

COACHING A NEW CLUB

The six months after the club's organizational meeting with its first members are crucial. Your involvement will help them move toward chartering — and help you get to know the members as they get to know to each other.

This is the time when you will:

- **Arrange for club officer training.**
- **Conduct an orientation for new members.**
- **Help organize a committee structure.**

In addition to helping the new officers understand their responsibilities and complete necessary reports, you may also need to guide them through incorporation, tax information and the opening of bank accounts. Of course, you will attend all of the new club meetings and advise as needed.

IMPORTANT ACTIONS AND RESPONSIBILITIES

For the club coach, there are several especially important things to keep in mind during these first six months. Momentum is key, so be prompt:

- **Send the Leadership Guide to the club president and secretary.** On the day after the new club's organizational meeting, send a PDF copy of the guide — along with several links to online resources. (Note: charter members are entered into our member database only when the roster, paperwork and monies have all been submitted. Until then, they do not have access to online training.)
- **Emphasize the importance of follow-up.** If the new club was formed partly through a club-opening event, have the charter members (or a select team of charter members) review the prospect information soon afterward. (It is recommended that information cards are handed out for prospects to complete.) Make a list of people to communicate with. Also advise writing a short, handwritten note to everyone — including nonmembers — who helped with the event.
- **Stay in touch with charter members and applicants.** Keep the club at the forefront of everyone's mind: Share the status of recruitment efforts, basic information about Kiwanis and your district, and any service projects that are being prepared. Also communicate promptly with anyone who pledged to pay their membership dues.
- **Help the club opener with paperwork.** Certain documents and payments must be submitted for the new club to become official. Offer to assist with any or all of the following:
 - **The New Club Information sheet.**
 - **The charter roster.**
 - **The club bylaws and policies.**
 - **Chartering fees.**



- **Set up interclub visits.** Ask the division's lieutenant governor for help with a schedule that allows members to visit other clubs — and welcomes other clubs to attend the new club's meetings. Help club leaders see how other clubs operate and give them access to experienced members' insights and advice.
- **Advise the club president to solicit nominations early.** During one of the new club's first meetings, the club president should ask for nominations to two key bodies: the club charter celebration committee and the membership committee. Both are important to generating early momentum in club membership. Once selected, those members will need your help with defining timelines, charter-member definitions, charter-celebration ideas and more.
- **Meet at least once a month with the club's officers and board.** At least one of the club coaches should attend each of these meetings, which can be conducted before or after a regular club meeting — or on a separate date that is convenient for the majority. At the six-month mark, the club should complete a review of the membership roster and measure member engagement. At the end of the first year, a comprehensive membership satisfaction survey should be conducted which can be found at kiwanis.org/ACETools.
- **Work closely with your division's lieutenant governor, the sponsoring club president and the newly elected charter club president.** Keep them informed and engaged. Ensure the club has set its goals and has a plan for growing its community service and club membership. In fact, make it a source of pride for them. Ask these three leaders for a pledge to check in with the club's leaders at least twice a year for the first five years. Remind them that many new clubs falter at about the four-year mark — and their own involvement is a key factor in clearing that hurdle.



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