



**2021-22**

# **LIEUTENANT GOVERNOR WORKBOOK**



**THIS BOOK BELONGS TO**

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<b>INTRODUCTION . . . . .</b>	<b>4</b>
-------------------------------	----------

<b>PRESIDENTIAL GOALS. . . . .</b>	<b>5</b>
------------------------------------	----------

<b>ACTION PLAN . . . . .</b>	<b>6</b>
------------------------------	----------

<b>JOB DESCRIPTION . . . . .</b>	<b>8</b>
----------------------------------	----------

<b>STRATEGIC PLAN . . . . .</b>	<b>11</b>
---------------------------------	-----------

Division action plan . . . . .	12
Division leadership team. . . . .	14
Division council . . . . .	15
Governor's official visit . . . . .	16
Division membership . . . . .	17
Division member engagement. . . . .	18
Division club opening . . . . .	20
Division club strengthening . . . . .	22
Division club coaching . . . . .	24
Division club communication. . . . .	26
Club Leadership Education in your division . . . . .	28
Important websites . . . . .	30

<b>MONTHLY CHECKLISTS. . . . .</b>	<b>31</b>
------------------------------------	-----------

<b>TRANSITION PLAN. . . . .</b>	<b>40</b>
---------------------------------	-----------

# TABLE OF CONTENTS

# DEAR 2021-22 LIEUTENANT GOVERNOR,

Congratulations on your new role in the coming year — and thank you for assuming a leadership position within Kiwanis. I have worked with our membership and education team to develop these training materials, which will help you prepare for a successful year and fulfill your leadership potential.

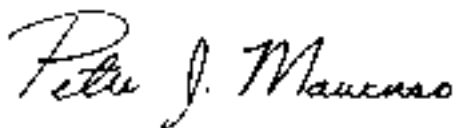
Growth is essential to a healthy future for your division and district, and for the entire organization. Your attention to building strong, active and diverse clubs is vital to achieving our priorities:

- Providing members with an excellent club experience that also attracts new members.
- Opening new clubs in communities that would benefit from Kiwanis service.
- Strengthening and expanding Service Leadership Programs for our young leaders.
- Increasing Kiwanis leadership education opportunities.
- Encouraging clubs and their members to support the Kiwanis Children's Fund.

Leaders are measured not only by how they deal with the challenges and opportunities before them, but by how they prepare for the future. For that reason, I challenge you to identify emerging leaders in your division. Get them involved and excited about sharing ideas for making your division stronger.

I encourage you to join with your fellow lieutenant governors-elect in immersing yourself in these materials. For Kiwanis leaders, this work is your next step toward expanding opportunities for children in your division, district and all over the world.

Yours in Kiwanis service,



Peter J. Mancuso  
2020-21 President-elect  
Kiwanis International



# PRESIDENTIAL GOALS



- ☐ Improve the club experience in order to increase the value every Kiwanian finds in membership, as well as to attract new members.
- ☐ Increase membership through club growth, retention and new club openings.
- ☐ Expand Kiwanis Youth Programs to positively impact more young people around the world and to develop tomorrow's leaders.
- ☐ Offer educational and training opportunities to better prepare current and future leaders for success.
- ☐ Support our Kiwanis Children's Fund.

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## MY GOVERNOR'S GOALS

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## MY GOALS

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## Action Plan

During your training, keep a list of follow-up items to address in the days, weeks and months prior to October 1.

**IMMEDIATELY**

[illegible]

## NEXT 30 DAYS

[illegible]

# JOB DESCRIPTION

Your fellow Kiwanians have elected you to one of the key leadership positions in your district. Your responsibilities include helping clubs maintain or increase their membership, opening new clubs, ensuring participation in Club Leadership Education and increasing club members' engagement and morale. The energy that you give this position will go a long way toward maintaining the health and vitality of the clubs in your division and, by extension, Kiwanis.

## RESPONSIBILITIES

Just as the club president is the leader of the club, the lieutenant governor is the leader of the division. Lead the division by implementing organizational goals, developing and leading a strong division leadership team, communicating the vision and messages of the organization, the international president, and district governor to the members in your clubs. The lieutenant governor works with existing clubs and helps open new clubs to strengthen Kiwanis in his or her division. In communication, resources, education opportunities and information, this position is the connection between the clubs and the global Kiwanis organization. The lieutenant governor works closely with club leadership, specifically club presidents, to ensure that they feel supported and have access to information to continuously improve their members' experience.

**OBJECTIVE:** Create membership growth through club opening, strengthening existing clubs (with an emphasis on those below charter strength), and being an active board member (if applicable).





## QUALIFICATIONS

A proven leader with the ability to:

- Communicate the vision.
- Focus energy on the objectives.
- Empower and influence others.
- Motivate and inspire volunteers.
- Lead by example.
- Delegate to staff and volunteers.
- Build relationships.
- Facilitate change.



## DUTIES

- Develop and implement a membership growth plan for the division.
- Consult and assist clubs to ensure all clubs are functioning properly, in compliance with Kiwanis International and district policies and procedures and submitting all required reports and payments.
- Plan and make arrangements for the governor's official visit.
- Organize the club leadership education offerings of club officers and committee chairs within the division with the assistance of the district's leadership development coordinator and/or certified instructor.
- Actively promote Service Leadership Programs.
- Participate in lieutenant governor training.
- Facilitate division council meetings.
- Ensures a seamless transition among preceding, current and succeeding lieutenant governors.
- Serves on the district board of trustees (if applicable).

## EXPECTATIONS

- Identify communities as potential new-club locations.
- Lead the club-opening team in the division.
- Connect a sponsoring club with a new-club site.
- Mentors new clubs.
- Serve as continual resource for clubs in membership, service, branding and financial viability.
- Visit all clubs in the division.
- Evaluate, coach, support and provide positive reinforcement to Kiwanis clubs in the division.
- Provide tools and resources to address areas of opportunity.
- Share key messages with clubs.
- Encourage participation in club leadership education opportunities.



# STRATEGIC PLAN

The Kiwanis strategic plan is designed for each district and club to use as a guide to create their own plans and choose their own paths toward our common Kiwanis goals. The plan focuses on five goal areas — or priorities — that will help clubs, districts and our overall organization thrive for years to come as a positive force for good in the world.

