



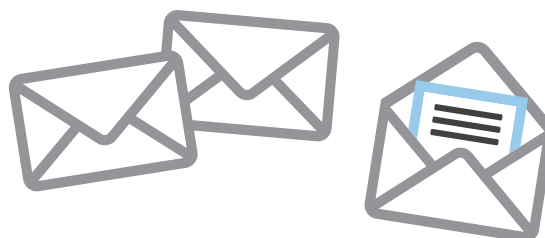
CLUB-OPENING EVENT

Tips and best practices

For the community, the opening of a new Kiwanis club is a great opportunity. A club-opening event helps drive that point home. Here are some tips and proven practices for making it successful.

THE EVENT — BEFORE

- **Prepare talking points.** Make sure everyone on the team is ready to promote the advantages of Kiwanis membership. Let people know that a Kiwanis club is member-led — from its elected leadership to the determination of meeting days and times. And set a few talking points about the club that make membership appealing. Draw from the advantages of Kiwanis partnerships and youth programs, and be ready with area-specific benefits to joining the club.
- **Provide team members with categorized envelopes.** Help everyone stay organized. For the key items to be gathered during the event, give each team member three mailing-sized envelopes, respectively marked: Completed Prospect Information Cards, Checks, and Cash.
- **Remind team members about referrals.** Every person they talk to should be asked for two to five referrals. These can be friends, family, business contacts — whomever. A prospect may even offer to send an email introduction for you.
- **Emphasize the prospect information cards.** Team members shouldn't simply use the cards — they should make sure they're filled out as completely as possible. Get all the information that helps seal the deal when you circle back with a prospect.



THE EVENT — DURING

- **Host a debriefing session after the event's first day.** Capture the group's energy and enthusiasm, and showcase what worked. At the end of the session, the various teams can divvy up pre-scheduled appointments and cold calls with each tag team of two and ask the local driver for a route that helps them make as many calls as possible.
- **Update the Club Opening Tracker every evening.** Stay current while the information is fresh. Update the member prospect database every evening and send organizational meeting reminders. Ideally, you will appoint someone familiar with the Tracker and comfortable with spreadsheets. Download the tracker at <https://reporting.kiwanisone.org/Membership>
- **Send same-day follow-ups.** Each evening, send a brief email to each person you communicated with that day. Thank them for their time and interest — and include an attachment with details of the upcoming organizational meeting. Encourage them to forward it to others.
- **Reconcile checks, cash, information cards and applications every evening.** You might appoint another team member to help reconcile the checks and cash. You could also connect them with the corresponding information cards so they can make a list of any follow-up needs.
- **Recruit someone to oversee social media outreach.** Responding to messages, updating and refreshing the club's Facebook page — as well as any other social media platforms — helps capture and sustain the event's momentum while it's happening. If possible, select someone who's savvy with social media's various platforms. (This may be your district's PR coordinator.) Take photos of new charter members as they join and then post them. Make sure they're happy-looking — and provide the club's contact information in the accompanying message.



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