

CREATING THE PURPOSE

Audience: Club members

Every organization must define its purpose – what it does and why it exists. A Kiwanis club's purpose should:

- Brand the club's identity.
- Offer clarity to potential members and partnering organizations.
- Help the club set goals and priorities.
- Guide members and leaders toward decisions about service and fundraising.

How a club defines its purpose depends on club-specific factors: community needs, available resources and local partnerships.

It also depends on members' interests. What do you love about your club? How often do you share it with nonmembers – or even with fellow members? And how often do you ask them to share with you?

The prompts and questions on the following pages will encourage members to share what makes the club special – and to think about the reasons, people and partnerships that will keep it going.



Community

- I care about our community because:

- What community near us could benefit from a Kiwanis club?

- How can we make our community more aware of our club and all we do?

- Local organizations we should work with:

- People to invite to our club:

- What our community really needs from us:

- How can our club learn what our community needs most?

Inspiration

- Young people inspire me because:

- How do we inspire kids' and other young people's commitment to service?

- How can we keep our club strong?

- My club inspires members to get involved by:

- My dream...

For our club: _____

For our community: _____

- With five more members, our club could:



Pride

- My proudest Kiwanis moment:

- The best way to describe our club to a potential member:

- I love this club because:

- I joined this club because:

- I have invited _____ like-minded friends to our club meetings and/or service projects.

Expectations

Top 5 things we expect of a member:

1. _____

2. _____

3. _____

4. _____

5. _____

Top 5 things a member expects of the club:

1. _____

2. _____

3. _____

4. _____

5. _____



Ways to encourage discussion

Here are three ways you can involve club members in sharing ideas. Write any of the previous questions on a note card and then use one of these methods to structure a discussion:

- 1. Build the future.** Divide club members into groups or pairs. Give each group or pair one note card. Allow ten minutes for discussion. Ask a spokesperson from each group to share responses with the club.
- 2. Begin the brainstorm.** Choose an activity leader or note-taker. Give each member a note card or cards. Ask for volunteers to share their responses.
- 3. Share the love.** Give each member a randomly selected note card. Ask them to write down or think of an answer during the meeting. Ask each member to share his or her response.

Consolidate the group's answers to help determine the club's purpose. If consensus can be established, these ideas might serve as a framework for goals and accountability. Discuss the next steps for any action ideas at your board meeting or a membership committee meeting.

Don't forget partnerships

Before you consider a partnership, use the **Rediscovering your community** tool to figure out where your community needs help so you can then find the right partner. If you've already done that, take a look at the **Developing community partners** tool.



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