ASK AN EXPERT

Can the Children’s Fund help us strengthen membership?

Like most service organizations, Kiwanis clubs are on a constant quest for new members. In fact, clubs are looking to expand and diversify membership, which often means engaging with individuals from Generation X or the Millennial generation.

Luckily, a lot of research is available about what they consider important, what they value and what drives them to volunteer. The Kiwanis Children’s Fund can help arm you with statistics, impact stories, talking points, social media content and more to help your club appeal to Millennials and Generation X.

Visit kiwanis.org/readymademeeting to find the resources mentioned below!

1. **Social issues.** Gen X and Millennials care more about causes than they do institutions. The Children’s Fund can provide you with printed materials about the causes Kiwanis supports — from global health issues like maternal and neonatal tetanus, to childhood literacy and nutritious diets.

2. **Time over money.** Generation X and Millennials prefer to volunteer and raise awareness rather than donate money. So invite them to volunteer with you! The Children’s Fund may be able to support your efforts by providing grants to fund your service projects. Make sure your prospective members know — they may have a brilliant project idea that could benefit from grant funding.

3. **Global impact over local impact.** Gen X and Millennials care as much about their broader, regional community as their own town or city. Millennials especially have a global mindset and want to make the world a better place.

   Prospective members will be eager to learn about Kiwanis’ partnership with UNICEF and our passion for maternal and newborn global health issues. In fact, Kiwanis has partnered with UNICEF to protect millions of mothers and newborns by working to eliminate two deadly diseases: iodine deficiency disorder and maternal and neonatal tetanus.

   >> HERE’S A PRO TIP: Utilize the Children’s Fund online story bank about how Kiwanis helps kids worldwide to engage with new members — you can even reuse the story cards shared in today’s meeting!
4 The importance of peers. Millennials and Gen Xers are more likely to volunteer or raise money for a cause if they are invited by a peer. In fact, 61% of Millennials prefer to volunteer with family and friends — and 56% prefer it with an organized group. That bodes well for Kiwanis clubs. Consider asking club members who belong to these generations to recruit their peers.

Social media is a great tool — more than 80% of every generation uses social media every day. So make sure your club has a strong presence online. Focus on your club’s impact: Instead of photos of your meetings, share photos of kids — and stories about how you’re changing their lives.

The Children’s Fund can offer graphics, photos and videos to serve as strong content for your page about the Kiwanis causes. And check out kiwanis.org/news for stories to share.

5 Understanding their impact. Every donor or volunteer wants to see the impact they’re making. But for Millennials and Gen Xers, seeing a return on investment is even more important. More than 75% of Millennials say they would stop giving to an organization if they weren’t told how their contributions make a difference. Impress prospective members from these generations by showing the real impact that your club has on the community.

The Children’s Fund is all about sharing the impact that Kiwanians make. Our staff is available to visit your club to speak about the causes Kiwanis supports and the impact Kiwanians have. We can also provide talking points about Kiwanis’ impact for members to share during fundraising events and membership drives.

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