



Club Membership Chair Education

Louisiana Mississippi West Tennessee
June 27, 2023



Kiwanis[®]

Facilitator

Rogena Woods Mitchell

rmitchell@kiwanis.org

Kiwanis International

Club Opening Specialist



Kiwanis[®]

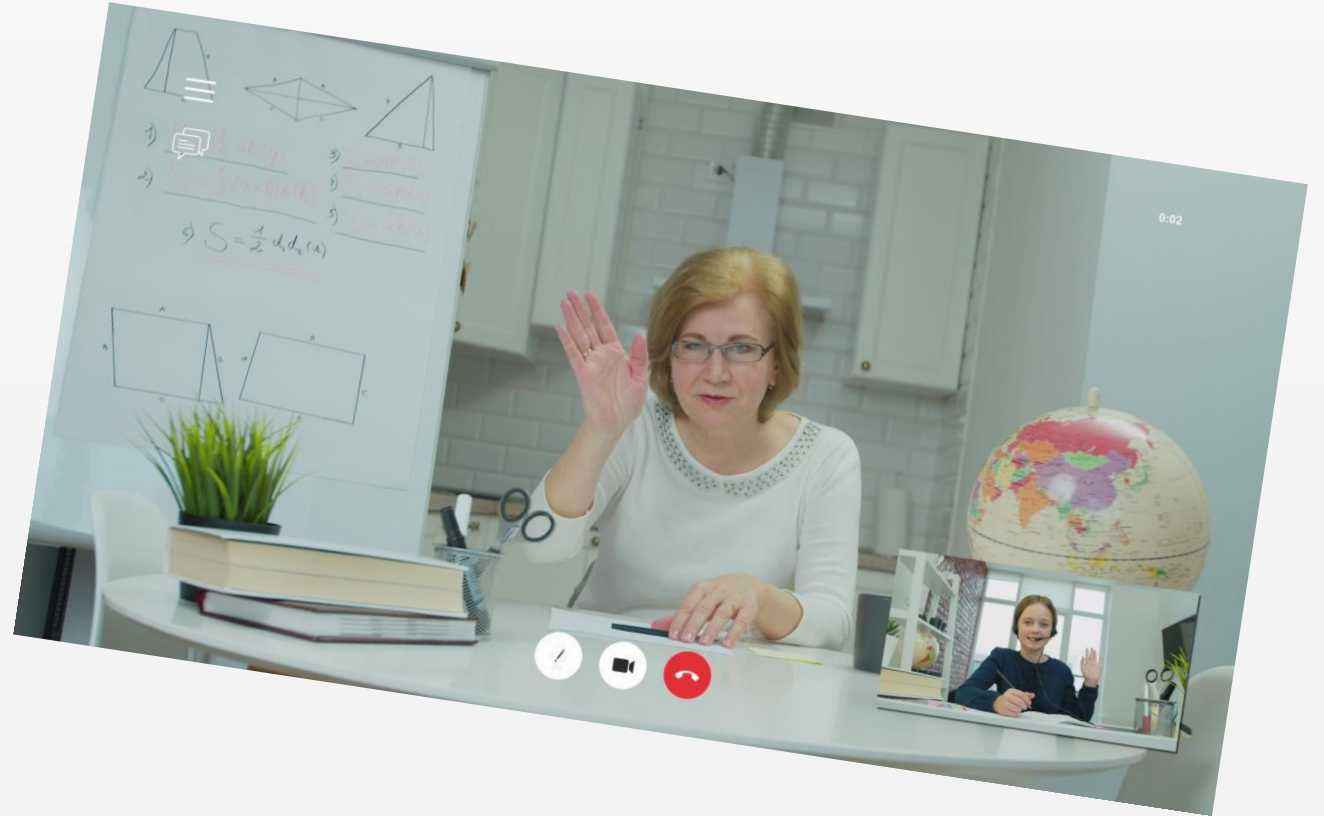
Parking lot

- Questions during the presentation?
- Insights or examples to share?
- *Place it in the parking lot!*



