

How a club got 5 new members in 2 months

Chris at Kiwanis <communications@kiwanis.org>

Mon 10/3/2022 12:17 PM

To: Steven Hadt <SHADT@KIWANIS.ORG>



Kiwanis[®]

October 3, 2022



SIMPLE FORMULA HELPED CLUB GROW MEMBERSHIP

The Kiwanis Club of Oxford, Ohio, just inducted five new members. “Maybe we’re simply lucky, but [Two For Two](#) seems to be working,” said Brad Cronk, the club's membership chair. “After two months, we not only have potential new members, but we just initiated five new members last week.”

Those five new members will add their skills and experience to those of the other 67 club members to make the Oxford community better for kids.

The club welcomes the help. Ten years ago, there were 79 members of the Oxford club.

“Over the years, we have used multiple means of attracting new members. They all worked to varying degrees. Some just got old and tired,” Cronk said. “Members like Two For Two because the ‘constant’ pressure was alleviated, and that produced a productive, targeted effort each month.”

The premise of “Two For Two” is simple: 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, resources 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 a club's progress. Clubs received this 12-page workbook in March 2022. [Click here](#) if you need a new one sent to you.

The Oxford club isn't stopping with five new members. There are still too many kids who need Kiwanis. “We will continue using Two For Two,” said Cronk.

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



GROW YOUR MEMBERSHIP AND EARN REWARDS

More hands mean more opportunities to help kids. It's why the Kiwanis Club of Charlton-Alexandria, Jamaica, in the Eastern Canada and the Caribbean District is participating in Two For Two. 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!

3636 Woodview Trace, Indianapolis,
IN 46268-3196 USA

1-800-549-2647 | +1-317-875-8755

[Manage your email newsletters and alerts](#) | [Unsubscribe from all Kiwanis emails](#)

