

TWO FOR TWO

MONTH May

PROSPECTS

Prospect 1 Steve
Contact info 555-123-4567

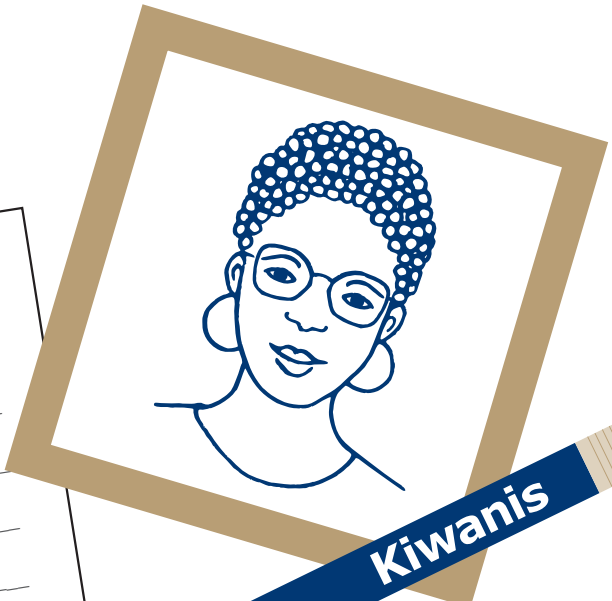
Prospect 2 Christine
Contact info 555-890-1234

MEMBERS MEETING WITH PROSPECTS

Name René

Name Kris K.

STATUS In-person meeting with Steve at coffee shop 2 p.m. May 12. Texting Christine to invite to May meeting.



Your guide to growing your club month by month, person to person.



2 MEMBERS INVITE 2 PROSPECTS. EVERY MONTH.

For the best Kiwanis clubs, membership growth is not a one-time campaign or event. It's a continuous club operation. And every member should play a part. But how do you make it *fun* for them — and manageable for the club?

Two for Two helps you do both.

What if you add a new member each month?

More hands and more money for service.
More administrative dollars. More awareness in your community.

Remind members why recruiting matters.

For members, the message is simple: The larger the club, the more it can do. More members mean more connections, skill sets and ideas. Tasks become easier — and possibilities expand.

Focus on impact.

Potential members need to know what you do, how you do it, why the community needs them and where they can immediately fit in the process.

After all, new members are made by current members. They join because of face-to-face interaction: A Kiwanian shared their story, explained the club's service and fellowship and offered an invitation.

Two for Two provides a way to organize your efforts:

Identify two members to reach out to two prospects for each of the next several months.

This way, members will work in pairs. After all, teams are more successful. They support each other and reach more people more rapidly. And you never know who a prospective member will relate to better. It's a great way to work — from strategizing to honing how they explain the club, its impact and the benefits of fellowship

The members reach out to the prospects.

Use a couple of simple steps: Connect by thanking the prospects for the impact they've made (through service, donations or other activities). Then ask for a date and time to discuss the club, explain the dues structure and answer questions.

The members invite the prospects to a meeting or service project. After the invitation, they should follow up! A reminder call before the meeting or event. A handwritten thank you, with details specific to the prospect. Inclusion in the club's newsletter distribution. A message with responses to questions the members couldn't answer face to face.

It's time to get started. Now? Yes! Don't worry about the perfect time. Begin at the *right* time. And when it comes to club membership, the right time is always now.

Starting on page 8, you'll find 18 months of workspaces to help organize and direct your recruiting activities.

But first, we'll offer some tips and resources over the next few pages — to help you identify what your club needs, which community members might make the best fit and how to plan and execute the invitation process.



CORPORATE MEMBER BRAINSTORMING

Don't forget: A company can register with Kiwanis International as a member of your club. With a corporate membership, the company or organization designates an individual to represent them at meetings, fundraisers and service projects — just like any other club member. That person also can hold board or officer positions and act as club delegate at conventions.