Kiwaniis®

Housekeeping





Kiwaniis®

Agenda

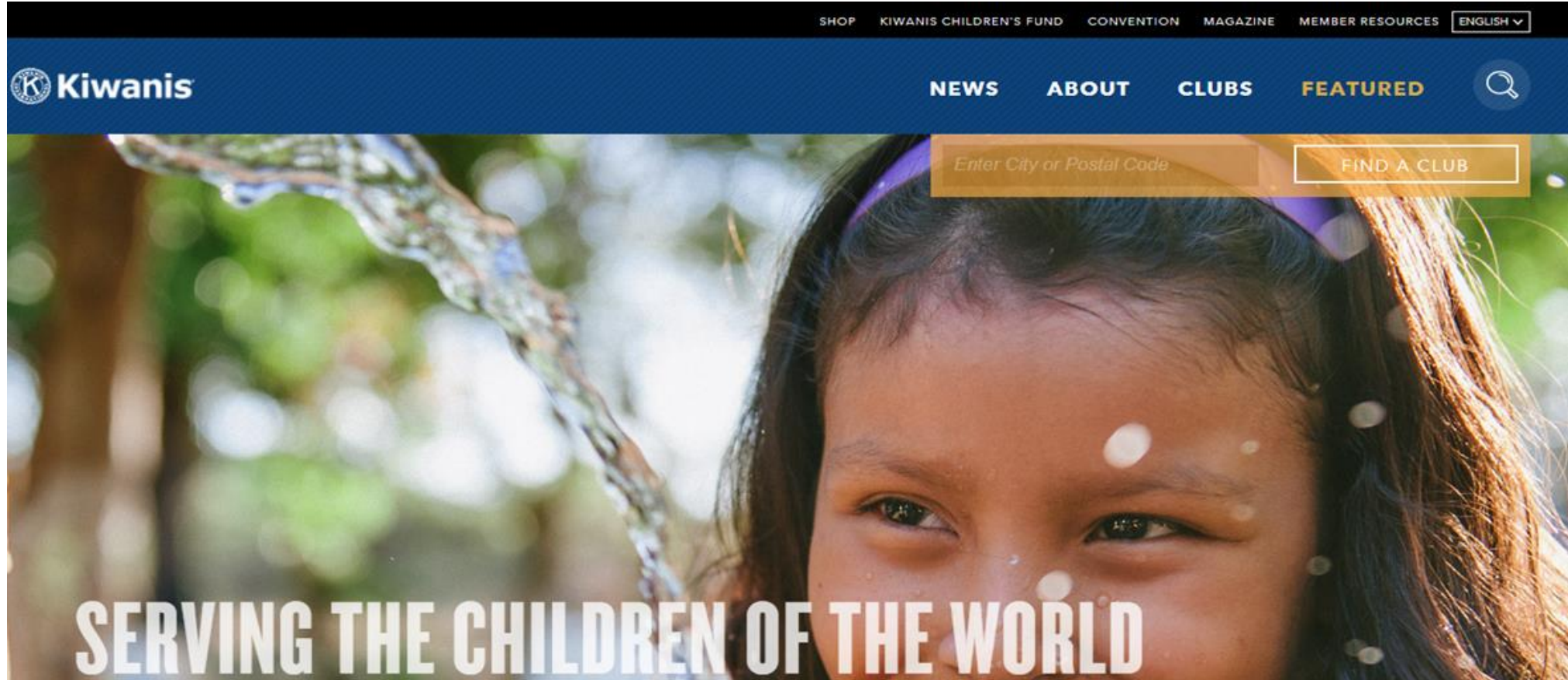
- Roles and Expectations
- Year in the Role
- Strategies for Members
- Marketing Your Club
- Recruitment and Retention
- Additional Tools and Resources






A MESSAGE FROM KATRINA BARANKO
2023-24 KIWANIS INTERNATIONAL PRESIDENT

kiwanis.org




https://k11.site.kiwanis.org/

[Facebook](#) [Instagram](#)

 **Kiwanis**
LOUISIANA-MISSISSIPPI-WEST
TENNESSEE DISTRICT
Chartered in 1920

[ABOUT US](#) [CALENDAR](#) [NEWS](#) [FOUNDATION](#) [RESOURCES](#)





KIDS NEED KIWANIS

LAMISSTENN DISTRICT

[Click Here to Register for Mid-Year Regional Education Conferences](#)

[Key Club & Circle K Scholarships](#)

