

# 5 QUICK STEPS TO MORE MEMBERS & MORE SERVICE

## STEP 1

### **Decide to increase your club's impact in the community.**

Membership growth is not a one-time campaign or event. It's a continuous club operation. Now is a perfect time to get started on that commitment — or renewing it — to help more kids in the community.

## STEP 2

### **Download or request a Two For Two guide.**

Just go to [kiwanis.org/twofortwo](http://kiwanis.org/twofortwo). The Two For Two guide is filled with pages of information and ideas: who to approach, how to approach them, ways to identify prospects and more. There are cards to help you follow through on contacts and even some suggested prospects each month. Use the back cover to track your club's progress.

## STEP 3

### **Spend a club meeting working the plan.**

Identify two members to reach out to two prospects for each of the next several months. This way, members will work in pairs. After all, teams are more successful. They support each other and reach more people more rapidly. Refer to the Two For Two guide for help identifying people and personalities your club may be missing.

## STEP 4

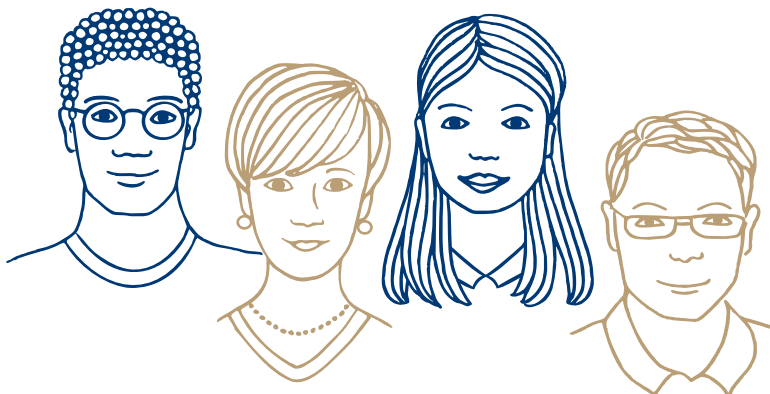
### **Reach out to the prospects.**

People are busy, and time is precious. You will be more successful recruiting new Kiwanis members if you make an appointment to talk to them — rather than “cold calling” or simply showing up at their location. Ask for a date and time to discuss the club and its impact on the community.

## STEP 5

### **Meet with a prospect.**

Make sure the prospect understands what Kiwanis is about. Focus on impact. Potential members need to know what you do, how you do it, why the community needs them and where they can immediately fit. Invite them to join your club. The key message: Kiwanis is a global organization of members, clubs and partners who are dedicated to improving the world one child and one community at a time.



Find more resources and tools  
for club strengthening at  
[kiwanis.org/twofortwo](http://kiwanis.org/twofortwo)