It's important for the lieutenant governor to understand the district's goals and to communicate them clearly with clubs. In fact, each club in your division should have a strategic plan of their own. Work with clubs to ensure their strategic plans align with those of both Kiwanis International and the district.

### Kiwanis International's strategic plan

Think of a strategic plan as an organization's road map. You can select the roads you want to take, but the strategic plan shows us which are the best — our goals. Our strategic plan guides each district and club to create and update their own plan and choose their own paths toward accomplishing common goals in the following areas of priority.

#### MEMBERSHIP AND ENGAGEMENT

To build, retain and support a growing Kiwanis membership network.

**Strategies:**

- Focus responsibility and accountability for growth on officers of Kiwanis International, its subdivisions and its districts.
- Prioritize membership growth and retention for existing clubs.
- Institutionalize new club growth in every division of every district.
- Engage the club experience.
- Maximize the use of technology for new and existing members.
- Keep former members engaged as supporters and donors.
- Expand successful DLP programs for growth.

#### COMMUNITY IMPACT

Provide meaningful service, with service to children as our priority.

**Strategies:**

- Continue to focus on signature projects as a key for effective and impactful community service in Kiwanis communities.
- Continue to encourage active support of Kiwanis Service Leadership Programs by all Kiwanis club members.
- Continue to utilize the Kiwanis Children's Fund and all Kiwanis foundations everywhere to fund Kiwanis signature projects and Kiwanis branded service.

#### BRANDING AND IMAGE

Enhance the Kiwanis image and brand worldwide.

**Strategies:**

- Continue to unite the Kiwanis brand for Kiwanis clubs, districts, foundations, subdivisions and affiliates.
- Continue to build branding and marketing strategies to prioritize membership growth.

#### LEADERSHIP AND EDUCATION

Develop competent, capable, caring leaders across the Kiwanis family.

**Strategies:**

- Assess all district and Kiwanis International leadership positions, maintain roles and responsibilities to address future organizational needs.
- Assess current educational components and design future offerings and delivery systems to accomplish organizational priorities and goals.
- Create resources and pathways for future and emerging leaders throughout the organization.
- Make resource investments to ensure change and allocate adequate resources to implement all improvements.
- Invest in a major leadership and education initiative.

#### FINANCIAL VIABILITY

Create financial stability and responsible investing.

**Strategies:**

- Streamline and improve efficiency in all financial operations.
- Improve cost effectiveness in all aspects of operations.
- Continue to expand existing and develop new club-level revenue sources.
- Continue to grow the Kiwanis Children's Fund and endowments.
- Maximize performance of our investment portfolio.

LOOK FOR THIS

KIWANIS INT 5

### Your club's strategic plan

Your club should have a strategic plan in place, but it is important to revisit and revise it over time. Creating or revising your club's strategic plan is a group effort. Your club officers, board of directors, and the committed members need to work together to create a plan which will help your club thrive for years to come. Your strategic plan committee should be diverse in background, experience, age, gender, abilities, and more.

#### MEMBERSHIP AND ENGAGEMENT

Club strategies

How will you accomplish the strategy?

#### LEADERSHIP AND EDUCATION

Club strategies

How will you accomplish the strategy?

LOOK FOR THIS

KIWANIS LEADERSHIP GUIDE 6

#### COMMUNITY IMPACT

Club strategies

How will you accomplish the strategy?

#### BRANDING AND IMAGE

Club strategies

How will you accomplish the strategy?

#### FINANCIAL VIABILITY

Club strategies

How will you accomplish the strategy?

LOOK FOR THIS

KIWANIS INT 7

For more information, look at pages 5-7 in your Leadership Guide.

# Division action plan

Effective leaders have a clear understanding of the responsibilities and expectations of their office as it relates to Kiwanis International, the district and the clubs. The lieutenant governor establishes a clear vision for the year ahead through development of division goals. Choose division goals that are specific and attainable. Outline specific steps and a timeframe for completing each step. Define who is responsible for each step, and communicate steps and responsibilities to everyone who has a role in achieving each goal.

Distribute a draft of a division action plan, including goals, steps and timeframes at the preliminary division council meeting. Following discussion, develop and distribute a final action plan to all club and division leaders. This can serve as the basis for the lieutenant governor's regular progress checks with the people responsible.

Clubs are asked to identify their annual goals by October 1. This includes membership goals, committee goals and those specific to board activity. Request a copy of these goals from each club, and consider how they impact the collective division goals. Having these goals in hand will also give the lieutenant governor an immediate opportunity to discuss areas that are important to the club and to better identify what kind of support they may appreciate.

As part of the division action plan, include a division membership plan that specifically outlines the membership goals within each club as well as plans for club openings. See pages 81–82 to better understand the division membership plan.

## Potential areas of division goals | action plan:

- Membership: Net members for the division, \_\_\_\_\_ percent ( \_\_\_\_\_ members)
- Club opening
- Club strengthening
- Key volunteer positions for clubs: openers, coaches, membership chair
- Inclusion of Key Club International alumni and Service Leadership Programs parents as prospective members
- Orientation of all new members
- Engagement of current members
- Regional recognition of members for achievements
- Membership success of Service Leadership Programs, including K-Kids, Builders Club, Key Club, CKI and Aktion Club
- Widespread participation in Key Leader, Bring Up Grades and Terrific Kids (all where applicable)
- Positive publicity in the community
- Official club and board visits
- Other (District-specific)

**ACTION STEPS**

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**PERSON RESPONSIBLE**

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**PROGRESS DATES**

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**COMPLETION DATE**

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**ACTION STEPS**

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**PERSON RESPONSIBLE**

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**PROGRESS DATES**

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**COMPLETION DATE**

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# Division leadership team

To be successful as the division's leader, you'll need help from a division leadership team. Some key team members may be suggested by district policy or division tradition. Others will be based on your analysis of your needs for a productive and successful year. Discuss existing division leadership positions with the current lieutenant governor, past lieutenant governors and others whose advice you value.

Possible division appointments include a committee chair for the governor's visit and experts who can provide direct support for club committees.