 **Kiwanis**
2022-2023 Mid-Year Regional
Education Conferences



UPCOMING EVENTS

- 01 DEC** Kiwanis Club Annual Report Due
- 10 DEC** Monthly Club Report Due
- 12 DEC** Healthy Club Boot Camp, Membership Module

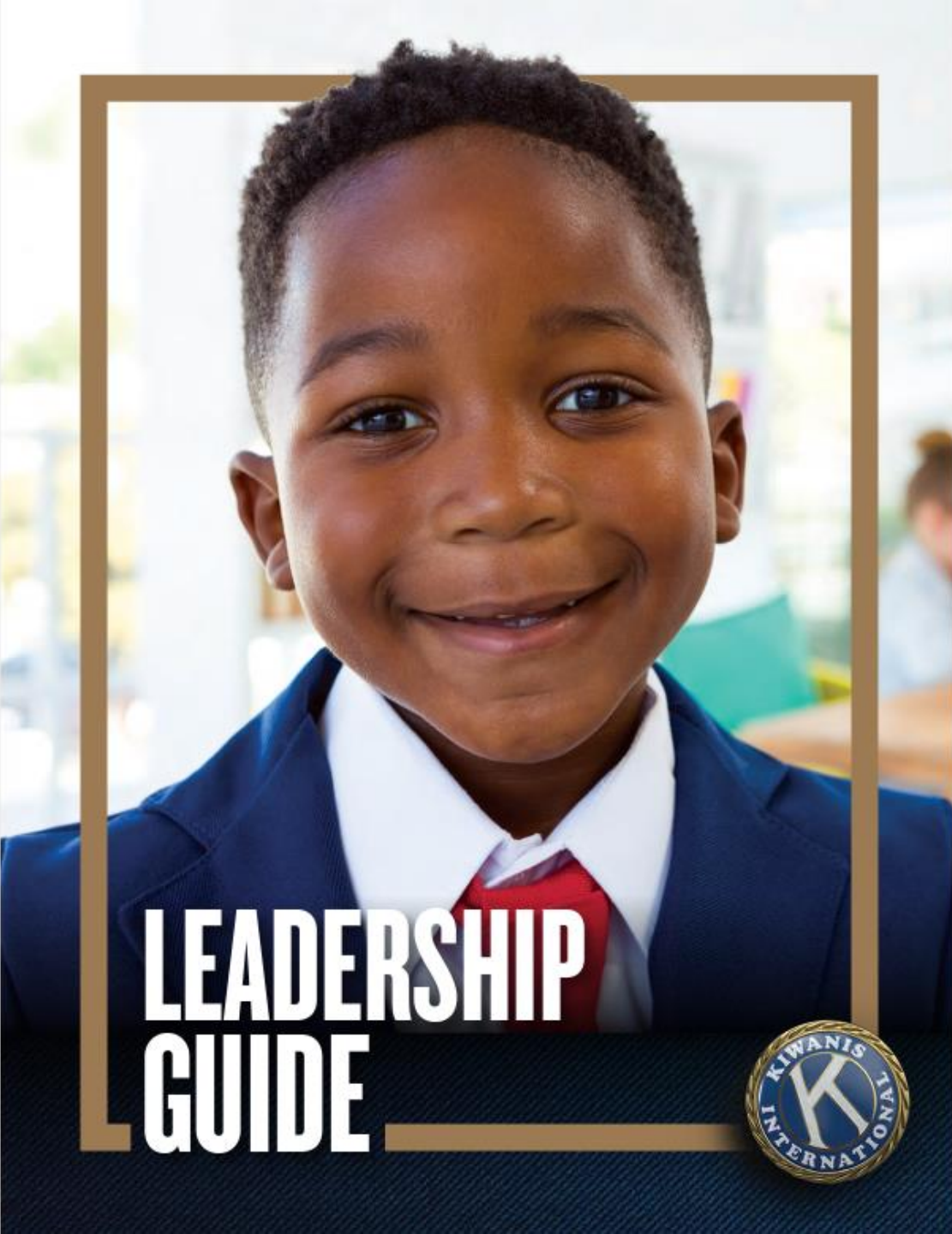


Our Goal

Provide you with guidance as your club meets established membership goals.