In fact, corporate membership offers the same benefits as individual membership: leadership skills development, networking opportunities and connections with like-minded people, all while serving kids in the community. And for the company, there's the connection with Kiwanis and the demonstration of community responsibility it demonstrates.

Which companies and organizations in your community could make good corporate members? Take time to brainstorm some possibilities. Start with your club's partners in the community. Keep track of them all by writing names here!

WHAT (AND WHO) DOES YOUR CLUB NEED?

The strongest Kiwanis clubs have a mix of skills, personalities and experiences. After all, you need different kinds of people to do everything well. You may have some of the people you need in your club already. But if you need others, here are some key types to start with — and questions for your club to consider while identifying them in your community.



EXPERT

Provides a good base of knowledge on your project's subject matter from personal experience or extensive research on the needs of kids in the community.

What kind of expertise could enhance what your club does well?



TECHIE

Creates and maintains club website and social media accounts, crafts professional PowerPoint presentations, keeps club up to date on effectively using technology.

Where can you find techies in your community?



COMMUNICATOR

Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.

What kinds of jobs have good public communicators?

Get the right mix.

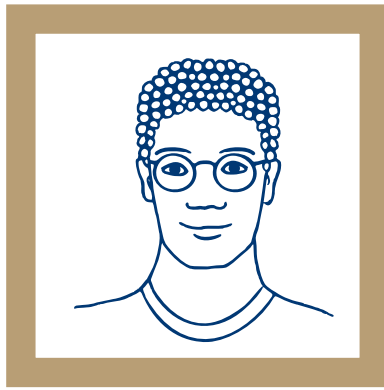
Here's a way to reach out for a wide range of skill sets: Consider all the professions in your community. Start with our list of jobs — and use it as a reminder of the skills and experiences that can enrich your club's service. Find it at kiwanis.org/professions.



NUMBER CRUNCHER

Keeps your budget balanced, makes sure your service projects get the most bang for the buck and keeps the club informed.

Do you know anyone who loves kids and knows accounting?



CONNECTOR

Uses connections to cut through red tape, connects people to people or to much-needed resources, makes things happen and gets things done.

Who knows key people and makes things happen in your area?



SOCIAL BUTTERFLY

Introduces potential members from a variety of sources, knows where to find volunteers, spreads the word about your club and its projects.

Do you know someone who seems to know everyone?



WORKHORSE

Has the time and motivation to help with any project, loves hands-on tasks, has a get-it-done attitude, is level-headed and practical.

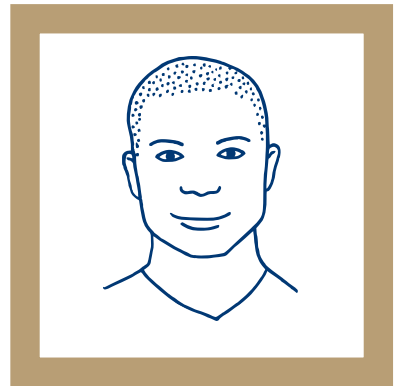
Who are the doers in your community?



MOTIVATOR

Keeps everyone on task, provides positive energy and a healthy competitive spirit, inspires members to reach their potential.

Who's the most positive person in your neighborhood?



CREATIVE

Pushes the group to be imaginative and curious, anticipates problems and looks for innovative solutions, creates projects that stand out.

Where can you find creative, innovative types?

MAKE THE APPOINTMENT WORK.

When you're ready to start contacting people and scheduling meetings, don't leave things open-ended. *Make sure to agree on a time and location with the prospective member.* When you meet, keep a few tips in mind:

Remember your key message. Above all, make sure the prospect understands what Kiwanis is about. The key message: *Kiwanis is a global organization of members, clubs and partners who are dedicated to improving the world one child and one community at a time.*

Be observant. If meeting at their home or office, look around during your visit. Take note of items such as wall plaques, photos, awards, etc., so you can engage prospects based on their interests.

Listen. Find out what their interests are and connect them to club projects when possible. Talk with them, not at them.

