



SINGLE-EMPHASIS

Clubs to Strengthening & Grow Kiwanis



What if ...

A Single-Emphasis Club Could

- Strengthen a Division
- Ignite a spark in an existing member
- Open doors for a new type of Kiwanian
- Activate local subject matter experts, helping to create a more focused impact on a community
- Create a new approach to service projects that could unlock excitement across all ages



What is Single-Emphasis?

- Single-emphasis clubs & their members are Kiwanians who pay dues, support the foundations, support other clubs and their service projects.
- The difference is that these clubs **are focusing their efforts in one area of service.**

There is a lot of excitement & support for the new single-emphasis clubs like Literacy, LGBTQ+ and Special Games Clubs.



Why Single-Emphasis?

- It's an innovative way to strengthen a Club, Division or a District
- It is a way to connect like-minded individuals together with a common service focus
- It can open doors for new community collaboration and project funding
- It creates a more specific, immediate & direct impact for communities
- It can create new and interesting service projects that may appeal across a more diverse demographic



How Single-Emphasis Works?

- It simplifies the conversation when talking to new members
- It creates a new conversation and excitement with existing members
- It maximizes engagement by focusing the efforts on a single-emphasis
- It creates cross-club collaboration at the Division and District level
- It isn't limited to a specific city or region, it can be a Division or Region club (i.e. Southern California)
- It opens the door for more flexible & virtual meetings (i.e. monthly, evening, weekend, etc.)
 - This can create more engagement with new & existing members



Where is it working now?

Cal-Nev-Ha District

- The Literacy Club of Southern California
- The Literacy Club of South Bay
- LGBTQ+ Southern California
- LGBTQ+ Northern California
- Special Games
- Rose Float



Questions?

