

Are the members of your club happy?

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Kiwanis[®]

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START THE YEAR BY GAUGING MEMBER SATISFACTION

Members want to love every aspect of their Kiwanis club. They want to feel satisfied with the value they get for their time, talent and money. As a new calendar year begins, take a moment to find out whether the members of your club are happy with their Kiwanis experience.

Use the “[Measuring Member Satisfaction](#)” tool to gather feedback. Pay particular attention to those who have not yet paid their dues and those who have not participated in any recent club events.

Begin the conversation with one of these options:

- **Interview members individually.** This method works well when group trust is strong and members feel comfortable speaking candidly. You might ask: What drives them to serve? How do they feel about being part of the club? What do they think of the meetings and service opportunities? What type of impact should the club have in the community?
- **Offer an anonymous survey.** Adapt the survey in "Measuring Member Satisfaction" to get a general picture of members' opinions on topics ranging from club administration to service impact. Include opportunities to provide feedback. You can distribute the survey as a printed copy or collect electronic responses through an online survey provider.
- **Conduct an open forum.** With an unbiased facilitator, this method can inspire more interactive discussion. But remember the possibility that not all members will feel comfortable. Prompt members with open-ended questions.
- **Conduct a visual assessment.** Tape sheets of paper to a wall, with categories such as club administration, service impact, membership strength and member experience. Invite members to place sticky notes beneath them, with comments about things they enjoy and things they want to change. Then read each comment aloud and discuss how it can be incorporated into the club's activities.

While you're gauging member satisfaction, don't forget that prospective members can also shape the club's future. In addition to telling them what your club offers, ask them what they want from community service. If you are using the [Two For Two initiative](#), the conversations you have with two potential members each month allow current club members to see how the needs of the community have changed as well as what new members value.

You can develop and refine club goals by identifying what your club needs to start, continue and stop doing during the coming year. Share the findings with your members via email — or take time to present them at a meeting.

P.S. This email is sent to club presidents, presidents-elect, secretaries, membership chairs and lieutenant governors.



GROW YOUR MEMBERSHIP AND EARN REWARDS

The Kiwanis Club of Lakeshore, Sault Ste. Marie in the Eastern Canada and the Caribbean District is using Two For Two to strengthen its membership to continue community trivia nights, holiday concerts and pancake breakfasts using real maple syrup. The club just scored a US\$200 gift card to the Kiwanis Family Store by meeting with two prospective members this month.

Your club could be next! Clubs that [report the names and contact information](#) for this month's prospects will be entered into the next monthly drawing for a US\$200 gift card to the Kiwanis Family Store. The drawing is held on the 20th of each month. Complete the form, and good luck!

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