

# TWO FOR TWO WORKS! MAKE IT WORK FOR YOU.

Kids need Kiwanis more than ever. And that means Kiwanis needs members more than ever. For the best Kiwanis clubs, membership growth is not a one-time campaign or event. It's a continuous club operation. And every member should play a part.

Two For Two makes membership growth manageable — and fun — for your club. **And it works!** Data from the past year show that **clubs using Two For Two added** more new members than clubs that added

members but did not use Two For Two. Think of how the Two For Two approach could benefit your club's growth when used consistently over a three-year period.

Review the example below and then calculate your own club's Two For Two three-year goals.

EXAMPLE	Today's total	One year from today <i>You add at least 12 members</i>	Two years from today <i>You add at least another 12 members</i>	Three years from today <i>You add at least another 12 members</i>
	15 members	27 members	39 members	51 members
YOUR CLUB	Today	One year from today	Two years from today	Three years from today



### Need help thinking of prospective members? Begin with this list of the top professions of current members who love Kiwanis.

- Banking/finance/insurance.
- Education/training.
- Government/public administration.
- Healthcare.
- Wholesale/retail.
- Nonprofit.
- Legal.
- Real estate/property management.
- Manufacturing.
- Construction/extraction.
- Communications/media/marketing.
- Religion.
- Transportation/warehousing.
- Agriculture/forestry/fishing.
- IT/tech.
- Hospitality/food services.
- Funeral/death services.



As you use Two For Two, remember that your club needs to see **positive net membership**. Twelve new members in a year is a success — but if you lose 16 members in that same year, your club is at a net loss

of four. You'll need a plan to replace those members. A **minimum goal** for positive membership is to have **one more member than at the beginning of your Kiwanis year**.

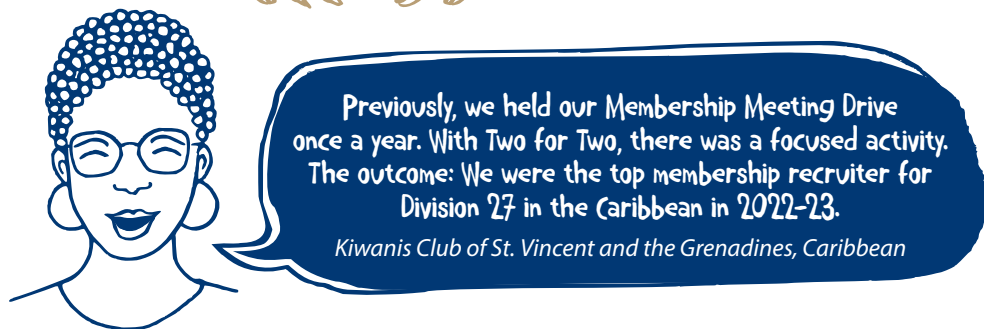
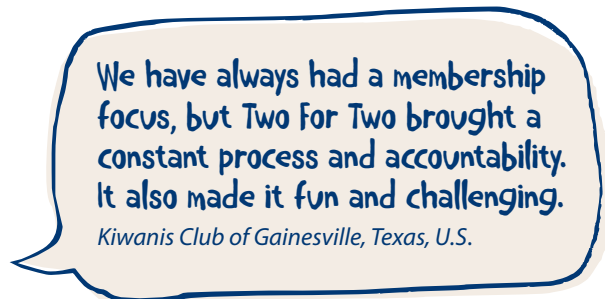
Starting number of members	+	Two For Two goal (minimum 12)	+	New members to replace anticipated member losses	+	1 (preferably more)	=	Net growth
	+		+		+		=	

### Don't wait!

Start using Two For Two today! When your club grows, you can make an even greater impact on the children in your community — and when all of our clubs grow, Kiwanis can make an even greater impact around the world!

### Visit [kiwanis.org/twofortwo](https://kiwanis.org/twofortwo) for additional resources:

- Two For Two guide – a complete how-to-implement workbook.
- Five easy steps to begin Two For Two (share with your club members).
- How to talk about the value of membership in a dues-based organization.
- How to make Two For Two fun for your club and prospective members.



**Kiwanis**