



# Kiwanis®

## Recruiting ideas in a time of online meetings

Just because your club is meeting online doesn't mean you can't invite guests to a meeting or host a membership drive. Here are some ideas to boost your club's membership.

### FOR MEMBERSHIP STRENGTHENING

- Host a virtual career fair for sponsored SLP members. It's a quick and easy project:
  - Survey your SLP members and see what careers they are interested in learning about.
  - Contact potential new members and ask if them to participate in a panel discussion about those career paths.
  - Schedule the panel.
  - Give each panelist 7-8 minutes to share a brief overview of their profession/professional path.
  - Open the meeting to questions.
  - Contact the panelists afterwards to see whether they would like to join Kiwanis.
- Ask each member to “pay it forward” with the gift of Kiwanis. That member will “extend the legacy,” by targeting a prospective member who emulates the fine qualities of their own sponsor. Once recruited, introduce your new “legacy member” to the person who sponsored them.
- Be creative and find ways to recognize members who invite guests to attend your virtual club meeting. Possibly include a special slide with their name — and their guest's name — in lights. Give the member a moment to introduce the guest.
- Ask your club's membership committee chair or a member to always add a welcome in the chat box of your online meeting platform. Include information on how to learn more about the club (perhaps by directing them to your club's website or Facebook page).
- Make your Kiwanis club visible with advertising dollars. Work with the club treasurer to identify funds for recruitment advertising in local newspapers and social media sites. After all, people are spending more time online and reading weekly community newspapers.
- Many college students will be taking a “gap year” during the 2020-21 academic terms. Invite college students to your club's service projects and fundraising initiatives — and welcome them to join the club!

### FOR NEW CLUBS

- Contact city or town offices (mayor, fire, police, public outreach, chamber president, etc.) and find out where there are gaps in community services for children. Present the list to the new club members and pick one or two that could be completed by Kiwanians.
- Review the club's social media presence and make sure it's attractive to a potential member. Many people are spending hours scrolling through social media on their devices. Make sure your club is prepared by using appropriate tags (<http://best-hashtags.com/hashtag/communityservice/>) — those that people are searching the most.

## FOR EXISTING CLUBS

- Take this time to reengage former members. People might be looking to make connections again while at home. Ask a former member whether they would attend a virtual meeting to learn about what your club is doing to help the community.
- Reach out to past members. Just because they had to step back in the past doesn't mean they can't re-engage now. Entice them with a "club reunion" meeting, where you can highlight past accomplishments and fun times.
- Ask the treasurer for a list of members who have not paid dues, and ask the secretary for those you haven't seen at a meeting or a service project in a while:
  - Create a spreadsheet with contact information, including the name of the member who sponsored them to join the club.
  - Ask sponsors to call delinquent dues payers, urging them to join virtual club meetings and pay dues.
  - Don't wait until August or September and leave it to board members to track down delinquent dues members. Every member serves on the membership committee.
- Partner with local restaurants that deliver to provide a Kiwanis Night where your members are the delivery drivers:
  - Negotiate one night a week where your Kiwanis club members provide free delivery service for the restaurants. This will save them hundreds of dollars in delivery fees. As part of the negotiation, ask to have a simple yet fun note placed with each order (stapled to the bag or the pizza box). The notes should be a "learn more about Kiwanis" flyer that restaurant patrons can read during their meal.
  - Ask that tips for the evening stay with the local Kiwanis club to support their charitable efforts.
  - Prepare your Kiwanis drivers to be safe. Provide face masks, hand sanitizer, gloves.
  - Ask the drivers to wear a properly branded Kiwanis shirt.

There is no better time than now to showcase what Kiwanis does for the community. Continue seeking service-minded individuals who will help your club offer even more service to children after the COVID-19 pandemic ends.