

TWO FOR TWO: FOCUS ON FUN

One of the top 10 reasons members leave an organization is that it's no longer fun.

You know that Two For Two helps you grow your Kiwanis club month by month, person by person. But did you know the Two For Two membership recruitment process can be fun, that it should be fun? In fact, everything about Kiwanis should be fun, from meeting new member prospects to anticipating and enjoying meetings, service projects and other Kiwanis experiences.

MAKING RECRUITMENT FUN — AND CONTINUOUS

Sure, an ongoing member recruitment initiative is serious business for the long-term wellbeing of your club. But that doesn't mean the process has to be tedious. Enthusiastic club members will make prospects more likely to join. These tips can help make Two For Two a challenge, not a chore.

- **Recognize with a Ruby K.** For every five new members a current member sponsors, reward them with a Ruby K pin. Ruby K pins are available at no cost and can be requested at kiwanis.org/rubykwards. Hold a friendly competition among members to see who can sport the most Ruby Ks.
- **Make every new member count.** Each time a current member successfully brings in a new Kiwanian, reward their effort with a membership discount, free registration at the next big event, a gift card, club swag, etc.
- **Be social.** Run contests for current and new members who share information about your recruitment campaign on their Facebook, Instagram and other online social accounts. Reward success with branded Kiwanis swag, a free membership, gift cards, etc.

MAKING MEETING PROSPECTS FUN — FOR THEM AND FOR YOUR MEMBERS

- **Vary the venues.** Organize morning coffee and pastry get-togethers, lunch-and-learn sessions, after-work happy hours and other opportunities to mingle with potential members no matter what their daily schedules involve.
- **Rally around a reunion.** Host a Kiwanis family reunion to bring together former club members, Service Leadership Program alumni, past guest speakers and others who have been involved with Kiwanis — and encourage them to bring family and friends.
- **Funnel the fun.** Provide incentives at every stage of the recruitment process, from those who are just starting to learn about Kiwanis to those on the fence about joining.



Go to kiwanis.org/twofortwo to get started!

MAKING MEETINGS FUN — AND MEANINGFUL

Believe it or not, getting a new member to join your club is the easy part. Keeping them interested and active is an even bigger challenge. A person's time is valuable, and they have endless choices of where to invest those hours. That's why you need to make sure your Kiwanis club is one of the most dynamic options in your community. For that to occur, your members need to find the Kiwanis experience enjoyable, meaningful and memorable. These ideas can get you started.

- **Don't bore with business.** Don't overwhelm the potential members with business minutia. If prospects attend a meeting only to sit through dry reports on old business, committee updates and budget figures, you'll be lucky if they don't leave after the first break.
- **Keep meetings moving.** Warmly welcome new members and visitors, quickly summarize the meeting's focus and then move into what everyone has in common: the desire to have fun while helping kids. Encourage member input and interaction and make sure lifetime and new members have opportunities to meet and mingle.

REMEMBER, HELPING KIDS IS A GREAT CAUSE.

When your Two For Two efforts stress the deep rewards of a Kiwanis membership — making a difference and being valued while having fun and forming lasting friendships — your club will grow and thrive!

- **Combine service with socializing.** People will stay involved in a club where they feel valued, both for the service they accomplish and for the person they are. Set aside some meetings for fun activities where old and new members and member prospects can all easily interact and enjoy one another's company.
 - Rent space at a local sports venue for pregame snacks, drinks and hearty appetizers, then share a seating block to cheer on the home team.
 - Try a team-building activity such as a ropes course or escape room.
 - Schedule activities around the seasons: a hayride or bonfire in the fall, hot cocoa and cookies in the winter, a nature walk in the spring, an ice cream social or outdoor concert in the summer.
 - Host an annual thank-you event for all club members. A brunch, picnic, barbecue — anything that interests your members and allows them to relax and unwind in a casual social setting.

Two For Two works!

Data from the past year indicates clubs using Two For Two grew twice as much as clubs that added members but did not use Two For Two.



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