GROUP SHARE: What do you need to know to be effective in this role?





Leadership Guide

<https://bit.ly/3xUQiXt>

SCAN ME



Strategic Plan

- **MEMBERSHIP AND ENGAGEMENT**

Build, retain and support a growing Kiwanis membership network.

- **LEADERSHIP AND EDUCATION**

Develop competent, confident and caring leaders across the Kiwanis family.

- **COMMUNITY IMPACT**

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

- **FINANCIAL VIABILITY**

Ensure financial viability and responsible stewardship.

- **BRANDING AND IMAGE**

Enhance the Kiwanis image and brand worldwide.





Role & Expectations



Your Role

- Set realistic and measurable goals.
- Develop an action plan for meeting goals.
- Communicate importance of membership efforts to members.
- Plan membership drives and special member events



Your Role (continued)

- Clearly communicate the importance of membership efforts to club members.
- Teach others how to invite community members to club events.
- Plan and conduct (or assist with) new-member orientation.



You need a committee!

COMMITTEE DUTIES

- Plan membership drives and special member events.
- Ensure new members are immediately involved in activities.
- Execute membership action plan.
- Encourage members to invite others to meetings and projects.



Milestones and Important Dates



- Quarterly Membership Updates (Oct-Dec, Jan-Mar, etc)
- April 1 – Kiwanis year midpoint
- May Membership Month
- August and September



Membership Strategies



Establish a Goal

- Annual
- Long-term
- Visible to members



Make Your Invitations Personal



- Build rapport with potential members
- Introduce Kiwanis (simply)
- Have fun
- Tell stories
- Connect on a personal level



Membership Drives

A systematic process to organizing a membership event, broken into 3 parts:

- Prepare
- Invite
- Follow up



The screenshot shows the top of the Kiwanis website. The header is dark blue with social media icons (Facebook, Twitter, Instagram, YouTube) and links to 'SHOP', 'KIWANIS CHILDREN'S FUND', 'CONVENTION', 'MAGAZINE', and 'MEMBER RESOURCES'. Below this is a navigation bar with the Kiwanis logo, the word 'Kiwanis', and links for 'NEWS', 'ABOUT', 'CLUBS', and 'FEATURED'. A search icon is on the right. The main content area has a large orange heading 'INVITE NEW MEMBERS'. Below it is a paragraph: 'When you love your club, you'll want to share that experience and invite others to be part of it. After all, 74 percent of members joined a Kiwanis club because someone invited them—and for 48 percent of them, it was a friend or relative.' This is followed by another paragraph: 'The best way to attract new people to your Kiwanis club is by grabbing their interest—and respecting their time. Kiwanis International developed this "elevator speech" to help you. Create your own "one-minute speech" by thinking of answers to a few simple questions.' Below this is a section titled 'Membership Benefits' in orange. It contains a paragraph: 'There are lots of reasons to join of club, but here are some of the benefits you can remind your friends, family and acquaintances they'll enjoy as a member of Kiwanis.' This is followed by a paragraph: 'As a member of Kiwanis, they will:' and a bulleted list: '• Change children's lives', '• Improve the community and the world', '• Build friendships', '• Enhance their leadership skills', and '• Develop business contacts'. Below the list is a paragraph: 'Kiwanis also offers members access to special products and services, Kiwanis magazine and other great tools.' The final section is titled 'Identifying New Members' in orange.

INVITE NEW MEMBERS

When you love your club, you'll want to share that experience and invite others to be part of it. After all, 74 percent of members joined a Kiwanis club because someone invited them—and for 48 percent of them, it was a friend or relative.

The best way to attract new people to your Kiwanis club is by grabbing their interest—and respecting their time. Kiwanis International developed this "elevator speech" to help you. Create your own "one-minute speech" by thinking of answers to a few simple questions.

Membership Benefits

There are lots of reasons to join of club, but here are some of the benefits you can remind your friends, family and acquaintances they'll enjoy as a member of Kiwanis.

As a member of Kiwanis, they will:

- Change children's lives
- Improve the community and the world
- Build friendships
- Enhance their leadership skills
- Develop business contacts

Kiwanis also offers members access to special products and services, Kiwanis magazine and other great tools.

