



Ideas to help your club thrive

Looking for ideas to help your club thrive while social distancing? Now is a perfect time to define your club's purpose, evaluate your service projects and create a list of people to invite to your next event.

Clubs are meeting virtually, electing officers for the 2020-21 administrative year, conducting social distancing service projects and rethinking fundraising projects. Here are some ideas for your club's online meetings:

MEETINGS

- Expand your speaker base to include presenters relevant to current events. Here are four examples from clubs in the Kentucky-Tennessee District:
 - Paducah hosted Katie Englert of Compass Counseling. She offered insight on mental health during the pandemic.
 - Nashville hosted Dr. Ming Wang, who has been working with colleagues around the world to discuss COVID-19.
 - Newport hosted U.S. Representative Phil Roe, a physician, who spoke about government support during the pandemic.
 - Columbia hosted a local pastor who facilitated their annual Good Friday meeting virtually.
- Host a virtual happy hour. Online meetings do not need to be all business. Enjoy a little social time.
- Have fun. While meeting virtually, host spirit days such as crazy hat day, Kiwanis wear, blue shirt day, etc.
- Invite Service Leadership Programs members, faculty advisors, school principals and superintendents. This is a great time to recognize the clubs for their service and to honor graduating members of Circle K International or Key Club.
- If you include the Pledge of Allegiance and/or a patriotic song as part of your virtual meeting, include an image of a flag on the presenter's screen or play a YouTube clip of kids singing a patriotic song. It can help "sync up" everyone's voices online.
- Ask your local Chamber if you can co-sponsor a virtual Chamber gathering and provide a member with the expertise to discuss a pertinent topic. Susan Hennum partnered with the Rowlett, Texas, Chamber to promote corporate memberships in the new Kiwanis Club of Northeast Dallas County and provided a trained therapist from the Counseling Institute of Texas to discuss stress and anxiety during the pandemic. Susan will do the same type of meeting for a club forming in Venus, Texas, to keep the 12 charter members engaged in club activities and recruiting.
- Plan a service project for the time when social-distance restrictions are lifted. Because kids will need us more than ever.

SERVICE

- Do you have money in your service account? Your club could contact a restaurant and have a meal or two delivered to a local hospital, medical clinic or police or fire department. Provide a simple sign with the meal so the recipients know who provided it. Take a photo of the sign and post your club's good deed on social media. (Example: "Your service doesn't go unnoticed. Enjoy the meal from the Kiwanis Club of [insert name]")
- Club members who are comfortable providing simple services to their neighbors can use Nextdoor, a social media app, to offer help. Make sure to mention Kiwanis in your post.



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FUNDRAISING

- Look at your budget and reallocate funds. Clubs might not use all their SLP funds because the school year was cut short. Or maybe your club didn't use the money set aside for an Easter egg hunt. Clubs often look at individual line items and think money can only be used for that purpose. This year, think about other ways you can use that money to serve.
- Don't stop collecting "happy dollars." You can keep track of IOUs for when you meet in person again. The treasurer of the Northwest Indianapolis Kiwanis Club set up a Cash App account for the club. The app gives the club US\$5 for every person who signs up.
- Partner with a local farmer's market. Many are going virtual this year (example: <https://www.theindychannel.com/news/coronavirus/covid-19-resources/fishers-farmers-market-returns-may-2>), and your club might be able to sponsor a "round-up" program (i.e., round up the amount owed to the nearest dollar, and the extra proceeds benefit Kiwanis), or a multitude of services for a donation program — such as providing Kiwanis stamped brown bags/boxes for delivery to the vehicles.
- Ask the local school district whether the Kiwanis club can sell yard signs to recognize graduating students (middle school, high school) and/or those who have been selected for a musical ensemble, sport or other team for the 2020-21 academic year. Offer those signs as a fundraiser for families to place in their yard. (Example: <https://www.orientaltrading.com/personalized-graduation-yard-sign-a2-13667986.fltr>)

CLUB OPERATIONS

- This is a good time for club secretaries to get caught up with their monthly reports.
- Check the email addresses for your club members and personally call anyone who has a business email. They might have been furloughed, laid off or aren't checking work emails from home.
- The club's membership committee could ask the club treasurer for a list of members who have yet to pay their dues; these are the members the club needs to re-engage.
- This is a good time for the club's membership committee to meet and plan the club's spring or summer membership drive.
- Review the club's social media presence and make sure it's attractive for a potential new member. Many people are spending hours on their devices scrolling through social media. Make sure your club is prepared by using the appropriate tags (<http://best-hashtags.com/hashtag/communityservice/>) — those being searched the most. And of course, include #KidsNeedKiwaniis.

No matter how your club meets in these unprecedented times — be creative! So many clubs simply say, "We've never done it that way before." But we're all doing everything a little differently these days. Embrace it. Have fun with it. Try new things.