



MEMBERSHIP COMMITTEE

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You joined your club's membership committee because you wanted to see your club thrive in your community. You know how important it is to add new members to your club and retain the existing ones. As a member of the membership committee, your goal is to create a club membership experience that's rewarding for current members and inviting to others.

RESPONSIBILITIES

As a membership committee member, you work with everyone in your club to make their experience enjoyable and attractive to prospective members. Your main goal is to keep your club healthy and strong. You are the face and voice for membership activities in your club. Your committee will work diligently to invite new members, engage existing members and increase the visibility of the club in your community.

EXPERIENCE

- Building effective teams.
- Cultivating and maintaining positive working relationships.
- Developing others.
- Managing conflict.
- Solving problems.
- Implementing a club membership drive.
- Inviting or selling.
- Using email and social media platforms effectively, as well as calendar, spreadsheet, word-processing, presentation and project management software.

QUALIFICATIONS

- Passionate about Kiwanis.
- Understands the importance of inviting new members and retaining current members.
- Understands the membership programs.
- Communicates effectively.
- Encourages and motivates other team members.
- Organized.
- Focuses on innovation.
- Shows sound judgment.
- Stays positive, enthusiastic and diplomatic.
- Well-connected in the community.

DUTIES

- Meet regularly with committee members and prospective members.
- Set realistic and measurable goals with the committee members and in consultation with the club's board of directors.
- Develop an action plan for meeting goals.
- Get approval for the action plan from the club's board of directors.
- Ensure the member satisfaction survey and community survey are conducted annually.
- Plan membership drives and special member events.
- Provide regular reports to the club board.
- Persuade delinquent due payers to reengage in the club.
- Maintain contact with the lieutenant governor to report status, share ideas and ask questions or seek advice.
- Clearly communicate the importance of membership efforts to club members.
- Teach others how to invite people to the club.
- Communicate results of membership efforts.
- Plan and conduct (or assist with) new-member orientation.
- Ensure new members are reported and promptly inducted during a meaningful ceremony.
- Ensure new members are immediately involved in club activities.
- Serve on the committee for one to two years.
- Participate in membership committee education.
- Invest about five hours a month in inviting and retaining members.

REVIEW

1. Put a star next to the responsibilities and duties your club is doing well.

2. Circle the responsibilities and duties your club is not currently doing.

If you are struggling with any of the outlined duties, please reference kiwanis.org/leadershipguide.

Inviting new members

ESTABLISHING GOALS

Your club president and club board, along with the lieutenant governor, will talk about your club goals. That includes membership. Your membership goals should be determined by the number of people your club wants to reach. Based on that desired impact, set achievable goals — and then celebrate accomplishments.

Kiwanis International honors clubs that have strengthened their membership. Take advantage of the recognition and awards that are available and use them to motivate club members. More information is in the resources section of this guide and at kiwanis.org/membership.



MAKING YOUR INVITATION PERSONAL

When you talk to someone about Kiwanis, your goals are to:

- Create relationships, rapport and referrals within the community.
- Discover community goals and needs.
- Invite the people you meet to support Kiwanis.
- Invite the people you meet to join as a member.

Building rapport is more than just what you say — it's how you say it.

- Remember that the meeting is about the guest.
- Look the person in the eye and firmly shake hands.
- Show you're genuinely happy to meet him or her.
- Show interest — ask questions and actively listen.
- Mirror the other person's body language. For example, if he or she leans forward, do the same.

Introduce Kiwanis (simply).

- Have fun.
- Tell stories.
- Connect on a personal level.
- Introduce them to other club members.

THINK ABOUT IT

How many members do you hope to add to your club this year?

How were you originally invited to join Kiwanis?

Flexible memberships

CLUB SATELLITE MEMBERS

How it works:

- Both groups establish the guidelines of the relationship, with someone from both groups serving as liaisons with the other.
- The host club's board authorizes service and fundraising activities and maintains financial oversight.
- By retaining affiliation with the parent club, members of a satellite remain focused on service rather than administrative concerns — making it a great option for busy lifestyles.
- Satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.
- If a satellite group reaches 15 members or more, it can consider petitioning for its own charter.