For each position, define the tasks, identify the necessary skills and personally ask the member to be a part of your team.

**POSITION TITLE** \_\_\_\_\_

## **PERSONAL CHARACTERISTICS NEEDED TO BE SUCCESSFUL**

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## **RESPONSIBILITIES**

### **PRIMARY TASK**

### **COMPLETION DATE**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## **PERSON ACCEPTING POSITION**

**NAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

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**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

# Division council

## PURPOSE

Kiwanis International encourages every lieutenant governor to organize a division council. Through regularly scheduled council meetings, the lieutenant governor has an opportunity to work with club and division leaders to:

- Address common club concerns.
- Share ideas and successes.
- Evaluate progress in achieving club, division and district goals.
- Resolve minor club problems before they become serious.
- Track report filings.
- Promote division, district and Kiwanis International programs.
- Coordinate implementation of division-wide projects and events such as the district governor's visit and the opening of a new Kiwanis club.

At a division council meeting held before April 15, a new lieutenant governor and their successor must be elected. Consult your district bylaws for the proper procedure and allow time for that process on the agenda.

## SIZE AND MAKEUP

In most Kiwanis divisions, council membership includes the lieutenant governor and club presidents. Many councils also include club secretaries, the lieutenant governor-elect, division appointees, and the lieutenant governors or representatives of CKI and Key Club.

Lieutenant governor



Club president

Secretary



Lieutenant governor-elect

Division appointees



Lieutenant governors or representatives of CKI and Key Club



## PROGRAM SUGGESTIONS

**Q1:** Club presidents share overview of signature service projects.

**Q2:** Invite SLP members to share insights and activities.

**Q3:** Host a division-wide membership event (or more than one if the distance between clubs is too great).

**Q4:** Recognize clubs and leaders and spotlight successes.

# Governor's official visit

An official visit to a division provides a governor with focused time to work directly with club leaders, provide information, motivate and gain feedback. An official visit is also a division-wide celebration with the governor, hosted by the lieutenant governor and clubs in the division. And it's an opportunity for the governor to connect and provide support to club members and leaders in the division.



## PURPOSE

- A division-wide celebration with the governor, hosted by the lieutenant governor and clubs in the division.
- An opportunity for the governor to connect and provide support to club members and leaders in the division.

## ATTENDANCE

- All Kiwanians in the division are invited to attend. When the schedule and event details are final, encourage clubs to register. It's common for a club to have enough members attending to qualify as an inter-club.
- Club and division leaders traditionally attend a division council meeting before the event.
- Leadership of Kiwanis Service Leadership Programs (K-Kids, Builders Club, Key Club, CKI and Aktion Club) is also invited.
- Invite local media as guests of the division.

## PLANNING

Governors' official visits are varied. Some are dinner events with a formal program; some are service projects. Ask the governor if he/she has a preference. Remember, this is an opportunity for them to connect with the clubs in your division and celebrate accomplishments in key areas such as membership and club-opening efforts, fundraising, and community impact. Create an event that best accommodates the purpose.

While you are lieutenant governor-designate, establish a special division committee to plan and carry out all arrangements. Meet with this committee to determine specific obligations and timeframes. Follow up regularly to make certain all deadlines are met.



# Division membership plan

The lieutenant governor is responsible for accomplishing the membership goals within the division during the year. This effort is in collaboration with your division membership team, which includes certified club coaches, who focus on existing clubs, and a club opener. Specifically, the division membership team monitors and encourages the opening of new clubs and the strengthening of membership in existing clubs.

## BEFORE THE YEAR BEGINS:

- Attend lieutenant governor orientation and familiarize yourself with the resources provided by Kiwanis International at [kiwanis.org/membership](http://kiwanis.org/membership).
- Identify potential sites for new clubs and initiate the club-opening steps.
- Get membership information from the current lieutenant governor for each club. As you meet each club's incoming officers, discuss membership goals and support for new clubs within the division. Take special note of clubs that have been recently organized.
- Consider how you'll communicate the division's membership priorities and progress throughout the year to club leaders and members. Make use of:
  - Education sessions.
  - Division newsletters.
  - Official club and board visits.

## DURING THE ADMINISTRATIVE YEAR:

- Make progress on opening a new Kiwanis club during the first half of the Kiwanis year (October-March).
- Strengthen an existing Kiwanis club.
- Ensure that support and mentoring continue for clubs that have been organized within the past 12 months.
- Lead by example: Fulfill your commitments to participate personally in specific membership activities.
- Continue to communicate the division's membership priorities and progress.
- Recognize the clubs and individuals who achieve their membership goals.
- Sponsor a member into your own club early in the year.
- Offer advice to your successor for the next administrative year.
- Bring in at least one new member and make a donation to the Kiwanis Children's Fund by November 30.

## ACTIONS THAT MAKE KIWANIS STRONGER



ACTIONS	RESULTS
<input type="checkbox"/> Invite members	<ul style="list-style-type: none"><li>• Club reaches charter strength</li><li>• Club has net increases (different levels)</li></ul>
<input type="checkbox"/> Open a club	<ul style="list-style-type: none"><li>• New Kiwanis clubs in existing and new communities</li></ul>
<input type="checkbox"/> Coach a club	<ul style="list-style-type: none"><li>• New club is stable and strong at year 1, year 2</li><li>• New club reaches 25 members or more the first year</li></ul>
<input type="checkbox"/> Coach an existing club	<ul style="list-style-type: none"><li>• Club reaches charter strength</li><li>• Club has net increases (different levels)</li></ul>
<input type="checkbox"/> Sponsor a new club	<ul style="list-style-type: none"><li>• New club is stable and strong at year 1, year 2</li></ul>

# Division member engagement plan

Your responsibilities include helping clubs maintain or increase their membership, opening new clubs, ensuring participation in Club Leadership Education and increasing club members' engagement and morale. The energy that you give this position will go a long way toward maintaining the health and vitality of the clubs in your division — and, by extension, Kiwanis International.

