

# PROSPECT CONCERNS? TALK MEMBERSHIP VALUE!

Every prospective member has some hesitation about joining. The good news: Most concerns can be addressed by sharing the value of membership. Here are common objections and hesitations — and ways for you to talk through them.

I'm too busy  
and I have  
time constraints.

Explain that most Kiwanians have additional priorities and responsibilities. In fact, that's a strength. Busy people are the best at prioritizing what matters to them. Also explain that clubs decide how often they meet, and members decide how active they will be. There are no requirements.

It costs  
too much.

Dues help Kiwanis International pay for important things: leadership education for members, club membership and engagement resources, fundraising ideas, club growth support, Kiwanis youth programs such as Key Club and much more. Dues help make it all happen.

It's hard  
to join.

Actually, it's easy. Tell them they only need to complete an application and pay a prorated dues amount depending on the month they join.

I'm already a member  
of another organization.

Ask them to consider what Kiwanis offers — and whether any of it could complement their existing affiliation. Either way, thank them for serving the community and ask if they know anyone who might be interested in learning about Kiwanis.

In addition, Kiwanis clubs allow members to develop leadership skills that help improve careers, communities and relationships. Clubs also provide a place to network with other community leaders.

Ultimately, members are part of something bigger than themselves. Kiwanis is not just a local club, but thousands of clubs around the globe. Make sure each prospect knows that every member contributes to changing the world one child and one community at a time.

