater Alabama
- Your Membership Co-Chairs
- Served as Lieutenant Governors
- Past Governor and Current Vice Governor
- brianrodgers@gmail.com
- k_mckendall@yahoo.com



Questions?

Please type any questions or comments into the chat box.

Or hold your shift-bar to unmute & share.



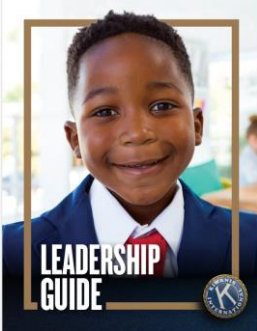
Welcome!

- Today's main topics:
 - Responsibilities
 - Inviting New Members
 - Satellite & Corporate Members
 - SLP Alums as Prospects
 - Tools Available
 - Orientations & Mentoring
 - Keeping Current Members Engaged



Leadership Guide

www.kiwanis.org/club/member-resources/training/leadershipguide



Responsibilities

As a membership committee member, you work with everyone in your club to make their experience enjoyable and attractive to prospective members. Your main goal is to keep your club healthy and strong. You are the face and voice for membership activities in your club. Your committee will work diligently to invite new members, engage existing members and increase the visibility of the club in your community.

Duties

- Meet regularly with committee members and prospective members.
- Set realistic and measurable goals with the committee members and in consultation with the club's board of directors.
- Develop an action plan for meeting goals.
- Get approval for the action plan from the club's board of directors.
- Ensure the member satisfaction survey and community survey are conducted annually.
- Plan membership drives and special member events.



Duties

- Provide regular reports to the club board.
- Persuade delinquent due payers to reengage in the club.
- Maintain contact with the lieutenant governor to report status, share ideas and ask questions or seek advice.
- Clearly communicate the importance of membership efforts to club members.
- Teach others how to invite people to the club.



Duties

- Plan and conduct (or assist with) new-member orientation.
- Ensure new members are reported and promptly inducted during a meaningful ceremony.
- Ensure new members are immediately involved in club activities.
- Serve on the committee for one to two years.
- Participate in membership committee education.
- Invest about five hours a month in inviting and retaining members.



Reflection Time: Ask Yourself?

- What responsibilities and duties are my club well?
- Which areas should we put more of an emphasis on?
- Underselling committee and service opportunities does not help move us forward. The bigger the investment the greater the reward.



Inviting New Members



ESTABLISHING GOALS
 Your club president and club board, along with the lieutenant governor, will talk about your club goals. That includes membership.

Your membership goals should be determined by the number of people your club wants to reach. Based on that desired impact, set achievable goals — and then celebrate accomplishments.



Reflection Time: Ask Yourself?

- How many new members do you hope to add to your club this year?
- How were you originally invited to join Kiwanis?



Inviting New Members



MAKING YOUR INVITATION PERSONAL

When you talk to someone about Kiwanis, your goals are to:

- Create relationships, rapport and referrals within the community.
- Discover community goals and needs.
- Invite the people you meet to support Kiwanis.
- Invite the people you meet to join as a member.



Roster Analysis Worksheet



Diversity is key to a successful club.



Flexible Membership Options

Satellite Members
 Corporate Members
 Join our Internet-Based Club



CLUB SATELLITE MEMBERS

- Both groups establish the guidelines of the relationship, with someone from both groups serving as liaisons with the other.
- The host club's board authorizes service and fundraising activities and maintains financial oversight.
- By retaining affiliation with the parent club, members of a satellite remain focused on service rather than administrative concerns — making it a great option for busy lifestyles.
- Satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.
- If a satellite group reaches 15 members or more, it can consider petitioning for its own charter.



CORPORATE MEMBERS

- The organization joins the club as a member, following the usual process.
- The company is represented at meetings and events by a designated employee.
- If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.
- This option is also ideal for nonprofit entities that have an interest in helping children and bettering the community.



E-CLUB MEMBERS



Kiwanis
GREATER ALABAMA



TARGET: SLP ALUMS

As Key Club and Circle K International members graduate, Kiwanis has made it as simple as possible for these Kiwanis-family members to join your club. As alumni joining their first Kiwanis club, they receive:



- A two-year waiver of Kiwanis International dues and District dues.





Retaining Members



NEW MEMBER ORIENTATION

New members need to feel valued and appreciated from day one. It's best to begin new member orientation before a prospective member joins so they understand the vision of the club and the responsibilities of membership — but it needs to be completed within two weeks after officially joining. Orientation is an opportunity to help new members understand your Kiwanis club. And it's a way for your club to learn about their interests and skills.



NEW MEMBER MENOTORS

By pairing new members with mentors, you're giving them a go-to person for any questions — and a familiar face to sit with at meetings until they feel comfortable interacting with everyone. Their mentors may be their sponsors or someone they just met. Mentors can help new members connect their interests with club activities.

Reflection Time: Ask Yourself?

- Who in your club would be a great mentor?



JOIN US

Our Membership FB Group is a great place to share success, great speakers and service opportunities.



Alabama District of Kappa Kappa Gamma Membership Team
You can also bring on edding new members!



Nurture Your Existing Members

Kiwanis clubs often lose people who don't feel engaged in club activities. Make an effort to find out why — and to re-engage them.

- Review the club roster to identify members who have become inactive.
- Assign club members to contact "missing" members.
- Contact members by phone or with a personal visit to tell them what's happening and invite them to the next event.
- Conduct a fun meeting to celebrate the club's members and accomplishments.



Club meetings

- First impressions are important
- Don't confuse tradition with requirements
- Invite speakers



Club meetings

THINK ABOUT IT
What makes your club unique?



Recognition

- Find a way to ensure all members feel valued
- Recognize members who go above and beyond



Lead



- In your club
- In service
- In your community



THINK ABOUT IT
 What qualities do you think make a great leader?



Membership

- Actively promote membership growth & retention
- Appoint membership chair as soon as possible
- Membership committee training and workbook



Membership

- Make the induction of a new member important and well done,
- Assign the sponsor as the new member's mentor to help them in their Kiwanis experience



What's my road map for success

- Don't be afraid to try something new to energize your membership.
- Look for ways to make attendance easier and more affordable.
- Make your members Kiwanians not just members of a Kiwanis Club.



Questions?