**District point person:** District membership coordinator

**Club point person:** Membership committee chair

**Kiwanis International point person:** Area director

## YOUR DIVISION MEMBERSHIP TEAM

- **Club opener**
- **Club coach**
- **Club membership committee chairs**

Another way to engage members in your division is through club and board evaluations. Your success as lieutenant governor ultimately depends on the success each club in the division has in strengthening the quantity and quality of membership and service during the administrative year. Your ability to help clubs become stronger, provide better service to the community and meet the needs of their members starts with gaining a thorough knowledge of each club's strengths and weaknesses. Establish a positive, helpful relationship with incoming club presidents and maintain this relationship throughout the year.

## BEFORE YOUR TERM BEGINS

- Meet with the current lieutenant governor and discuss each club. Note the lieutenant governor's impression of noteworthy strengths and possible improvements.
- Obtain copies of each club's monthly reports (October-April) from the lieutenant governor. Note positive and negative trends of each club. These reports will be available to you electronically once your term has officially begun.
- Contact the incoming club presidents in every club. Give them your mailing and email addresses and phone number(s). Encourage them to contact you whenever you can help. Ask for their impressions of the current club status, including club strengths and potential challenges for the upcoming year. Record these comments. Discuss their clubs' goals and how those goals will address the potential challenges they may face during their term.

**What matters do you need to discuss with your clubs before beginning your term?**

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**How can you use this information to better support the clubs in your division?**

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## AFTER YOUR TERM BEGINS

Visit a club meeting and a board meeting for each club in your division. In some districts, you will be asked to complete an official form and submit it to your district office. Check with your district office for instructions.

## What matters are important to talk about with your clubs at the beginning of your term?

## What are other ways to engage your members?



# Division club opening

As lieutenant governor, you are responsible for identifying new communities as potential new-club locations and leading your division's club opening team. New clubs bring new energy and focus to a community, empowering people there to address the issues it faces. Having a qualified club opening team is essential to being successful.

## IDENTIFYING POTENTIAL CLUB SITES

- Gather information about demographics and needs.
- Determine how the new club could address local needs.
- If multiple sites are being considered, prioritize one.
- Identify contacts to open doors.



## FORMING YOUR TEAM

- Utilize your division club opening team.
- Identify potential club coaches and communicate them to the district membership coordinator.
- Reach out to clubs who could act as potential sponsoring clubs within your division to gauge their interest.

## LIEUTENANT GOVERNOR RESPONSIBILITIES

- Coordinate club opening efforts within your division.
- Collaborate with division club opening team and district membership coordinator.
- Assist in implementing the division membership plan for club opening.
- Mentor new clubs.
- Evaluate, coach, support and provide positive reinforcement to newly formed club.
- Share key messages from the district and Kiwanis International.
- Encourage new club officer participation in club leadership education opportunities.

## CLUB OPENER RESPONSIBILITIES

- Work closely with the lieutenant governor and club coach to identify sites, develop strategies and create a timetable for opening new clubs.
- Provide regular reports to the district chair and the lieutenant governor.
- Participate in membership planning meetings with lieutenant governors at trainings and conventions.
- Lead the club-opening process, in collaboration with the club counselor and lieutenant governor.
- Act as the ambassador for club organization.
- Identify at least one new-club site in your division per year.
- Mentor additional club openers.

## Division club opening plan

<b>SITE</b> _____	
<b>ACTION STEPS</b> _____	
_____	
_____	<b>PERSON RESPONSIBLE</b>
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_____	<b>PROGRESS DATES</b>
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_____	<b>COMPLETION DATE</b>
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<b>SITE</b> _____	
<b>ACTION STEPS</b> _____	
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# Division club strengthening

In addition to the opening of new Kiwanis clubs, the organization's future also depends on the continuing strength of current Kiwanis clubs. As lieutenant governor, your active support is crucial. Here are some ways that you can help good clubs thrive and struggling clubs get healthy.

## CLUB STRENGTHENING TIPS

- Review Kiwanis International's Five-Year Membership Trends Report with your district membership coordinator.
- Use Kiwanis Connect to review club monthly reports and the membership dashboard.
- Identify club coaching needs.
- Uncover membership growth and club recognition opportunities within your division.
- Discover club service projects and events to promote.
- Communicate with club leaders regularly.
- Push membership growth in existing clubs (especially those recently formed).
- Visit clubs frequently.
- Utilize the Achieving Club Excellence tools.

## FIND THE BEST ACE TOOL TO HELP YOUR CLUBS

CONCERNS	TOOLS THAT CAN HELP
Your club is unsure of its purpose in the community.	Creating the Purpose Developing Community Partnerships
Members of your club seem disinterested or dissatisfied.	Measuring Member Satisfaction Analyzing Your Impact Celebrating Success
Your club is losing members.	Measuring Member Satisfaction Hosting an Open House
Your club wants to become more visible in the community.	Developing Community Partnerships Rediscovering Your Community Analyzing Your Impact
Your club's signature project is losing member interest.	Rediscovering Your Community Measuring Member Satisfaction Analyzing Your Impact
Your club's annual fundraiser is becoming less successful.	Analyzing Your Impact
Your club has ideas but needs direction or goals.	Planning for Club Excellence Rediscovering Your Community Club Scorecard Analyzing Your Impact
Your club needs ideas for recognizing individual and club accomplishments.	Celebrating Success
Your club wants to add more members.	Hosting an Open House

# Division club strengthening plan

<b>CLUB</b> _____	
<b>ACTION STEPS</b> _____	
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<b>NOTES</b> _____	
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	<b>PERSON RESPONSIBLE</b>
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	<b>PROGRESS DATES</b>
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	<b>COMPLETION DATE</b>
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<b>CLUB</b> _____	
<b>ACTION STEPS</b> _____	
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<b>NOTES</b> _____	
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	<b>PERSON RESPONSIBLE</b>
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	<b>PROGRESS DATES</b>
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	<b>COMPLETION DATE</b>
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# Division club coaching

Club coaching varies based on the age of the club. The way you mentor and support new clubs will differ from how you mentor and support established clubs. The club coaches you identify as part of your division membership team are there to help clubs develop long-term goals for service and membership — while helping to monitor member engagement and suggesting improvements when necessary. Ultimately, the club coaches provide a mix of the practical and the inspirational — and several things in between.

