

2024 CLUB LEADERSHIP EDUCATION

Club Membership Chair

Facilitators

Jody Hulse, Kentucky-Tennessee District

Judy Raub, Ohio District

Chris Martz, Kiwanis International

August 13, 2024



Welcome and agenda

- Roles and expectations
- Membership planning
- Recruitment
- Retention
- Marketing your club
- Tools and resources



ROLE & EXPECTATIONS

Club Membership Chair

Your role

- Set goals.
- Develop action plan.
- Communicate importance of membership efforts.
- Plan membership events.
- Teach others how to invite.
- Plan and conduct member inductions.



Important dates

- Club President's Planning Conference
- October 1 – Start of Kiwanis year
- Annual meeting
- April 1 – World Reporting Day
- May Membership Month
- August and September



Checklist

- Prior to your year
- Throughout the Kiwanis year
- Quarter 1 (October-December)
- Quarter 2 (January-March)
- Quarter 3 (April-June)
- Quarter 4 (July-September)



SEE PAGE 64 – LEADERSHIP GUIDE

Membership chair annual checklist

PRIOR TO YOUR YEAR

- Work with club president to conduct a members' survey.
- Meet with the secretary to discuss why members left the past year.
- Meet with service chair to discuss number of additional members needed to achieve service goals.
- Meet with PR/Marketing chair to discuss plans for the upcoming chair.
- Recruit members for committee.
- Review new member orientation and making any adjustments or changes needed.
- Create a plan for the year in conjunction with your committee, based upon the goals and needs of the club.
- Present training to members on how to talk about Kiwanis to potential members – consult with the club president to make practice an ongoing event at meetings.
- Order membership application and club brochures.

THROUGHOUT THE KIWANIS YEAR

- All members are provided new member orientation – to be conducted prior to actual joining is preferred.
- Follow-up on all leads for new members.
- Do exit interviews with all members to determine why they are leaving the club.
- Work with club leadership to provide a strong Kiwanis experience for all members.

- Encourage all members to invite prospective members to club events.
- Keep all prospective member information in stock to share.
- Follow-up with members not attending, to determine how to keep them involved in the club.
- Ongoing recognition of member accomplishments and important life events.
- Send new member information and money to Kiwanis International immediately.
- Conduct induction ceremony for all new members.

OCTOBER-DECEMBER

- Provide Kiwanis education to all club members at a club meeting.
- Plan a social event over the holidays. Take the time to ensure members all know each other and feel a part of the club.
- Follow up after the event with Thank You notes to all who attended, include an invitation to join the club for an upcoming service event.

JANUARY-MARCH

- Work with your Service Leadership Program advisors to hold joint events with your program members and their parents or guardians. Use this celebration of partnership and support to also encourage others to join your club. This could be installations of officers, scholarship awards, or joint service projects.
- Continue to follow up with all people who have shown interest

- in more club involvement.
- Take the opportunity on or around the Kiwanis birthday to plan a large fun, fellowship and recognition event to celebrate your members and their contribution to the community. Invite past members, supports and partners to celebrate the club's impact and successes.

APRIL-JUNE

- Work with your service chair to start planning for a large service project to use as a membership event.
- Get all members to recommend the names of people who would be good members for your club.
- Use the Hosting a Membership Event to plan the event.
- Prepare the club for the event.
- Follow up from event to ensure all interested parties join the club.
- Begin working with your successor so that they can be prepared for their year.

JULY-SEPTEMBER

- Make follow-up calls or have in-person conversations with people who have shown interest in the club to see if you can get them to join before the end of the year.
- Have in-person conversations with any members who may be thinking of dropping their membership to try to keep them involved.
- Conduct a membership contest amongst the membership to bring in more new members.

MEMBERSHIP PLAN

Every club needs a strategy to recruit and retain members

Create a membership plan

YOUR CLUB BY THE NUMBERS

Estimate and then research

- Number of members on the roster.
- New members added in the past five years.
- Members deleted in the past five years.
- Percentage who continue each year.
- Gender, age ranges, professions, ethnicity, etc.
- Number of guests who visit.
- Percentage of members who attend events.

CREATE YOUR CLUB'S MEMBERSHIP PLAN

PURPOSE: To help your Kiwanis club create a plan for acquiring and retaining members — by setting goals, creating actions to achieve those goals and creating metrics for the plan's success.

AUDIENCE: All club members working together to provide a club experience that keeps existing members coming back and motivates new members to join.

FREQUENCY: An initial membership plan with regular updates on progress. (Club president and/or membership chair work with club members to create a multi-year plan in which the club commits to one recruitment tactic and evaluates efforts each year.)

YOUR CLUB BY THE NUMBERS

Start with your best estimate for each of the following. As time permits and you begin researching and examining your club's data with other club officers/members, input the actual number for each.

	Estimate	Actual
Members: Number of members on the roster (whether to include honorary members is your club's choice).		
Added members: Tally of every new member the club has added to the roster in the past five years.		
Deleted members: Tally of every member you delete from the club roster in the past five years.		
Retention rate: Percentage of members who start and complete the year with your club.		
Diversity of members: Percentage of each gender, age ranges, professions, ethnicity, etc.		
Prospective members: Number of guests who visit your club's events to learn more about your club.		
Event participation: Percentage of club members who attended club events (may include service projects, fundraisers, special events and/or regular meetings).		

