

CLUB BOOST CHECKLIST

PURPOSE: To help club leaders prepare for club growth by holding a boost or strengthening event.

AUDIENCE: Club members and district leadership.

FREQUENCY: At least annually — preferably at the same time every year. Should be a consistent review.

6 MONTHS BEFORE BOOST

- Guide the club through several ACE tools — with a focus on the club vision, community survey and member survey sections.
- Determine whether the officers and members want to increase membership and will participate in a club boost.
- Identify a club coach.

8 WEEKS BEFORE BOOST

- Set the date for the club boost. Contact your Kiwanis International area director for assistance with help using Facebook advertising. (It's free and provides membership leads.)
- Identify and form the boost team (six to eight members per site).
- Determine the roles of each member of the team. (Who is managing the contact list of prospects? Who is setting appointments? Who is going on appointments? Who is organizing the event?)
- Prepare a budget for club boost expenses.

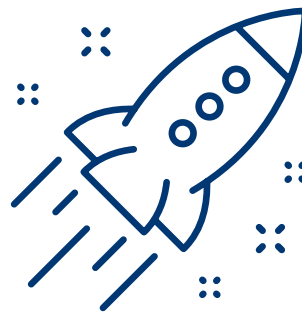
6 WEEKS BEFORE BOOST

- Train team members on how to make appointments/calls/texts and how to go on appointments.
- Develop a list of at least 100 prospects on the contact list for tracking appointments.
- Evaluate your club's current Facebook page and website. Ensure proper branding is being used and all information is up to date. (For help, see kiwanis.org/branding.)

- Submit information to Kiwanis International for Facebook advertising. A page will be created for your club if one does not exist; if one does exist, your club will be asked to grant admin rights to a Kiwanis International staff member.

4 WEEKS BEFORE BOOST

- Create or update club brochure or materials that will be given to potential new members.
- Book hotel for boost attendees, if needed.
- Order boost box and prepare materials for recruiting teams. Email membership@kiwanis.org with the name of club and dates for the boost.
- Determine the type of event (service project, fundraiser, club meeting, etc.) to which you will invite potential members during appointments. A simple service project such as a food drive or book drive gets prospective members involved immediately.





3 WEEKS BEFORE BOOST

- Use the contact list to begin contacting prospective members via phone calls or email to set up in-person visits.
- Identify a venue as a central meeting place for daily meeting and debriefing.

2 WEEKS BEFORE BOOST

- Prepare mobile app for dues collection (if available).
- Prepare teams of two for each day of recruiting to meet potential members.

1 WEEK BEFORE BOOST

- Confirm appointment times with potential members and share the names of who will be visiting them.

1 WEEK AFTER BOOST

- Follow up with all potential members, social media leads and anyone on the contact list who showed interest. Remember to invite them to events and keep them up to date on club events via text, email, Facebook, etc.
- Connect with new members to identify other potential members in their network.