## COACHING NEW CLUBS

New Kiwanis clubs often begin with good intentions and great enthusiasm. But the continuing success of a club requires effort and attention to detail. Those factors are especially important for new clubs. A club coach helps members navigate the exciting but delicate early stages of a new club's life.

Club coaches who support new clubs have the following responsibilities:

- Ensure that new clubs become independent and strong, with a minimum of 25 members.
- Work closely with the division lieutenant governor and club opener to support the club-opening process and develop a timetable to assist new clubs in getting started.
- Start mentoring new clubs after the organizational meeting (but ideally become involved before the pre-organizational meetings).

## COACHING EXISTING CLUBS

There are many ways for a Kiwanis club to succeed. Each has its own strengths, traditions and community presence. For the same reasons, no two struggling Kiwanis clubs will struggle in the same way or for the same reasons. Club coaches are the clubs' main supporters and are there to help celebrate success and member achievements. Most importantly, they are there to help the members become self-sufficient.

Club coaches who support existing clubs have the following responsibilities:

- Mentor the leaders of a struggling Kiwanis club, or a club with low membership that has submitted a request for assistance to the lieutenant governor.
- Provide objective advice, assisting the club in implementing a plan to increase membership.
- Use the Achieving Club Excellence tools to guide clubs.
- Provide regular reports to the district chair and the lieutenant governor.
- Participate in membership planning meetings with the lieutenant governor at training or at conventions.

### POTENTIAL CLUB COACHES TO ADD TO MY DIVISION MEMBERSHIP TEAM

Name \_\_\_\_\_

Club \_\_\_\_\_

Phone number \_\_\_\_\_

Email \_\_\_\_\_

New or Existing? \_\_\_\_\_



## Division club coaching plan

<b>CLUB</b> _____	
<b>ACTION STEPS</b> _____	
_____	
_____	<b>PERSON RESPONSIBLE</b>
_____	_____
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_____	<b>PROGRESS DATES</b>
_____	_____
<b>NOTES</b> _____	
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_____	<b>COMPLETION DATE</b>
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<b>CLUB</b> _____	
<b>ACTION STEPS</b> _____	
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_____	<b>PERSON RESPONSIBLE</b>
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<b>NOTES</b> _____	
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# Division club communication

Clubs will share information about upcoming events, news releases and member newsletters with you. Kiwanians are the most effective advertisements for Kiwanis. We represent our image in living color, wear our brand and share our message with the world. That's why it's important for all of us to share the same message and visual style. It's also important to empower members and clubs worldwide with the training and tools they need to share the Kiwanis story as one, unified voice.

**District point person:** District public relations coordinator

**Club point person:** Public relations committee chair

## PERSONALIZING THE BRAND

If a club in your district needs a "customized" logo, it's free and easy to get. Tell them to visit [kiwanis.org/brand](http://kiwanis.org/brand) and click the "club logo" button. Clubs can even get a special anniversary logo if they are celebrating a milestone! Do not decorate or customize the club or Kiwanis logo.



**Kiwanis**<sup>®</sup>  
CLUB OF INVERNESS

## MEDIA RELATIONS

Your district public relations coordinator has been trained in media relations. You might not always need to be your division's spokesperson, but if you do, here are a few tips.

**When you receive a media call, follow these steps:**

1. Find out what the reporter wants to know — and their deadline.
2. Identify a spokesperson. Kiwanis can be the spokesperson. Call us!
3. Schedule the interview.
4. Develop key messages: the three main points you want to make.
5. Develop and practice tough questions.
6. Participate in the interview.
7. Follow up with the reporter.
8. Inform stakeholders of pending coverage and report the outcome.



It is also critical that you decide how you will communicate with each of the clubs in your division. Whether through email or phone calls, strategize the most effective way to stay in touch. Find the method that works best for you and be intentional about the information you pass along. Remember, you don't need to forward every email you receive. Instead, summarize the important messages and send them to club leaders.

## PREFERRED METHOD OF COMMUNICATION FOR THE CLUBS IN MY DIVISION

CLUB _____	NOTES _____
PRESIDENT _____	_____
PHONE _____	_____
EMAIL _____	_____
PREFERS <input type="checkbox"/> CALL <input type="checkbox"/> EMAIL	_____

CLUB _____	NOTES _____
PRESIDENT _____	_____
PHONE _____	_____
EMAIL _____	_____
PREFERS <input type="checkbox"/> CALL <input type="checkbox"/> EMAIL	_____

CLUB _____	NOTES _____
PRESIDENT _____	_____
PHONE _____	_____
EMAIL _____	_____
PREFERS <input type="checkbox"/> CALL <input type="checkbox"/> EMAIL	_____

CLUB _____	NOTES _____
PRESIDENT _____	_____
PHONE _____	_____
EMAIL _____	_____
PREFERS <input type="checkbox"/> CALL <input type="checkbox"/> EMAIL	_____

# Club Leadership Education in your division

A leadership development coordinator has been appointed by your district to offer education sessions for incoming club officers. These in-person training sessions are an opportunity for club leaders to learn the basics of club operations, understand their role and become familiar with the available resources.

As a lieutenant governor-elect, you need to plan to attend this event. A certified instructor will be assigned to facilitate the session, but the planning details — including date, time, location, invitations and onsite arrangements — must be worked out between you and the certified instructor.



## PURPOSE

To prepare the incoming club officers to successfully carry out their responsibilities.



## PEOPLE RESPONSIBLE

A certified instructor has been selected by your district and educated by Kiwanis International to facilitate this education program in each division. You coordinate date, location, invitations and other logistics.



## WHO ATTENDS

You and incoming club officers. If possible, you may also attend a makeup session with the certified instructor or at the district convention if it is offered at that event.



## TIMEFRAME

The classroom session should be conducted in April, May or June. Any makeup sessions or online course completions should be completed before October 1.



