



HOST POTENTIAL MEMBERS GUIDE

PURPOSE: To give your club steps for determining your readiness for recruiting and welcoming new members. It is important for your club and your members to periodically look in the mirror and see if you are ready for quests and new members.

AUDIENCE: Club members and membership committee.

FREQUENCY: Annually — and any time before a membership event.

STEP 1: SELF-EVALUATION

Use the character cards in the online club toolbox. Discuss how any of these people would feel joining your regular club meetings, service projects or fundraisers.

- What situations would make them comfortable?
- Do club members act in a way that is welcoming to newcomers?
- What are some member habits or club traditions that may seem strange to them?



Of course, you can also ask these questions about your potential new members.

STEP 2: MYSTERY SHOPPER

While putting yourself into someone else's shoes is beneficial, there's nothing like feedback from an actual potential member. Find someone who matches the demographics your club wants, and ask them to visit one of your meetings, projects, fundraisers or social events. Afterward, provide them with the guest feedback form to capture their impression of the club. You could end up with new insights into how your club needs to improve — and maybe even with a new member!

STEP 3: PREPARATION

Based on the feedback from your own members — and a potential member or two — you can determine your next steps for improving your first impressions:



- Assign club members to oversee guest relations: greeting guests, introducing them to others and following up after the visit.
- Discuss best practices for hosting potential members.
- Pair every member with an "accountability buddy" to keep them aware of any potential guests. (Sometimes you can get absorbed in conversation with your club friends and forget that other people are there.)

- Make sure you have a backup for every assignment in case the person in charge isn't there.

STEP 4: ENHANCE YOUR HOSTING

Put your hard work into practice. The Two For Two program (kiwanis.org/twofortwo) is a great way to practice on one or two guests at a time. Remember to evaluate how well you did and discuss how improvements can be made.



Once you're accustomed to hosting one or two potential members at a club meeting, you can use the **Host an open house** resource to invite a large number of potential members. Don't forget to use the **roster/skills analysis resource** to help create that list of invitees. And have your club's nominating committee recommend future leaders in the community to invite.

STEP 5: EMBRACING YOUR NEW MEMBERS

Just because they joined, doesn't mean you should stop being a good host. A good club keeps people engaged, active and coming back for more — by keeping its "I's" on new members:

- **Introduce** the potential member to what it means to be a member of your club.
- **Induct** the new member into the club with an official ceremony. kiwanis.org/club-toolbox
- **Inform** the new member with an orientation session about your club, Kiwanis and how they will play a part. kiwanis.org/club-toolbox
- **Involve** the new member in different aspects of the club by using the "buddy system," inviting them to participate on committees, attend events and more.
- **Integrate** them into the leadership pipeline, where they'll learn more about the club's membership, operations and impact in the community.





- **Invest** in their education as Kiwanians — and leaders — by sending them to division, district and international training events. [kiwanis.org/convention](https://www.kiwanis.org/convention)
- **Inspire** them by recognizing and rewarding them for sharing their time and skills with your club and community. For ideas, use the **Celebrate success** tool.

Keep an “I” on long-term members by invigorating them — with a challenge to start something new and to mentor newer members.

STEP 6: REPEAT

Never rest on your laurels. Go back to Step One and start the process again. Practice will take your club to the places you have only dreamed about.





HOST POTENTIAL MEMBERS WORKSHEET

SELF-EVALUATION

Based upon the character profiles you were given, how do you think guests would feel at your club:

1. What situations would make them comfortable? _____

2. Do members act in a way that is welcoming to newcomers? Examples? _____

3. What are some member habits or club traditions that may seem strange to them? _____

4. What projects or activities would ignite their passion? _____

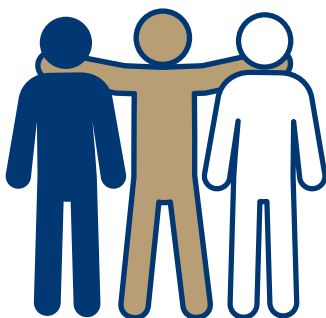
PREPARATION

Assign roles for members at club meetings and events to do the following (coordinate assistants/ accountability buddies for each member and their role):

Greeter _____ Assistant greeter _____

Introducer _____ Assistant introducer _____

Follow-up _____ Assistant follow-up _____





EMBRACING NEW MEMBERS

List ways your club does and can do the following to keep the membership experience strong:

INTRODUCE

INDUCT

INFORM

INVOLVE

INTEGRATE

INVEST

INSPIRE

INVIGORATE





GUEST FEEDBACK

Thank you for attending our Kiwanis meeting! Please provide your feedback.

RATE EACH WITH A CHECK MARK (1 = very negative, 4= very positive)	1	2	3	4
Meeting place was easy to find.				
Venue provided for a good meeting place.				
Impression of initial greeting and how welcome you felt.				
Meeting and what to expect were explained to you.				
Meeting was organized.				
Meeting was relevant to you.				
Kiwanis International was explained to you.				
If materials about Kiwanis were provided to you, please rate them.				
Overall impression of Kiwanis.				

GENERAL FEEDBACK:

Did you feel welcomed and included? _____

If not, why not? _____

What did you like best? _____

What did you like least? _____

Would you consider joining Kiwanis? _____

Other thoughts/comments? _____

