

Don't keep making the same mistake

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Kiwanis

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**WHY WE
INVITE**

**VOLUNTEERING DEVELOPS
LIFE SKILLS AND
LEADERSHIP ABILITIES.**



PERSONALIZE PROSPECTS' INVITES

There is no single, “correct” way to invite people to join Kiwanis. Every prospect is different, with different dreams, motivations and belief systems. If you really want a prospect to join your club, don’t make the same pitch as the previous one — and the one before that. Tailor your invitation to that person.

Most of us believe that just telling someone about Kiwanis should be enough. Sometimes it works. But often it doesn't. Before approaching a prospect, consider what they may be looking to improve in their life. Then, when setting an appointment to talk about Kiwanis, emphasize how your club can help meet their needs. Some examples:

- **Helping each other help the community.** Instead of leaving individuals to tackle issues alone, Kiwanis clubs connect like-minded people who want to make an impact by helping others.
- **Networking.** Kiwanis membership can lead to connections with people you might not have met outside of the club. Some of these connections may even help you get a job or finish a home project. One of them might even become your new best friend.
- **Engaging with community leaders.** Service clubs have regular events such as meetings, presentations and scheduled speakers — so members get chances to engage firsthand with community leaders. Encounters with people responsible for decisions in your area can give you a better understanding of how things get done.
- **Personal growth.** The preceding examples help members build communication skills, work on networking, enhance your time management, get comfortable with public speaking and develop other skills and traits.

Exercise: [Here are examples of seven individuals](#) you will encounter as you talk to community members through [Two For Two](#). Each person requires a different way to show how Kiwanis meets their needs. How would you invite them to join your Kiwanis club?

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



GROW YOUR MEMBERSHIP AND EARN REWARDS

The Kiwanis Club of Texarkana in the Texas-Oklahoma District is using Two For Two to strengthen its membership so it can continue the tradition of awarding community grants and scholarships. As a result, the club has won 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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