Identifying New Members

Club Meetings



- Keep meetings member-focused
- Have an agenda and respect start and end times
- Include some fun and service in your meetings
- Plan social activities



Special Events

- Guest contests
- Special guest days
- Leads from "Find a Club" at [kiwanis.org](https://www.kiwanis.org)
- Intentional recruiting
- Social media



Corporate Memberships

CORPORATE MEMBERSHIPS

How It Works:

Your entire organization will be registered with Kiwanis International as a member of your Kiwanis Club.

A corporate representative of your choosing will be designated as a Kiwanis representative to attend meetings, fundraisers and service projects.

Your representative will be eligible to hold board or officer positions, similar to if he/she joined as an individual.

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.

The designated representative pays club dues; however, the employer may choose to pay the dues on behalf of the employee; although, this is not required.

FAQs:

Can an employer have a corporate membership and send different employees to the meetings each week?

Yes, but only as guests. Different employees from the same employer can be invited to meetings as guests of either the corporate member or the club.

Can one employer have multiple corporate memberships?

Yes. Each membership would have a specific person named to the membership. There is no limit to the number of memberships in a club.

Reasons To Join:

- Become involved in decisions affecting your community
- Demonstrate corporate social responsibility in your community
- Develop an affiliation with a well-respected service organization
- Receive special, member-only advertising privileges at our fundraisers and service projects



- Holds one position
- Designed for transient positions
- Avoids additional fees

Go to [kiwanis.org/corporatemembership](https://www.kiwanis.org/corporatemembership) for more information



Club Satellites

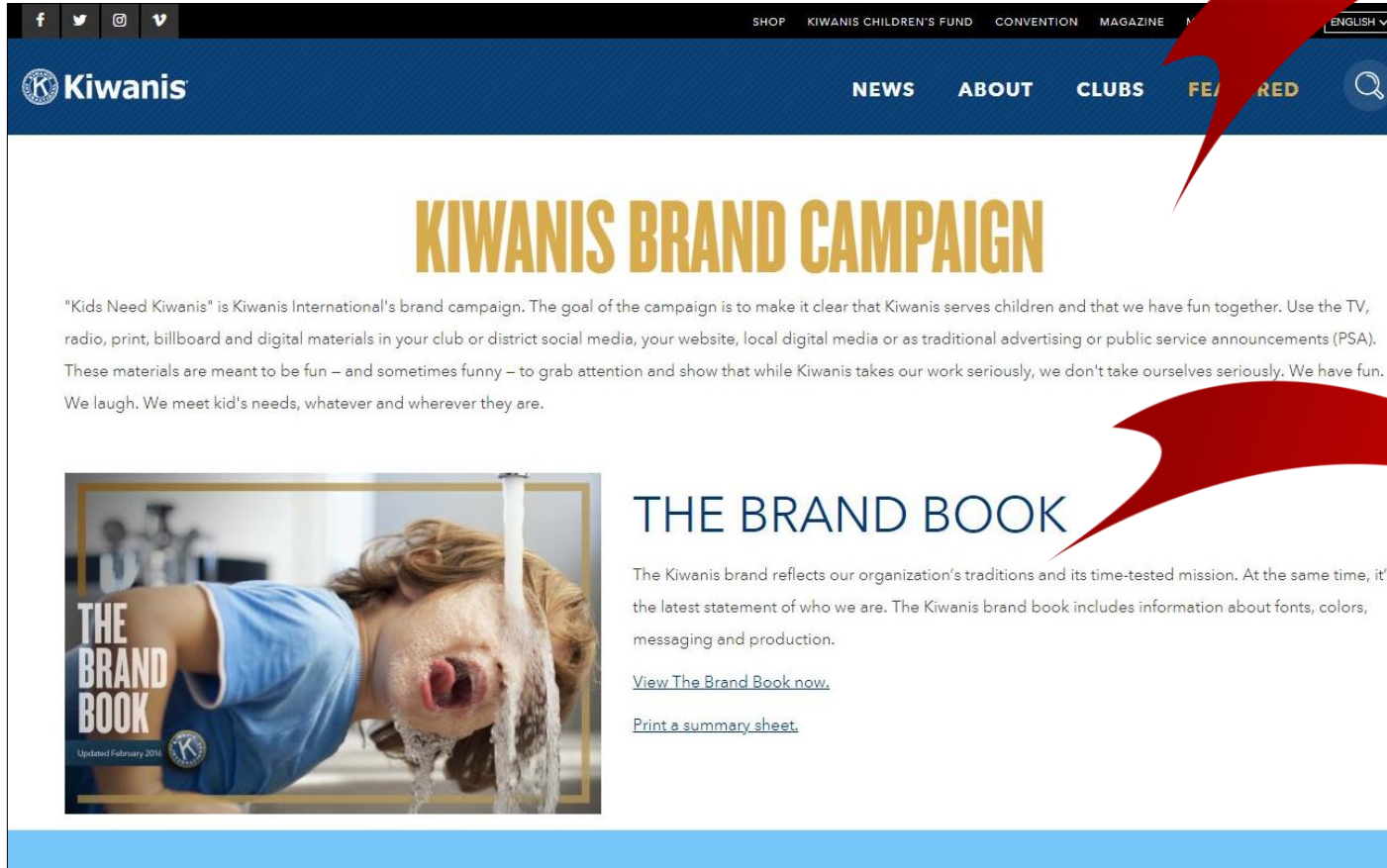
- Host club membership
- Meeting location
- New Kiwanis club



