



Kiwanis®

SINGLE PURPOSE CLUBS

Area clubs

An area virtual club is a Kiwanis Club that is available for all persons interested in Kiwanis who are unable or unwilling to join a club that meets in person, whether because of life circumstances, distance from another club or difficulties getting around congested roads. Some types of areas are suggested here, but the possibilities are limited only by the imagination of Kiwanians like you. Most projects done by Kiwanis clubs are available for such a virtual club.

What areas are conducive to an area virtual club?

Any area without a Kiwanis club, without clubs that meet the schedules of prospective Kiwanians or that has clubs with falling membership is conducive to an area virtual club. There is no need to have a defined boundary for members. Most Kiwanians and potential members have become familiar with meeting on-line and conducting business and service virtually. A virtual club can be as broad as its members wish because there are no physical boundaries in a virtual world.

An area virtual club can be division-wide.

Many divisions cover large geographical areas. Many of those divisions have clubs that have trouble sustaining membership because of the size and remoteness of their communities. A division-wide club could be created to retain Kiwanians in those clubs who want to be part of a more sustainable club. It is also a way to attract new members in remote or under-served areas who do not have nearby Kiwanis clubs or clubs that meet at times available to them. By being division-wide, such a club can keep its focus on issues important to their local area.

Metropolitan areas are conducive to an area virtual club.

Congested streets and the difficulty of traveling from one part or neighborhood of a large city to another part of the city is a barrier to many potential Kiwanians. The size and complexity of cities often make it difficult to have Kiwanis clubs in or near poor or disadvantaged neighborhoods. An area wide virtual club would allow interested people to come together to plan projects that benefit the city as a whole or a targeted neighborhood that might otherwise not receive the benefit of a local Kiwanis club.

District-wide clubs are possible for the same reasons as division-wide clubs.

Such clubs would expand the geographical reach of potential members. While its projects would be less likely to be local in nature, many Kiwanis projects involve one or a handful of members and do not require the presence or activity of many members.

How to begin

Examine the potential of Kiwanians in your area. Include current Kiwanians who are having trouble serving in their clubs, whether because of location, schedule of meetings or otherwise. Consider clubs under charter strength that are having trouble attracting members and are likely to fold. Look at potential members in remote or rural communities. Look for current and potential members with mobility issues, including inability to drive or difficulty in driving in congested areas or long distances.



Kiwanis®

The first step is to decide what area needs such a club. You should examine the needs of children in the area you chose and whether they are being met by an existing Kiwanis Club. Decide which of those needs can be met by people working individually or in small groups but supported by a larger group primarily meeting virtually. Look at areas that have multiple communities that are too small by themselves to support a Kiwanis club. Because many projects that can be done virtually or from long distance, there is no need to focus specifically on local needs, although most projects can be done locally.

Work with your Lieutenant Governor or District Membership Chair to identify areas and projects that are conducive to a virtual club. For tips and instructions on how to create a Kiwanis club generally, visit www.kiwanis.org/clubopener.

Potential area-wide projects

Decide what projects will most likely appeal to your prospective members. Look also at projects that can be done by small groups of individuals. There is no requirement that an entire club work on a specific project. If an individual Kiwanian sees a need that can be met by an individual or small group of people, it can become a club's project.

This will include hands-on projects such as sponsoring Service Leadership Programs if you have a member who is interested in being a club representative and can attend meetings of the SLP. This could also include reading or tutoring in schools, which can be done by individuals or a small group of people. Any project that can be performed by small clusters of Kiwanians can be adopted by a virtual club.

Getting started

The first step is to contact people who live in areas that are either remote or very congested as well as people who are interested in serving their communities but find it difficult or impossible to join an existing club. Look at clubs that are in danger of failing because of lack of local population. The possibilities are limitless. Email membership@kiwanis.org to obtain more help in identifying options for your new club.