## AVAILABLE EDUCATION PROGRAMS

- Club president education
- Club secretary education
- Club treasurer education
- Membership committee education

# Club Leadership Education plan

Date \_\_\_\_\_ Time \_\_\_\_\_

Location \_\_\_\_\_

Courses offered: ☐ Club president ☐ Club secretary ☐ Club treasurer ☐ Membership committee

**CERTIFIED INSTRUCTOR(S):**

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## AGENDA

## INVITATIONS AND RESPONSES

## FOLLOW-UP

# Important websites

## **MEMBERSHIP**

[kiwanis.org/membership](https://kiwanis.org/membership)

[kiwanis.org/clubopening](https://kiwanis.org/clubopening)

[kiwanis.org/clubstrengthening](https://kiwanis.org/clubstrengthening)

[kiwanis.org/ACEtools](https://kiwanis.org/ACEtools)

## **EDUCATION**

[kiwanis.org/education](https://kiwanis.org/education)

[kiwanis.org/edhub](https://kiwanis.org/edhub)

[kiwanis.org/CLE](https://kiwanis.org/CLE)

## **KIWANIS CHILDREN'S FUND**

[kiwanischildrensfund.org](https://kiwanischildrensfund.org)

[kiwanischildrensfund.org/foundation-resources](https://kiwanischildrensfund.org/foundation-resources)

[kiwanischildrensfund.org/staff](https://kiwanischildrensfund.org/staff)

[kiwanischildrensfund.org/clubgrants](https://kiwanischildrensfund.org/clubgrants)

## **SERVICE LEADERSHIP PROGRAMS**

[aktionclub.org](https://aktionclub.org)

[buildersclub.org](https://buildersclub.org)

[circlek.org](https://circlek.org)

[key-leader.org](https://key-leader.org)

[keyclub.org](https://keyclub.org)

[kiwaniskids.org](https://kiwaniskids.org) (landing page for all elementary school programs)

[keyclub.org/alumni](https://keyclub.org/alumni)

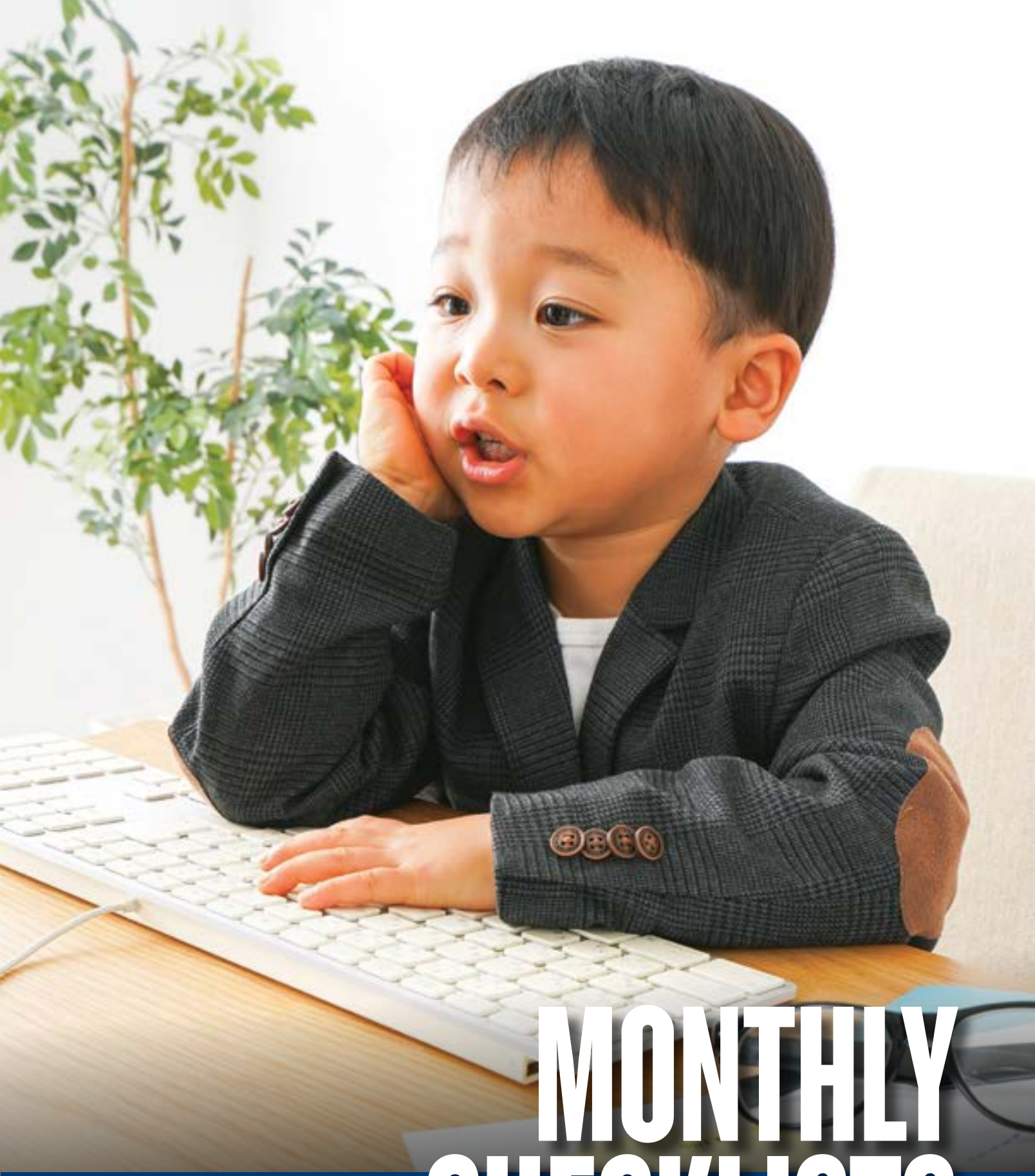
[kiwanis.org/charter](https://kiwanis.org/charter)

[kiwanis.org/advisor](https://kiwanis.org/advisor)

[kiwanis.org/bullyprevention](https://kiwanis.org/bullyprevention)

## **YOUTH PROTECTION GUIDELINES**

[kiwanis.org/youthprotection](https://kiwanis.org/youthprotection)



# **MONTHLY CHECKLISTS**



# PLANNING THE YEAR

## MAY 2021

### Kiwanis International dates

**May 31:** Kiwanis International Office closed

**Checklist** *If you completed your lieutenant governor training before May 1, feel free to begin working on this list before May.*

