

Does your club need more members?

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Kiwanis

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MAY IS MEMBERSHIP MONTH.



GROW, STRENGTHEN YOUR KIWANIS CLUB WITH THIS EASY-TO-USE RESOURCE

Guy Blair from the Utah-Idaho District realized his club didn't put much emphasis on strengthening its membership. "We were getting new members, but maybe we could do better by placing an enhanced focus on membership," he said. "I suggested we give 'Two For Two' a try."

For the best Kiwanis clubs, membership growth is not a one-time campaign or event. It's a continuous club operation to help more kids in the community who need us. "May is Membership Month" is a perfect time to start using a new resource to grow your club's

membership and make membership growth part of club operations. It's called "Two For Two."

The premise is simple and easy to implement. Two members meet with two prospects every month to discuss Kiwanis and the club's impact on the community. The meeting can be anywhere, such as a coffee shop, library, community center or place of business.

The ["Two For Two" guide](#) is filled with pages of information and ideas about who to approach for membership, how to approach them, ideas for corporate memberships and ways to identify prospects. There are cards to help clubs follow through on contacts and even some suggested prospects each month. The back cover can be used to track your club's progress. Your club received this 12-page workbook in March. [Click here if you need a new one sent to you.](#)

Blair has seen success. "Two individuals are joining the club, and one corporation has indicated an interest to join," said Blair. "We have had only one prospect decline our invitation to join. I highly recommend clubs to give this program a try."

Clubs that try using "Two For Two" will be 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 that members are meeting. The drawing will be held on the 20th of each month.

"I believe this is something the whole club needs to do, not just a membership committee," said Blair. "Who are the two prospects you're going to meet?"

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

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