Take an application. Complete the application with the prospect and ask for payment. If they can't pay at that moment, offer other options for picking up or receiving payment. Know how much to ask for and how the money is used.

Take a notebook. After the meeting, write down anything you consider important. A prospect who doesn't join today might join later — and your information will be useful then.

Follow up. Make a phone call or send a note thanking them for their time, regardless of whether they agreed to join. Either way, make sure they know they're on your mind.

Don't give up! A "no" may not be permanent. Invite them to a service project if the club has one coming up and connect with them on Facebook or LinkedIn. Post photos of activities on social media. Make sure to share your contact information.

Nothing attracts a new member like a happy member.

Be sure to:

- Practice your speech.
- Listen to the other person.
- Maintain eye contact.
- Smile and speak firmly.

Most important of all: Invite them to a meeting or service project.

SKETCH YOUR ONE-MINUTE SPEECH.

What's the best way to attract new people to your Kiwanis club? By grabbing their interest — and respecting their time. Put together a one-minute speech by thinking of answers to a few simple questions.

Why my club? Think about what you love most about your club — and your community. Consider how the two matter to each other.

What's our community impact? Pick the service project that makes you proudest of your club. And think of a young person — or group — your club has mentored.

How do we make an impact? By working together with people in our community who care. More hearts and more hands mean more opportunities for service and partnership.

USE OUR PROSPECT REPORTS.

On the following pages, we've provided handy reports for each month. Use them to keep track of the key pieces of your Two for Two efforts. **And remember: You can start any month of the year.** There's no "correct" time to begin. And there's no final date. It's a permanent, ongoing part of club operations.

PROSPECT MEETING IDEAS

1. Bill and Joe are meeting two prospects who know each other. So Bill and Joe are going to team up, meeting them at a local coffee shop for a four-person chat.
2. Barb and Jane have invited their prospects to a service project on Saturday — and then to a group lunch afterward.
3. Since John and Fran are both meeting with bankers, they're building good will by setting appointments at the bank for the prospects' convenience.

MONTH May

PROSPECTS

Prospect 1 Steve

Contact info 555-123-4567

Prospect 2 Christine

Contact info 555-890-1234

MEMBERS MEETING WITH PROSPECTS

Name René

Name Kris K.

STATUS In-person meeting with Steve at coffee shop 2 p.m. May 12. Texting Christine to invite to May meeting.

START IDENTIFYING PROSPECTS NOW!

The more you know ahead of time, the less work you'll have each month. Identifying prospects is the most important part of the process. So do it now! Create a base to build on — brainstorming a list of prospects and then updating it as the process goes along.

- | | | |
|-----------|-----------|-----------|
| 1. _____ | 12. _____ | 23. _____ |
| 2. _____ | 13. _____ | 24. _____ |
| 3. _____ | 14. _____ | 25. _____ |
| 4. _____ | 15. _____ | 26. _____ |
| 5. _____ | 16. _____ | 27. _____ |
| 6. _____ | 17. _____ | 28. _____ |
| 7. _____ | 18. _____ | 29. _____ |
| 8. _____ | 19. _____ | 30. _____ |
| 9. _____ | 20. _____ | 31. _____ |
| 10. _____ | 21. _____ | 32. _____ |
| 11. _____ | 22. _____ | |

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an elementary school teacher and a real estate agent.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a bank manager and a nurse.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an insurance agent and a fitness trainer.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a certified public accountant and a restaurant manager.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a travel agent and a paralegal.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a financial advisor/planner and a housing inspector.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a family physician and a retail store manager.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an attorney who practices family law and a plumber.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a member of clergy and a preschool director.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a pharmacist and an information technology professional.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a business owner and a school administrator.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a social worker and a judge.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an apartment manager and a financial analyst.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an orthodontist and a furniture store manager.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to an attorney who practices criminal law and a photographer.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