CORPORATE MEMBERSHIPS

How it works:

- The organization joins the club as a member, following the usual process.
- The company is represented at meetings and events by a designated employee.
- If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.
- This option is also ideal for nonprofit entities that have an interest in helping children and bettering the community.

REVIEW

List 3-5 companies that might be good candidates for corporate memberships:

SERVICE LEADERSHIP PROGRAM ALUMNI

As Key Club and Circle K International members graduate, Kiwanis has made it as simple as possible for these Kiwanis-family members to join your club. As alumni joining their first Kiwanis club, they receive:

- A waiver of the Kiwanis International new-member fee or charter member fee.
- A two-year waiver of Kiwanis International dues. (Ask district leaders whether your district offers any alumni dues waivers.)

These waivers encourage alumni to stay involved with the organization they already know so well. They can be recent or well-seasoned alumni — there's no age limit to benefit from the opportunity. The waivers are available only to new Kiwanis club members.

REVIEW

Are you using the Service Leadership Program dues waiver as a recruitment tool?

Other ways of reaching out

GUEST CONTESTS

A good competition can inspire great action. Some clubs have created teams and “competed” against each other. Others made it a contest for individual recognition. But the best results come from something that can be tracked and easily displayed. Reward members who invite people to club activities as well as those who sponsor new members.

SPECIAL GUEST DAYS

Identify an upcoming meeting or service project that reflects what’s important to your club — and highlights the best of what you do. Intentionally make the effort to invite potential members to experience what Kiwanis is all about.

LEADS FROM “FIND A CLUB”

Did you know that the “Find a club” locator map on kiwanis.org garners about 5,000 queries every year from around the world? If you receive one of these queries by email, follow up right away. This person is looking for a group of people like your club to be a part of.

ROSTER ANALYSIS

When looking for new members, consider your current club roster. By completing a roster analysis, your committee can identify occupations and skill sets that aren’t represented in your current roster and develop a prospect list. A worksheet is available at kiwanis.org/clubstrengthening.

REVIEW

How does your club typically get new members?

Brainstorm new ways you could add new members to your club.

What strategies and resources are available for inviting new members into your club?

Engaging and retaining members

NEW MEMBER ORIENTATION

New members need to feel valued and appreciated from day one.

It's best to begin new member orientation before a prospective member joins so they understand the vision of the club and the responsibilities of membership — but it needs to be completed within two weeks after officially joining. Orientation is an opportunity to help new members understand your Kiwanis club. And it's a way for your club to learn about their interests and skills.

An orientation is available as a downloadable resource at kiwanis.org/newmemberorientation. Be sure to customize this resource so it reflects your club and traditions.

MENTORING

By pairing new members with mentors, you're giving them a go-to person for any questions — and a familiar face to sit with at meetings until they feel comfortable interacting with everyone. Their mentors may be their sponsors or someone they just met. Mentors can help new members connect their interests with club activities.

REVIEW

Which members may be great mentors?

NEW-MEMBER INVOLVEMENT

Once a new member is ready, it's time to get that person involved.

- **Show them they're needed.** Assigning new members to committees can help engage their talents and interests. And by giving them a simple task connected to a meeting or project, they'll immediately feel like part of the team.
- **Expand their Kiwanis networking connections.** Consider taking a new member to visit a nearby club's meeting or participate in their service project. Invite them to attend a division council meeting so they can meet more Kiwanians in their area. Make them feel comfortable — so they are more likely to attend a district or international convention.
- **Ask for their feedback.** After new members are inducted, consider asking some of them to meet casually with board members. A new person's input can provide a different perspective:
 - ♦ What has the club done to make you feel welcomed?
 - ♦ What made you decide to join a Kiwanis club?
 - ♦ Was there anything that someone said or showed you that made you feel good about joining?
 - ♦ What are you most excited about doing with your club?

REVIEW

How do you engage your new members early on?

EXISTING MEMBERS

Kiwanis clubs often lose people who don't feel engaged in club activities. Make an effort to find out why — and to re-engage them.

- Review the club roster to identify members who have become inactive.
- Assign club members to contact “missing” members.
- Contact members by phone or with a personal visit to tell them what’s happening and invite them to the next event.
- Conduct a fun meeting to celebrate the club’s members and accomplishments.

