

CLUB SCORECARD

Audience: Board members

A club's success depends on many factors – such as being aware of community and member interests, paying attention to administrative tasks, planning for club growth and strategic planning in general.

Tracking key indicators and reflecting on them periodically will help you stay focused on your desired results. You'll also see where you need adjustments.

Track these totals on the club's online monthly reports:

- Membership
- Service
- Visibility
- Finance

OTHER INFORMATION TO TRACK AND REVIEW

Club management/administration

- **Club Leadership Education.** Has the club president, secretary or membership committee completed Club Leadership Education either online or in-person? Check in at kiwanis.org/CLE.
- **Other leadership training.** Were the club's committee chairmen, treasurer and board members trained prior to their year of service?
- **Strategic planning.** Did the board of directors establish or revise a strategic plan?
- **Financial review.** Was an annual financial review conducted by the treasurer and other members of the finance committee, or by an independent firm (if appointed)?
- **Election reporting.** Did the club secretary complete and submit a club election report?
- **Annual reporting.** Did the club secretary complete and submit the club's annual report?
- **Dues payments.** Did the club treasurer remit the members' dues payments to Kiwanis International and the club's district in a timely manner?
- **District convention delegates.** Did the club send two delegates to the district convention to vote in the House of Delegates?



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- **Succession plans.** Does the club have a plan for club leadership succession, particularly for presidents?
- **District and Kiwanis International leadership.** Are any club members participating in leadership positions above the club level (e.g., Kiwanis International or district offices or chairmanships)?
- **Number of club members engaged with sponsored SLPs.** Are your members actively engaging with the SLPs your club sponsors?

Average member satisfaction survey score: _____

	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Target
Club Leadership Education completed?						
President						
Secretary						
Treasurer						
Board of directors						
Committee chairmen						
Other leadership training completed						
Strategic plan revised						
Financial review conducted						
Election reporting						
Annual report submitted						
Dues payments completed						
District convention delegates						
Kiwanis International convention delegates						
Succession plans						
District and Kiwanis International leadership						
Club members engaged with SLPs						



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Membership strength

- **Added/deleted members.** How many members did the club add or lose during the year?
- **Prospective members.** How many potential members visited club events?
- **Diversity.** What are the demographics of your club in both age and gender?
- **Service by SLP & non-Kiwanians.** How many service hours did non-members, including members of SLP clubs, commit to the club's projects?
- **Retention.** What percentage of members started and finished the year with the club?
- **New-club sponsorship.** Did the club help spread Kiwanis' mission to other communities by sponsoring another club?

Average member satisfaction survey score: _____

	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Goal
Number of total members						
Number of added/deleted members						
Number of prospective member visits						
Club diversity (age)						
Club diversity (gender)						
Service hours donated by non-Kiwanians						
Percentage of members retained						
New-club sponsorship						

Do these statistics make you wonder how members feel about the club experience?
Consider one of the survey methods in the **Measuring member satisfaction** tool.



Community service impact

- **Visibility.** How often is the club mentioned in the local news and on social media?
- **Recognition.** How often are the club's partners recognized via media, awards or celebrations?
- **Connections.** How many members are connected to the community through active participation on community or partner boards?
- **Total service hours.** Are the club's overall service hours increasing or decreasing?
- **Service hours per member.** What is the number of overall service hours by the club divided by the number of members?
- **Fundraising money earned.** How much money is raised by each fundraiser?
- **Fundraising money spent.** Are the current fundraisers lucrative enough to sustain the club's service projects?
- **Number of SLP members sponsored.** What is the total number of SLP members your club sponsors?

Average member satisfaction survey score: _____

	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Goal
Visibility of club in newspapers						
Frequency of partner recognition						
Member connections to other boards						
Total service hours						
Service hours/member						
Fundraising money earned						
Fundraising money spent						
SLP members sponsored						

Do these statistics make you wonder how your club could make an even bigger difference? Check out the **Analyzing your impact** tool for more ideas.



Member experience

- **Event attendance.** What percentage of members attended events (including service projects, fundraisers, special events and regular meetings)?
- **Educational attendance.** What percentage of members attended educational events such as division council meetings, district convention, the Kiwanis International convention or other district or divisional events?
- **Distinguished members.** How many members meet the distinguished-member requirements? (Check kiwanis.org for the current criteria.)
- **Joint events.** How many joint events has the club conducted with community partners and sponsored SLP clubs?
- **Celebrating milestones.** Is the club celebrating milestones as it moves toward its goals?

Average member satisfaction survey score: _____

	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Goal
Percentage of members attending meetings						
Percentage of members attending events						
Percentage of members attending educational events						
Distinguished members						
Number of joint events with community						
Celebrating milestones						

What do these statistics tell you about your club?



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