- ☐ Contact the current lieutenant governor to compare notes, gain insights and ask about assistance before taking over in October. Coordinate dates for the current lieutenant governor to introduce you to each club well in advance. Begin shadowing the current lieutenant governor's club visits.
- ☐ Become familiar with your district website. Look for the most current district policies and bylaws. Verify dates, times and locations of significant events and finalize plans to attend. Write down questions to be answered later when you discuss district-specific tasks.
- ☐ Request names and contact information of incoming club presidents and secretaries in the division.
- ☐ Appoint members of the division leadership team and create a team roster. Among the appointments, include each incoming club president and secretary, and your predecessor and successor (if known). Forward a copy of the roster to the district office and to each team member.
- ☐ Ask the leadership development coordinator when Club Leadership Education will happen.
- ☐ Contact the certified instructor in your division to coordinate the site, date(s) and time(s) for club president education. Classroom education sessions are encouraged in April, May or June.
- ☐ Introduce yourself to your lieutenant governor counterparts in Circle K International and Key Club International. (They were elected in February, March or April.)
- ☐ Make plans to attend Kiwanis International and district conventions.
- ☐ Complete club opener and club coach training modules/webinars.
- ☐ Identify potential new club sites in your division.

## JUNE 2021

### Kiwanis International dates

**June 24-26:** Kiwanis Education and Leadership Conference in Salt Lake City, USA, in person and virtual.

### Checklist

- ☐ Contact each incoming club president in the division. Encourage them — along with other members of their club leadership teams — to attend the education available for their position either through a classroom or online course prior to October 1. This is especially important for club presidents and club secretaries, but courses are also offered for treasurers and membership committee chairs.
- ☐ Join the current lieutenant governor on visits to clubs to begin your preliminary evaluation.
- ☐ Review the list of club openers and club coaches.
- ☐ Meet with your division membership team to discuss plans for the coming year. This team includes club openers and the club coaches identified in your division.
- ☐ Identify a new club site and key dates for inviting new members.
- ☐ Participate in division growth meetings.
- ☐ Attend the Kiwanis International convention. Encourage attendance from incoming club presidents, secretaries and members of the division leadership team.
- ☐ Plan your division council meetings, to be held monthly or at least once per quarter.
- ☐ Meet with your Key Club and Circle K lieutenant governor counterparts to coordinate activities and discuss their membership plans. Also discuss new SLP clubs — because the opening of new Kiwanis clubs can go hand in hand with this effort.



# JULY 2021

## Kiwanis International dates

**July 5:** Kiwanis International Office closed

### Checklist

- ☐ Continue building relationships with your incoming club presidents.
- ☐ Shadow the current lieutenant governor's club visits.
- ☐ Participate in division growth meetings.
- ☐ Continue identifying potential new club sites in your division.

# AUGUST 2021

## Checklist

- ☐ Challenge each incoming club president to make a commitment to sponsoring at least one new member in October.
- ☐ Shadow the current lieutenant governor's club visits.
- ☐ Participate in division growth meetings.
- ☐ Complete your site survey for a new club and submit the case for a new club to the governor at your district convention.
- ☐ Review club-opening progress for the current year. Assess the strength of new clubs. You may need to check in with club coaches or assign a club coach.

# SEPTEMBER 2021

## Kiwanis International dates

**September 6:** Kiwanis International Office closed

### Checklist

- ☐ Work with the current lieutenant governor to ensure that clubs have reported incoming officers.
- ☐ Continue building relationships with incoming club presidents.
- ☐ Request details about installation events from clubs in your area — and consider attending.
- ☐ Invite a new member to be inducted into your club. Schedule an induction ceremony in October to demonstrate your emphasis on increasing membership.

- ☐ Challenge your own club's leaders to invite a new member.
- ☐ Combine your division plans to create one division action plan, which should include a comprehensive division membership plan both for new and existing clubs.
- ☐ Continue to evaluate new club sites in your division.
- ☐ Review your notes from the district convention and devise an implementation plan for programs that will benefit your clubs.

### Things to think about this month

- ☐ As you visit clubs, create a list of things you hear to include in educational opportunities at upcoming division council meetings.
- ☐ Start explaining to clubs how to promote next month's Kiwanis One Day to non-Kiwanians — and how to follow up on that Monday to ask about becoming a member or attending a meeting.

# DOING THE WORK

## OCTOBER 2021

### Kiwanis International dates

**October 23:** Kiwanis One Day

#### Checklist

- ☐ Share your division action plan with the governor and area director.
- ☐ Participate in Kiwanis One Day.
- ☐ Review the annual goals for each club. Based on these goals, complete your division action plan (including the division membership plan) and submit it to the governor.

#### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

#### It's the beginning of the first quarter

- ☐ Is your division council meeting for this quarter scheduled?
- ☐ Do you have an agenda that accomplishes your purposes for this quarter?
- ☐ Are your club visits scheduled for this quarter?

#### Things to think about this month

- ☐ Gaining new members begins with inviting guests to service projects and club meetings. Challenge fellow club members to bring at least one like-minded friend each month.
- ☐ When speaking with clubs, ask them to look hard at their service. Spend time talking about improving impact.

## NOVEMBER 2021

### Kiwanis International dates

**November 25-26:** Kiwanis International Office closed

#### Checklist

- ☐ Make a donation to the Kiwanis Children's Fund by November 30.
- ☐ Recruit at least one new member by November 30.

#### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

#### Things to think about this month

- ☐ Promote the Kiwanis Store as a resource for members looking for holiday gifts.
- ☐ Take time to thank district volunteers. Also thank all the new members so far this year — and thank their sponsors.
- ☐ Recommend that clubs send Thanksgiving cards to thank members of the SLP clubs they sponsor for their commitment to their communities.



# DECEMBER 2021

## Kiwanis International dates

**December 27-31:** Kiwanis International Office closed

### Checklist

- ☐ Thank club secretaries who have completed their monthly reports in a timely fashion.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Things to think about this month

- ☐ Suggest that clubs create a "who's naughty and who's nice" report. Club members who have not yet paid their dues can be placed on a "wavering watch-list" for board members to reach out and get them re-engaged — rather than waiting until late summer/early fall as we approach the annual "September Surprise" purge.