Sometimes you can feel the lack of energy when you walk into the room. If this describes your club, it’s time to find out why. Start by surveying your members with the **Measuring member satisfaction*** tool. This is a simple way to give members a voice — and to give club leaders the information they need to make meaningful change.

TIP

If a member hasn't paid their dues during the first quarter, you need to find a way to get them re-engaged.

REVIEW

What strategies and resources are available for retaining current members?



* One of several Achieving Club Excellence tools available online at kiwanis.org/acetools

CLUB MEETINGS

In most circumstances, the club meeting is the most frequent opportunity to connect with fellow members. So let's make club meetings awesome. Here are some tips:

- **Always start and end on time.** People depend on it.
- **Provide an agenda.** Meetings don't have to be routine, but knowing what to expect is helpful for the busy member.
- **Include some fun.** It's OK to be less formal as long as everyone is having a good time.
- **Include some service.** Consider performing a service project during your club meeting time.
- **Make it matter.** Ensure club meeting topics are relevant to your members and reflect well on the culture the club is trying to create.
- **Make it relevant.** Keep meetings member-focused.

When possible, invite members of your club's sponsored Service Leadership Program(s) to attend a meeting.

ANNUAL AND OCCASIONAL ASSESSMENTS

An important part of the membership committee's role is to work with the club board to conduct regular assessments. Get input from club members, board members and community leaders. Then use that input to:

- Analyze your impact on the community.
- Find unmet needs in your area.
- Develop a signature service project or fundraiser.
- Expand your club's partnerships.
- Improve the club members' experience.
- Create a detailed plan to achieve goals.
- Celebrate your accomplishments.

Achieving Club Excellence tools are available to guide you through assessments. You can find them at kiwanis.org/acetools.

RECOGNITION AND REWARDS

A club's ability to motivate and retain members depends on its ability to provide personal value with membership. For some, the benefit of a job well done is rewarding enough. For others, a little acknowledgement is important.

Here are some guidelines for recognition:

- **Share it.** Tell others how much you appreciate someone's contributions to the club, and how glad you are that he or she is a member. Consider creating a Kiwanis certificate of appreciation and presenting it during a meeting.
- **Shake it up.** Vary your approach. Write notes, say "thank you," provide spontaneous treats, or hold a formal dinner or awards ceremony.
- **Personalize it.** Knowing your members' interests will help you recognize them in a meaningful way.
- **Make it appropriate.** Match the level of gratitude to the effort or achievement.
- **Make it a priority.** Designate a member of your club to focus on consistent and frequent recognition, and encourage all members to consistently identify what others have done to make the club better.
- **Be consistent.** Regular recognition, such as a Member of the Year award, helps ensure that members' big-picture contributions to the club's success are recognized too.
- **Be timely.** Recognition has a greater impact when given soon after the member's contribution.
- **Be sincere.** When you recognize a member, take time to truly reflect on that person's value to the club.
- **Spread it.** Find ways to let your members' family know how much you appreciate their support and encouragement.

REVIEW

How do you recognize your members? Do you reward them for their dedication to Kiwanis?

Brainstorm ways you could improve your club's recognition and rewards.

Increasing the club's visibility

PUBLIC AWARENESS

Do the people in your community know about your club? Use the Public relations toolkit for club strengthening on kiwanis.org to let people know that your club is part of the community — and made up of people who live there.

Kiwanis communications resources include key messages, logos and images, news release templates and other media tools. Use them to spread the word about your club's service and fundraising. They're all available at kiwanis.org/brand.

REVIEW

Does your club have a custom logo similar to this example?



Kiwanis[®]
CLUB OF INVERNESS

BRANDING

An organization creates brand awareness through consistent use of the images and language associated with it. The same is true for your club and Kiwanis.

Feel free to liven up a sign or a shirt with some creativity — but keep the logo and wordmark true to their original design to protect the brand's consistency. If possible, make sure your podium has a properly branded sign with your club's logo so anyone taking photos can capture it.

And remember: When members proudly wear Kiwanis-branded shirts during club service projects and fundraising activities, that sends a strong message to the public — and creates great opportunities for photos that keep sending that message after the event.

