

INVITING MEMBERS. BUILDING KIWANIS.

PLAN THE WORK

Develop a “cold” and “warm” prospects list.

Your cold list will be made up of people you don't know. Your warm list will be made up of people you have a connection with. Fill out index cards with your prospects' names, email addresses, home addresses, telephone numbers and any other information you feel is important.

Assign teams.

Teams are more successful than individuals. You never know who a prospective member will relate to better. (Remember to mix up your teams so they're diverse.) By working in teams of two, you will reach more places rapidly — and members will feel safer as they travel to new locations. They'll also be able to support each other better.

Look at the “Rediscovering Your Community” ACE tool.

It provides you with more ideas on what to say and do.

Use the roster analysis tool.

It provides prompts to help you think about people you know in various careers.

Remind your team why recruiting matters.

The larger a club is, the more it can do for its community and the children who live there. More members also bring more connections, more skill sets and more ideas to your club. Tasks become easier and possibilities expand with each member you add.

WORK THE PLAN

Visit prospects on both your lists.

Communicate with them to set meeting times and locations. At the meeting, wear name badges and introduce yourselves as Kiwanians. Tell people how long you've been a member and why it's important to you. Use the “Your Kiwanis Story” ACE tool to help create your personal message.

Remember this key message:

Kiwanis is a global organization of clubs, members and partners dedicated to improving the world one child and one community at a time.

Be observant.

Look around during a visit. Take note of items such as wall plaques, pictures, awards, etc., so you can engage your prospects based on their interests.

Bring a notebook.

After the meeting is over, remember to write down anything you deem important. If a prospect doesn't join right away, he or she may join later, and the information you gathered will be useful then.

Follow up.

Even if someone tells you they cannot join, they may join later. Be sure to call or send them a note thanking them for their time — ask them to join a future service project if you have one coming up, and connect with them on Facebook or LinkedIn. Make sure you give them your contact information.

USEFUL TIPS & TACTICS

Bring plenty of applications.

Complete the application with them and ask for their payment. If they don't have a way to pay at that moment, make a plan for picking up or receiving payment. Know how much to ask for and how the money is used.

Invite at the best times.

Invite on Tuesday, Wednesday and Thursday. Use morning and afternoon shifts. Meet at lunch to discuss your successes and follow-ups.

Be positive.

Make it a fun experience. Show enthusiasm and play to their interests. Remember to talk about how a new club can help kids in your prospect's community.

Be a good listener.

Find out what their interests are and then connect those interests to club projects when possible. If they require a club with a different structure or different meeting time, get back to them with that information. Make sure you are talking with them, not at them.

Don't give up.

A “no” may not be permanent. Periodically invite them to a service project or fundraiser. Post pictures of your club projects on social media.

RESOURCES

kiwanis.org/ACETools



Kiwanis®