



WAYS TO GROW

There are many ways to build a roster. Here's more than a score of ideas to plant the seed of growth in your club

1 ESCAPE FROM THE ISLAND. Compare your club to your neighborhood. Do you truly represent the demographics of your area? For example, if the businesses on main street are not represented in your club, it's time to reach out.

2 BE FLEXIBLE. Volunteers today need flexible alternatives. A group of former CKI members, for example, is forming a nontraditional club that spends more time in Facebook, Craigslist, and MySpace than at traditional meetings.

3 LEAVE POLITICS AT THE DOOR. Kiwanis is a nonpartisan establishment. Its goal is to help kids—and the best way to do that is via a healthy mix of members. Be honest and earnest about your club's no-politics stance.

4 Get religion. Religious leaders are community leaders, and they and their congregations can breathe new life into your club. Another good thing to know: The greatest percentage of volunteers in the United States serves primarily through religious organizations.

5 GO TO SCHOOL. Open membership channels to school administrators, teachers, and parents. School administrators and teachers are impressed by Kiwanis' sponsorship of Builders Club, Key Clubs, K-Kids, Bring Up Grades, and Terrific Kids. (See "Build on Your Strengths," www.kiwanis.org/magazine/june08.asp.)

6 GO TO CAMP. Build relationships with dynamic young adults who work and volunteer with children at summer camps, museums, and such. Ask them to pursue their passion to help kids by joining your club. (See "Reach Out to Young People," page 20.)

7 MAKE FRIENDS WITH THE MEDIA. Introduce yourself to editors and reporters before you need to get your club in the news. Find out who should receive news releases, their preferred method of delivery, and deadlines.

8 BLOW YOUR HORN. You're proud of what you do at your club. Why not tell people about it? When they see all you do—and all it does for you—they'll be swept up by your enthusiasm. Let them know they can be part of it too!

9 THINK AHEAD. Does your club have a new-member committee? Do you bring extra membership materials to every meeting? Do you promote membership on your Web site? Need help? Find Kiwanis' Club Excellence Tool at www.KiwanisOne.org.

10 WARM UP YOUR WELCOME. Plan special meetings or dinner parties for prospective members.

35-54: AGES WHEN PEOPLE ARE MOST

LIKELY TO VOLUNTEER*

11 GET BUSY FINDING BUSY PEOPLE. The Kiwanis Club of Magic City, Barberton, Ohio, discovered that people who already are active in the community make active Kiwanis members. Plus, they have connections to other prospective members. (See "Just Ask," page 21.)

12 EASE THE FEES. Don't let cost be a barrier to membership. The Kiwanis Club of Calgary, Alberta, sets aside a portion of the administration fund to offer subsidies for new members who need financial assistance. Earmark these monies for segments of your community not fully represented in your club, such as young adults, religious leaders, law enforcement officers, teachers, and news media representatives.

13 FOCUS ON FAMILY. Invite parents, kids, aunts, uncles, nieces, nephews, and cousins to your club. Working together on Kiwanis service projects strengthens family relationships, strengthens your club, and does more for your community and the world.

14 KEEP THE FIRE BURNING. Invite CKI and Key Club members to your meetings. Mentor them as they learn about life-changing service. Inspire them to be Kiwanis-family members forever.

15 PRACTICE YOUR ELEVATOR SPEECH. Imagine you step into an elevator on the 20th floor, meet someone, and need to explain Kiwanis before the door opens onto the lobby. No worries. Launch into your elevator speech. Your description of Kiwanis should sound natural and conversational. Project your passion for Kiwanis and the work you do for children. End with an invitation to attend a Kiwanis meeting or participate in a project.

17 BANK ON BOOMERS. People between the ages of 44 and 62 volunteer at sharply higher rates than did the previous generation at mid-life.*

18 RECRUIT WORKING MOMS. Women are more likely to volunteer than men, according to a report released by the United States-based Corporation for National and Community Service. And women with children under age 18 volunteer at a much higher rate (39.9 percent) than women without children (29.0 percent). Plus: Women who work are far more likely to volunteer (36.1 percent) than women who don't (27.2 percent). On average, Canadian women spend 146 hours per year on volunteer activity.

3 OF 10 EUROPEANS CLAIM TO BE ACTIVE IN A VOLUNTARY CAPACITY

19 SET A GOAL. Eddie Lee, a Gulf Beaches Kiwanian and Florida District Together Achieving Growth Team (TAG) member, launched a Division 13 campaign to recruit 100 women in 100 days. The challenge inspired the clubs to recruit more than 80 women and convinced the Florida District to take the initiative statewide.

20 CONSIDER CHANGING FORMATS. Family clubs and online clubs are gaining popularity.

21 SHARPEN YOUR SAW. Kiwanis convention workshops offer proven membership-development ideas and tools on topics such as diversity and retention, and they're always attended by people who already have experienced growth success. (See "Discover New People," page 20.)

22 HOBBY LOBBY. Consider forming a new club with your golf group, quilting group, ham radio club, or travel group.

64% INCREASE IN VOLUNTEER RATE FOR AMERICANS AGE 65 AND OVER SINCE 1974.*

16 DISCOVER KEY LEADER. Kiwanis clubs can sponsor students at these weekend-long leadership education experiences for high school students. Key Leader graduates can help build new Key Clubs and Kiwanis clubs too. Learn more at www.key-leader.org.

DON'T STOP NOW!

Around the world, 11 million children will die due to preventable diseases. In the United States, the child poverty rate is 21.9 percent. Worldwide, 40 million children are subject to abuse each year. About one in six Canadian children live in poverty.

Unfortunately, those numbers aren't getting any smaller. That's why, every day, Kiwanis needs to keep growing—to ensure there are hands and hearts to carry on the Kiwanis mission. It's a simple equation: More dedicated Kiwanians will do more for children, whether those children are close to home or around the world.

1: EXTRA HOUR EACH MONTH CANADIANS VOLUNTEERED IN 2007 COMPARED TO 2000*