CLUB SCORECARD GUIDE

PURPOSE: To track key indicators and reflect on them periodically, helping you focus on desired results — and determine where you may need to adjust your plan. A club's success depends on many factors — from administrative tasks to strategic planning and everything in between. You may track activity often, but if your club isn't getting the outcomes you need, it's time to make changes.

AUDIENCE: Board members and club coach where applicable.

FREQUENCY: Quarterly, at board meetings.

WHAT TO TRACK

Your club will create its own scorecard based upon your desired results. Here are suggested areas and activities to track:

MEMBERSHIP

- **Members:** Number of members on the roster. (Whether to include honorary members is your club's choice.)
- **Added/deleted members:** Tally of every new member you add or delete from the club roster.
- **Retention rate:** Percentage of members who started and completed the year with your club.
- **Diversity of members (gender/age/profession/ ethnicity/etc):** Percentage of diversity compared to average members in your club.
- **Prospective members:** Number of guests who visit your club's events to learn more about your club.
- **Event participation:** Percentage of club members who attended club events. (May include service projects, fundraisers, special events and/or regular meetings.)
- **Trained membership committee:** Percentage of membership committee members who have attended training.
- **New member sponsors:** Which members are bringing in the most new members.
- **Tactics:** Which tactics you are using to recruit new members (e.g., Two For Two, open house, etc.).

LEADERSHIP & EDUCATION

- **Annual club plan:** Whether club leaders have a plan for your club's success during the Kiwanis year.
- **Strategic plan:** Whether your club has a current strategic plan that it's following.
- **Distinguished members:** Number of members who have met the Distinguished Member requirements in the current Kiwanis year. (Check the website for current criteria.)
- **Leaders trained:** Who among the president, secretary, board of directors and committee chairs has completed training prior to the start of their year of service.
- **Milestones celebrated:** Number of milestones your club has marked in pursuit of club goals.
- **Educational event attendance:** Percentage of club members who attend events other than your club's (division council meetings, district conventions, international events, etc.).
- **Election report completed:** Whether your club secretary has completed and submitted the club election reports on time.
- **Convention delegates:** Whether your club sent two delegates to vote in the House of Delegates at the Kiwanis International convention.
- **Succession planning:** Whether your club has a plan for a progression of leadership — especially for future presidents.
- **Leadership beyond the club:** Whether your club has members filling (or in line to fill) division, district and/or international offices.

SERVICE

- **Total service hours:** Number of service hours your club projects have required.
- **Service hours per member:** Number of service hours by the club divided by the number of club members.
- **New club sponsorship:** Whether your club has reached beyond the local Kiwanis community to create a new Kiwanis club.
- **Total service hours for non-Kiwanians:** Number of service hours given to your club's projects by people who aren't members of your club.
- **Joint events with partners:** Number of events your club has conducted with your partners (including projects or events with Service Leadership Programs).
- **Number of children reached:** Number of children who have benefited from your club's service.
- **Involvement with Service Leadership Programs:** Number of club members who interact with your sponsored SLPs.

VISIBILITY

- **Media placements:** How often your club or projects were mentioned in the news media, on social media sites, etc.
- **Website visits:** Number of unique clicks there have been on your website.
- **Social media:** How often you post club events on social media and how many interactions you get from them.
- **Community event participation:** How often your club members (as a group) represent Kiwanis at community events.
- **Unsolicited prospects:** Number of guests who visited your club events without being invited by a member.
- **Members on partner boards:** Number of members connected to the community through active participation on local partners' boards.
- **Signature project:** How much visibility your club gets from its signature project (e.g., "likes" on social media/partnerships/members/media mentions).

FINANCIAL VIABILITY

- **Financial review:** Whether members (other than the treasurer and members of the Finance Committee) conducted the required annual financial review. (Review your club bylaws for specific rules.)
- **Dues paid on time:** Whether your club secretary remitted the required dues payment to the Kiwanis International office on time.
- **Fundraising money earned:** How much money your club has earned (including interest on investments).
- **Fundraising money spent:** How much money your club has used or donated for service work.
- **Treasurer training:** Whether your treasurer took advantage of online training prior to their year of service.
- **Grants:** Amount of funds brought into the club through partnerships, donations and grants.
- **Local laws:** Whether your club is following all local and national laws, regulations, etc., including annual filings or registrations.

CLUB SCORECARD

Include the activities your club needs to track throughout the year.

MEMBERSHIP

Average member survey score:						
	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Target
Number of total members						

LEADERSHIP & EDUCATION

Average member survey score:						
	Oct. 1	Dec. 31	Mar. 31	June 30	Sept. 30	Goal
Members attendance at training sessions						

SERVICE

Average member survey score:						
	Oct. 1	**Dec. 31**	**Mar. 31**	**June 30**	**Sept. 30**	**Goal**
Service hours per member						

VISIBILITY

Average member survey score:						
	Oct. 1	**Dec. 31**	**Mar. 31**	**June 30**	**Sept. 30**	**Goal**
Social media likes and shares						

FINANCIAL VIABILITY

Average member survey score:						
	Oct. 1	**Dec. 31**	**Mar. 31**	**June 30**	**Sept. 30**	**Goal**
Fundraising money earned						

ACHIEVING CLUB EXCELLENCE TOOL:
CLUB SCORECARD

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