Marketing Your Club



Social Media



The screenshot shows the top navigation bar of the Kiwanis website with links for SHOP, KIWANIS CHILDREN'S FUND, CONVENTION, MAGAZINE, and a language dropdown set to ENGLISH. The main header includes the Kiwanis logo and navigation links for NEWS, ABOUT, CLUBS, and FEATURED. The featured section is titled "KIWANIS BRAND CAMPAIGN" in large orange letters. Below the title, a paragraph explains the "Kids Need Kiwanis" campaign, stating its goal is to make it clear that Kiwanis serves children and that they have fun together. It lists various media types (TV, radio, print, billboard, digital) and emphasizes that the materials are meant to be fun and grab attention. Below the text is a photo of a child with water on their face, with a small inset image of "THE BRAND BOOK" cover. To the right of the photo, the title "THE BRAND BOOK" is displayed in large blue letters, followed by a paragraph describing the book's purpose and two links: "View The Brand Book now." and "Print a summary sheet."

KIWANIS

NEWS ABOUT CLUBS FEATURED

KIWANIS BRAND CAMPAIGN

"Kids Need Kiwanis" is Kiwanis International's brand campaign. The goal of the campaign is to make it clear that Kiwanis serves children and that we have fun together. Use the TV, radio, print, billboard and digital materials in your club or district social media, your website, local digital media or as traditional advertising or public service announcements (PSA). These materials are meant to be fun – and sometimes funny – to grab attention and show that while Kiwanis takes our work seriously, we don't take ourselves seriously. We have fun. We laugh. We meet kid's needs, whatever and wherever they are.

THE BRAND BOOK

The Kiwanis brand reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are. The Kiwanis brand book includes information about fonts, colors, messaging and production.

[View The Brand Book now.](#)

[Print a summary sheet.](#)



Public Relations

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SCAN ME



Kiwanis Brand Guide
<https://bit.ly/3y1EOl0>



“Elevator Speech”

- Grab a prospect's interest
- Respect their time

Ask yourself...

- Why my club?
- What's our community impact?
- How do we make an impact?



Being a Spokesperson



- Why my club?
- How do we impact our community?
- How does our community see us?