# JANUARY 2022

## Checklist

- ☐ Promote your District Mid-Year Conference.
- ☐ Make plans to attend the Kiwanis International convention.
- ☐ Encourage dynamic and emerging leaders in your division to attend the Kiwanis International convention.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### It is the beginning of the second quarter

- ☐ Is your division council meeting for this quarter scheduled? Do you have an agenda that accomplishes your purposed for this quarter?
- ☐ Are your club visits scheduled for this quarter?

### Things to think about this month

- ☐ Suggest that clubs make new year's resolutions to help add new members, more Kiwanis clubs, and more SLP clubs. Also challenge the members in your division to increase their service hours this year.

## NOTES

# DOING THE WORK

## FEBRUARY 2022

### Checklist

- ☐ Encourage leaders in your division to apply for the lieutenant governor-elect position.
- ☐ Invite all potential candidates for the lieutenant governor-elect position to discuss the responsibilities and duties of this position.
- ☐ Check with your clubs to ensure they have submitted Form 990 (US IRS requirement).

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Things to think about this month

- ☐ Share your heartfelt admiration for the members of SLP clubs during the month of Valentine's Day.

## MARCH 2022

### Kiwanis International dates

**March 25:** Kiwanis International Office closed

### Checklist

- ☐ Schedule division elections at the next division council meeting. The past lieutenant governor is encouraged to lead this portion of the meeting. Review district bylaws for requirements such as written notification, the definition of a quorum and the deadline for completion.
- ☐ Reach out to Kiwanis clubs that have not paid annual dues. You can view clubs' payment status on the district dashboard.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Things to think about this month

- ☐ March is the final month of the administrative year for Service Leadership Programs. Assist with any end-of-the-year recognition activities.

### NOTES

# APRIL 2022

## Checklist

- ☐ Plan to attend the upcoming district convention. (Know your district's event dates — some districts start in May.)
- ☐ Encourage members to attend and send club delegates to the district convention.
- ☐ Meet with your Key Club and Circle K lieutenant governor counterparts to coordinate activities. Discuss their membership plans and any new SLP clubs forming — because new Kiwanis clubs can go hand in hand with this effort.

## Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

## It is the beginning of the third quarter

- ☐ Is your division council meeting for this quarter scheduled? Do you have an agenda that accomplishes your purposed for this quarter?
- ☐ Are your club visits scheduled for this quarter?

## Things to think about this month

- ☐ It's the midpoint of the Kiwanis year — congratulate clubs that have added new members and have net-positive growth.
- ☐ Thank individual members who have contributed to membership growth.
- ☐ April 1 is the start of the SLP new year. Contact Key Club and Circle K lieutenant governors. Congratulate the outgoing lieutenant governors on accomplishments and challenge the incoming lieutenant governors to leave Key Club and Circle K better than they found them. Listen to their goals and share yours. What do you have in common?

# MAY 2022

## Kiwanis International dates

**May 30:** Kiwanis International Office closed

## Checklist

- ☐ Begin building a mentor relationship with the lieutenant governor-elect.
- ☐ Arrange a time to meet with the lieutenant governor-designate in June, following lieutenant governor orientation.

## Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

## Things to think about this month

- ☐ May is traditionally Membership Month. Encourage clubs to highlight programs and service projects, and to connect potential members with these opportunities for community engagement.

# DOING THE WORK

## JUNE 2022

### Kiwanis International dates

**June 23-26:** The Kiwanis International Board decided to relocate the 2022 Kiwanis International Convention from Manila, Philippines, to a to-be-determined location.

### Checklist

- ☐ Encourage clubs to attend and send delegates to the district convention.
- ☐ Plan to spend some time with the lieutenant governor-designate at the district convention.
- ☐ Meet with lieutenant governor-designate and offer support.
- ☐ Attend the Kiwanis International convention.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

## JULY 2022

### Kiwanis International dates

**July 4:** Kiwanis International Office closed

### Checklist

- ☐ Review the progress of the club opening team if the new club is not yet opened.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### It is the beginning of the fourth quarter

- ☐ Is your division council meeting for this quarter scheduled? Do you have an agenda that accomplishes your purposed for this quarter?
- ☐ Are your club visits scheduled for this quarter?

## NOTES

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## AUGUST 2022

### Checklist

- ☐ Follow up with clubs to ensure a strong finish to the end of the Kiwanis year.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Things to think about this month

- ☐ Work with clubs' membership committee chairs to approach members who have not yet paid their dues. Instead of asking board members to contact them, look up their sponsors as new members — and ask them for a personal appeal.

## SEPTEMBER 2022

### Kiwanis International dates

**September 5:** Kiwanis International Office closed

### Checklist

- ☐ Celebrate your successes and recognize your team.
- ☐ Meet with your successor to ensure a smooth transition.
- ☐ Check with clubs to ensure incoming officers are reported.

### Each month of your term

- ☐ Review each club's monthly report and look for opportunities to celebrate accomplishments and offer support.
- ☐ Communicate with each club president.
- ☐ Compare available information to the division action plan to ensure that goals are on track.
- ☐ Review the progress of the club opening teams, including coaches for recently chartered clubs.
- ☐ Review the progress of club coaches appointed to clubs with decreasing membership.

### Things to think about this month

- ☐ Reach out to the presidents of new clubs that opened during your year. Most Kiwanis clubs close in the fourth or fifth year — so let them know that you will check in with them a couple times a year for the next few years.

## CELEBRATING THE YEAR

## OCTOBER 2022

### Checklist

- ☐ Assist your successor when needed during the first few weeks of the new Kiwanis year. You might offer to help with officer installation ceremonies that your successor cannot attend.
- ☐ As immediate past lieutenant governor, you will serve as chairman of division elections. Review district bylaws for requirements such as written notification, the definition of a quorum and the deadline for completion.



# TRANSITION PLAN

Keep a list of things to discuss about the division with your successor. Plan your initial meeting with the lieutenant governor-elect immediately after their training. Then communicate on a regular basis so they're prepared to sustain the division's momentum.



## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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