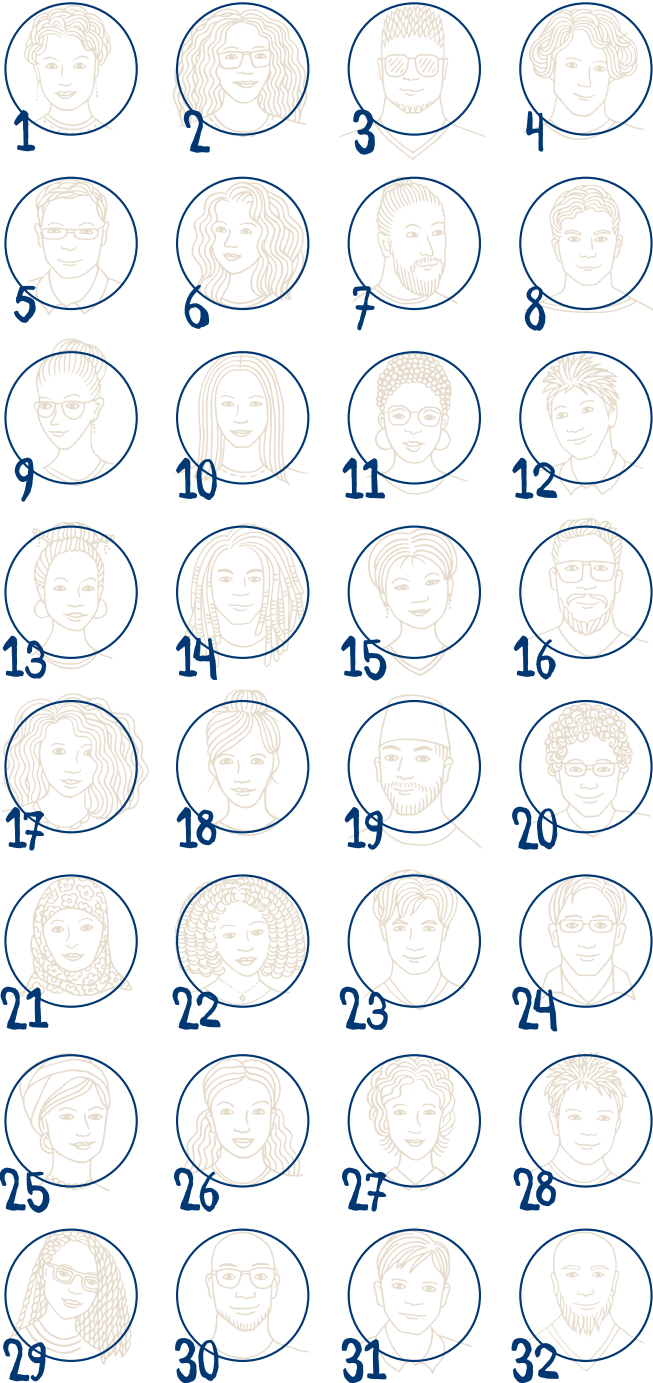
STATUS _____

NEED IDEAS? Reach out to an insurance adjuster and an engineer.

STATUS

As you invite people to join your club, color in a circle below to keep count and track your progress.

Download the new member application at kiwanis.org/application.



KEEP 'EM COMING BACK!

Getting new people into the club is crucial — but it's just the start of membership. Here's a three-month plan for making them feel like part of the club:

Month 1

- Send a welcome email with login credentials to the members-only portal.
- Call within a week of sending login credentials — see if they need any support.
- Promote new members with a welcome on your website, on social media and in your next newsletter.

Month 2

- Mail a handwritten note to provide a personal touch.
- Schedule a club event to celebrate new members — and promote it online.
- Create a forum or other space for new members to ask and learn about the club.
- Match each new member with a member ambassador to get them acclimated and engaged.
- Surprise them with a gift — maybe a photo or plaque from the celebration, free tickets to an event or an idea of your own.

Month 3

- Follow up with member ambassadors to see how things are going.
- Send a postcard of upcoming events and dates for use as a reference — and encouragement.
- Call new members to discuss how their membership is going so far.



Kiwaniis

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kiwanis.org