Recruitment and Retention



New Members

- Orientation
- Mentoring
- Induction ceremony
- Involvement



Inviting New Members

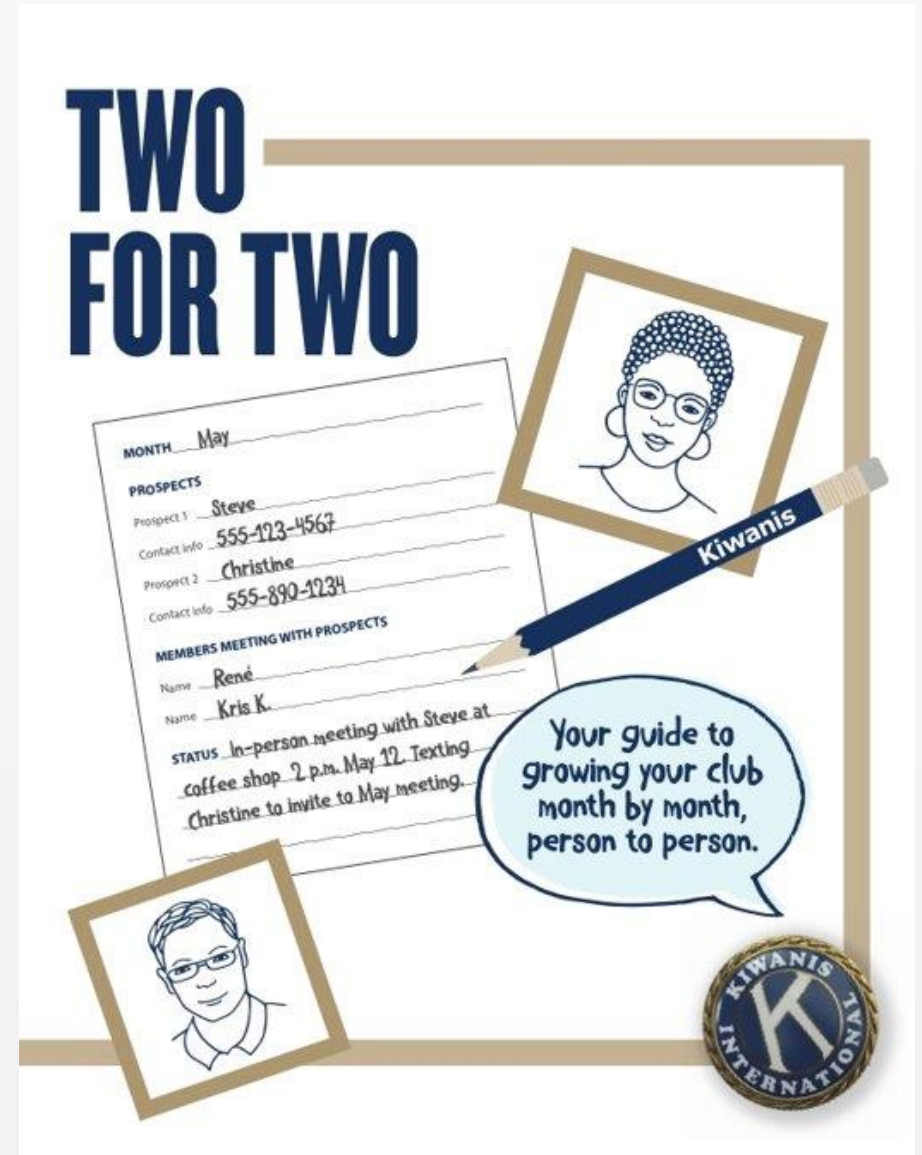
- Membership drives
- Flexible memberships
- Special events



Two for Two

- Identify two members to reach out to two prospects for each month.
- Members invite prospects to an event or service project.

Let's take a quick look at the guide...



Two For Two guide

kiwanis.org/TwoForTwo



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.

You have a timely message.

Kids need Kiwanis more than ever. Every additional member means more hands for service — at a time when it matters greatly for the community and children around the world.

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!

Two For Two guide

kiwanis.org/TwoForTwo

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.

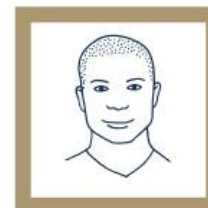
Who are the doers in your community?



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?



Two For Two guide

kiwanis.org/TwoForTwo

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.

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 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.



Retaining Members

- New members
- Existing members
- Club meetings
- Assessments
- Recognition and awards



Existing Members



Reach out

- Re-engage members who became in-active

Club involvement

- Celebrate club and member accomplishments

Use the member satisfaction survey at kiwanis.org/ACEtools



Recognition and Rewards



Birthdays and anniversaries



Club awards

Remember: You can never smile and say thank you too often to your fellow committee members!



RESOURCES

A group of hands holding up large, red, three-dimensional letters that spell out the word "RESOURCES". The hands are positioned below each letter, suggesting a collaborative effort. The background is white.

