

CLUB COACHING FOR EXISTING CLUBS

This guide will help you find tips and tools to help make Kiwanis clubs that are at least one year old more successful.

STEP 1 Assess the situation

Work to understand the club members' concerns and goals.

After you've taken the time to listen, consider what the club can do to improve. Two Achieving Club Excellence tools may help you get a sense of what's going on. If you're connecting with members, use the [Creating the purpose](#) tool. If you're working with leaders, use the [Club scorecard](#). You can find these resources at kiwanis.org/ACEtools.

Here's a chart to help you consider your options.

POSSIBLE SCENARIO	RECOMMENDED ACTION
<p>Club members seem to recognize the need for change but are resistant or hesitant.</p> <p>OR</p> <p>Another Kiwanis leader alerts you to the need for change but the club seems resistant or hesitant.</p>	<p>Consult with the lieutenant governor, district membership coordinator or others familiar with the club or situation. Based on that assessment, you may decide to have another conversation with the club leaders...or to walk away. You'll be more successful if you work with a club that's receptive to help.</p>
<p>Another Kiwanis leader alerts you to the need for change, and the club seems open-minded.</p>	<p>Consult with the lieutenant governor and district membership coordinator to bring the situation to his or her attention and determine the best approach.</p>
<p>Club members seem open to change, but only if someone else puts forth the effort.</p> <p>OR</p> <p>Members seem unwilling to do anything.</p>	<p>Thank club members for their time and offer your support and availability if they decide to make changes, but walk away from coaching the club in an official capacity.</p> <p>Collaborate with the lieutenant governor and new-club opener to assess opportunities for opening a new club in the community.</p>
<p>The club is determined to close.</p>	<p>Work with the lieutenant governor to walk the club through these steps:</p> <ul style="list-style-type: none"> • Turn in the club charter. • Determine whether some members want to remain involved in Kiwanis and provide options: <ul style="list-style-type: none"> – Join surrounding clubs – Form a satellite of another club – Seek interim membership status until they find another Kiwanis club • Collaborate with the lieutenant governor and new-club opener to assess opportunities for opening a new club in the community.
<p>Club members seem to recognize the need for change and are willing to take steps toward improvement.</p>	<p>Proceed to step 2.</p>



STEP 2 Diagnose the need

Use the ACE tools at [kiwanis.org/ACEtools](https://www.kiwanis.org/ACEtools) to help make a good club experience great.

ACE TOOL	WHEN AND WHY TO USE IT
<u>Club scorecard</u>	<p>When to use it: At any point in the process — in the beginning to help the club leaders (and you) understand the situation, or later on to track progress</p> <p>Why use it: To start conversations with club leaders about where and how they think they can improve</p>
<u>Creating the purpose</u>	<p>When to use it: When members are unsure about the club's purpose in the community</p> <p>Why use it:</p> <ul style="list-style-type: none"> • To start conversations with club members about what inspires them to continue serving the community as Kiwanians • To help a club define its purpose in the community for members, donors, partners and potential members
<u>Measuring member satisfaction</u>	<p>When to use it: Annually, or when there's been a great change in club membership</p> <p>Why use it:</p> <ul style="list-style-type: none"> • To assess the club experience in four areas: club management/administration, membership strength, community service impact and member experience • To show club leaders how to use member feedback to improve the club
<u>Developing community partnerships</u>	<p>When to use it: When a club is looking to expand its service impact or improve its revenue sources</p> <p>Why use it: To explore ways to increase the club's partnerships and sponsorships</p>
<u>Rediscovering your community</u>	<p>When to use it: When a club needs new service opportunities or if members are unsure of the club's purpose</p> <p>Why use it:</p> <ul style="list-style-type: none"> • To gather information about community needs and how the club can help address them • To assess a club's current service activities • To reveal potential opportunities for new partnerships, sponsorships and service projects
<u>Analyzing your impact</u>	<p>When to use it: To improve the impact a club makes in the community</p> <p>Why use it: To assess the success of a club's service and fundraising activities and determine opportunities for improvement</p>
<u>Club excellence plan</u>	<p>When to use it: In conjunction with the Club scorecard</p> <p>Why use it:</p> <ul style="list-style-type: none"> • To guide a club through the planning process that helps the club fulfill its purpose in the community — with action steps, responsibilities and timelines • To guide a club to set SMART goals, measure success and celebrate milestones
<u>Hosting a membership drive</u>	<p>When to use it: To increase a club's capacity to serve its community</p> <p>Why use it:</p> <ul style="list-style-type: none"> • For step-by-step guidance and strategies to increase membership • For ideas about who to invite • To create an ongoing culture of inviting
<u>Celebrating success</u>	<p>When to use it: To get ideas about when and how to recognize members' contributions and behaviors</p> <p>Why use it:</p> <ul style="list-style-type: none"> • For ideas to foster member and club pride • For new ideas about showing appreciation • To encourage future interaction between community organizations and members • To reinforce relationships with community partners



STEP 3 Provide support and coaching

Help keep a good thing going.

- Monitor the [Club scorecard](#)
- Encourage the club to [celebrate success](#)
- Counsel the membership committee to actively [invite new members](#)
- Counsel the membership committee to schedule [membership drives](#)
- Recommend participation in division, district and Kiwanis International activities
- Monitor the selection and transition of officers and directors
- Ensure incoming leaders attend [Club Leadership Education](#)
- [Prepare incoming officers and directors](#) for the new administrative year
- Review key habits with the club
 - [Member satisfaction](#)
 - [Community impact](#)
 - [Planning for club excellence](#)

How to measure club success

Stronger or sustained active membership

- A club under charter strength reaches charter strength or surpasses it
- A club at or over charter strength is stronger by 1, 5, 10 or more members
- New leaders ready to take on responsibilities

Relevant impact in the community

- More hands-on projects
- Partnerships
- Requests for support from others
- Appreciation or recognition for club efforts from others in the community

More visibility in the community

- Greater familiarity with Kiwanis
- Increase in inquiries to the club about membership

Satisfied members

- More members involved
- Higher attendance at activities



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