

# WELCOMING SATELLITE MEMBERS

There are many people who share your members' desire to change children's lives and improve the community. But for some of them, making it to regular meetings can be an obstacle to joining.

Why let that prevent your club from strengthening its service? Consider the option of satellite membership.

## Finding prospects

Before beginning the search, determine who to target and how to approach them. Here are a few people and places to consider:

- Small neighborhoods or residence centers within a larger community.
- Employees from a specific business or group of businesses (for instance, in an office or industrial park).
- Gathering places such as community centers and places of worship.



## YOUR CLUB'S ROLE

*Here are a few tips for helping satellite members reach and maintain a high level of commitment, activity and enthusiasm.*

- Make sure satellite members receive the same new-member orientation, support and continuing education as the other members.
- Inform satellite members of all club activities and encourage participation.
- Foster an environment of open communication and problem-solving.
- Satellite members are eligible to vote on club matters, hold club office and serve on the club board. They would be expected to perform all of the regular functions of those positions, including attendance at relevant club meetings.
- Encourage satellite members to attend club meetings whenever possible so they can meet and network with other club members.



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## Attracting prospects

**Get to know them.** Consider inviting people referred to you by current members or community leaders. Work to understand their service interests and explain how Kiwanis can help fulfill them.

**Team up.** Put together a small group to talk to potential members. Introduce yourself and your club, and explain why you would like them to join. Keep impromptu sessions between 5 and 10 minutes and scheduled sessions under 30 minutes.

**Invite prospects to a special event.** Showcase the Kiwanis experience and your club's community impact. Refer to the Achieving Club Excellence tool "Hosting an open house" for details, which can be found at [kiwanis.org/acetools](https://kiwanis.org/acetools).

**Survey your members.** Some of your current members may prefer to become satellite members. The Achieving Club Excellence tool "Measuring membership satisfaction" suggests several ways to learn their interests. This and other helpful tools can be found at [kiwanis.org/acetools](https://kiwanis.org/acetools).

## We're here to help!

If you have questions about satellite membership or any needs regarding your current efforts, let us know. Email [membership@kiwanis.org](mailto:membership@kiwanis.org). Or call +1-317-875-8755, ext. 411.



## KEEP IT POSITIVE

*According to clubs with satellite members, the best experiences happen when:*

- The club is accepting and supportive of the satellite members.
- A formal communication process is established.
- Satellite membership helps Circle K International and Key Club members and alumni make the transition to Kiwanis membership.