Membership Chair Checklist

kiwanis.org/leadershipguide
page 60

Things to do:

- Prior to the year beginning
- Throughout the year
- Specifically each quarter

Membership Chair Annual Checklist

PRIOR TO YOUR YEAR

- Work with club president to conduct a members' survey.
- Meet with the secretary to discuss why members left the past year.
- Meet with service chair to discuss number of additional members needed to achieve service goals.
- Meet with PR/Marketing chair to discuss plans for the upcoming chair.
- Recruit members for committee.
- Review new member orientation and making any adjustments or changes needed.
- Create a plan for the year in conjunction with your committee, based upon the goals and needs of the club.
- Present training to members on how to talk about Kiwanis to potential members – consult with the club president to make practice an ongoing event at meetings.
- Order membership application and club brochures.

THROUGHOUT THE KIWANIS YEAR

- All members are provided new member orientation – to be conducted prior to actual joining is preferred.
- Follow-up on all leads for new members.
- Do exit interviews with all members to determine why they are leaving the club.
- Work with club leadership to provide a strong Kiwanis experience for all members.

- Encourage all members to invite prospective members to club events.
- Keep all prospective member information in stock to share.
- Follow-up with members not attending, to determine how to keep them involved in the club.
- On-going recognition of member accomplishments and important life events.
- Send new member information and money to Kiwanis International immediately.
- Conduct induction ceremony for all new members.

OCTOBER-DECEMBER

- Provide Kiwanis education to all club members at a club meeting.
- Plan a social event over the holidays. Take the time to ensure members all know each other and feel a part of the club.
- Follow up after the event with Thank You notes to all who attended, include an invitation to join the club for an upcoming service event.

JANUARY-MARCH

- Work with your Service Leadership Program advisors to hold joint events with your program members and their parents or guardians. Use this celebration of partnership and support to also encourage others to join your club. This could be installations of officers, scholarship awards, or joint service projects.
- Continue to follow up with all people who have shown interest

- in more club involvement.
- Take the opportunity on or around the Kiwanis birthday to plan a large fun, fellowship and recognition event to celebrate your members and their contribution to the community. Invite past members, supports and partners to celebrate the club's impact and successes.

APRIL-JUNE

- Work with your service chair to start planning for a large service project to use as a membership event.
- Get all members to recommend the names of people who would be good members for your club.
- Use the Hosting a Membership Event to plan the event.
- Prepare the club for the event.
- Follow up from event to ensure all interested parties join the club.
- Begin working with your successor so that they can be prepared for their year.

JULY-SEPTEMBER

- Make follow-up calls or have in-person conversations with people who have shown interest in the club to see if you can get them to join before the end of the year.
- Have in-person conversations with any members who may be thinking of dropping their membership to try to keep them involved.
- Conduct a membership contest amongst the membership to bring in more new members.



Assessments

- Analyze your impact
- Find unmet needs in your area
- Develop a signature service project or fundraiser
- Expand your club's partnerships
- Improve members' experience
- Create a plan to achieve goals
- Celebrate your accomplishments

kiwanis.org/ACEtools

ACHIEVING CLUB EXCELLENCE

Survey your members. Analyze your club's fundraising. Find new ideas for strengthening your club. Do them all using the Achieving Club Excellence tools.

These tools will help your club create opportunities in fundraising, service and fellowship – based on what your members love most. Interested in using the tools?

Download the complete toolkit and have a member lead your club through each of the steps within the tools. Use one or all of them, depending on your club's needs. In fact, try this method whether you're planning for an annual club assessment or need ideas for improving one or two aspects of your club experience.

Each tool includes exercises designed to create dialogue, gain perspective and lead you to ask insightful questions that will help your club remain relevant, impactful and strong.

Find the tools you need based on this list of common concerns.

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
	Planning for Club Excellence



Additional Tools & Resources

kiwanis.org/clubstrengthening

- Inviting new members
- Roster analysis
- Sharing Kiwanis with prospective members
- Creating public awareness
- Hosting an open house



District Events

Save the Date!

105th Annual

LA-MS-W TN Kiwanis District Convention

August 4-6, 2023

Lafayette
LOUISIANA™



Closing Notes & Questions



- Online evaluations
- Questions? Contact rmitchell@kiwanis.org
228-249-9791

SCAN ME

