

Why does your Kiwanis club exist?

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To: Steven Hadt <SHADT@KIWANIS.ORG>



**Kiwanis**

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**WHY WE  
INVITE**

**VOLUNTEERING IMPROVES  
MENTAL HEALTH, HAPPINESS,  
SELF-ESTEEM, SELF-WORTH  
AND LIFE SATISFACTION.**



## **WHY DOES YOUR KIWANIS CLUB EXIST? WHAT IS ITS PURPOSE?**

Your Kiwanis club exists because a group of people wanted to make the community a better place for kids. Like your fellow members, you joined because everyone wants to fulfill that promise. But the busyness of being a Kiwanis club can get in the way. Personalities and politics can get overwhelming and stymie progress.

This month, take some time to identify what your club does and why it exists. These answers will help your club get started on [Two For Two](#) — or continue your progress with the plan, in which two members invite two prospects every month.

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

[The prompts and questions in this worksheet](#) will encourage members to share what makes the club special — and to think about the reasons, people and partnerships that will keep it going.

Consolidate the group's answers. If consensus on a purpose 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.

*P.S. This email is sent to the club president, president-elect, secretary, membership chair and lieutenant governor.*



**GROW YOUR MEMBERSHIP AND EARN REWARDS**

In Florida, the Kiwanis Club of Davie and West Hollywood just scored a US\$200 gift card to the Kiwanis Family Store — because two members met with two prospects this month to tell them about Kiwanis.

Clubs that try using Two For Two are entered into a monthly drawing for a US\$200 gift card to the Kiwanis Family Store. [Fill out this entry form](#) by listing the name and contact information for the prospects who members are meeting. The drawing will be held on the 20th of each month.

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