Create a membership plan

EXAMINE YOUR MEMBERSHIP

Your club will analyze

- Your club’s membership number
- Last time your club had net-positive growth
- Club’s demographics
- Number of members you lose annually and reasons

EXAMINE YOUR MEMBERSHIP

What is your club's membership number?			
Today		5 years ago	
		10 years ago	

When was the last time your club had net-positive membership growth?	

Which year(s) did you increase your membership?	What was the reason or recruiting effort for this increase?

What are your club's demographics? Use actual numbers, percentages or analyze each category.			
Male/female		Religion	
Average age		Education levels	
Cultural background/ethnicity		Socioeconomic levels	

Is your club working to make sure its membership base reflects the community's demographics?	

In a typical year, how many members do you lose for each of the following reasons?			
UNRELATED TO CLUB		CLUB INFLUENCE	
Health issues:		Member decision.	
Deceased.		Lack of activity.	
Retirement.		Non-payment of dues.	
Other reasons.		Other reasons.	

How many members do you anticipate losing this year?	Why?

Create a membership plan

IMPROVE THE CLUB EXPERIENCE

In-depth look at all your club does

- Operations
- Service and fundraising
- Community outreach

kiwanis.org/ACEtools

IMPROVE THE CLUB EXPERIENCE

Which Achieving Club Excellence (ACE) tools has your club used in the past two years?	
*Preferred ACE tools to use prior to boosting a club: kiwanis.org/acetools	
ACE tools prior to 2024	Current ACE Tools
Club scorecard	YOU ARE HERE
Creating the purpose*	Community survey*
Measuring member satisfaction*	Member survey*
Developing community partnerships	DREAM YOUR FUTURE
Rediscovering your community*	Club vision*
Analyzing your impact	ANALYZE THE GAP
Club excellence plan	Evaluate your impact
Hosting a membership drive	Develop partnerships
Celebrating success	PLAN YOUR COURSE
	Club excellence plan
	ACTION NOT WORDS
	Club scorecard
	Host potential members
	Celebrate

SET GOALS

What is your goal for acquiring new members?
Reaching charter strength (15 or more members).
Reaching a goal connected to an anniversary.
Increasing membership by a particular number (e.g., 5, 10, 20, etc.).
Doubling the club's membership.
Other.

What best describes your club's desire for adding new members?
More members: similar to or same as current demographics.
More members: no particular demographic focus.
Younger members: reduce the average age of club members by 10 years.
Diversifying membership: mirroring club and community demographics.

Create a membership plan

SET GOALS

Your plan’s intent and outcomes

- Determine quantitative goal
- Examine your club’s qualitative objective

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Create a membership plan

ACHIEVE GOALS

Create a plan

- Determine best recruiting style and tactic.
- Assess necessary club improvement.
- Create an accountability plan.
- Develop operational steps to achieve goal.
- Define how to measure progress.

What are your membership plan's intents and desired outcomes? (Beyond "more members.")

ACHIEVE GOALS

What best describes your club's style for recruiting new members?

- ☐ Steady: a new member or two each month.
- ☐ Get it done: one event that brings in many new members.
- ☐ Sporadic: a new member occasionally throughout the year

What is the best recruitment tactic for your club?

- ☐ Two For Two with a goal of at least 12 new members.
- ☐ Club boost event with a goal of at least 15 new members.
- ☐ Open house with a goal of at least 10 new members.
- ☐ Guest days throughout the year with a goal of at least 5 new members at each event.
- ☐ An existing recruitment event with a goal of ____ new members.

Looking at your current membership recruiting efforts, what improvements are necessary to make it more appealing and effective?

How will you hold members accountable for recruiting efforts and reaching growth goals set by the club?

Create a membership plan

MEMBERSHIP OPPORTUNITIES

Capitalize on occasions and flexibility

- Community opportunities
- Service projects and fundraisers
- Two For Two, club boosts or open house
- Reconnecting former members
- Corporate membership
- Satellite membership

What operational steps will the club take to accomplish the goal?

How will you measure your progress? Milestones/check-ins?

MEMBERSHIP OPPORTUNITIES

What community involvement opportunities exist to promote membership?

List your events for the upcoming year. How can each become a membership event?	
Service projects	
Fundraising projects	

Do you set up a membership inquiry table at events?	Have you used Two For Two?

Create a membership plan

RECOGNIZE MEMBERS

Recognition is the greatest motivator

- Recognize members with the Ruby K award for sponsoring new members.
- Simple order form.
- It's free.

[kiwanis.org/ACEtools](https://www.kiwanis.org/ACEtools)
[Kiwanis.org/rubykaward](https://www.kiwanis.org/rubykaward)

Watch your membership grow with Two For Two. Review the example below and then calculate your own club's Two For Two goals. These calculations illustrate gross membership growth — not net growth.				
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
OUR CLUB	Today	One year from today	Two years from today	Three years from today

How many former members still live in your community? <small>Your club secretary can pull a list of former members from the secretary dashboard. Approach them about renewing their membership. Life changes for people who left Kiwanis — perhaps their life situations now allow more time for a service organization.</small>

Are you familiar with Kiwanis International's corporate membership classification? <small>kiwanis.org/corporatemember</small>	If so, has your club recruited any corporate members in the past year?

Does your club or would your club welcome satellite members? <small>kiwanis.org/satellitemember</small>	If so, has your club recruited any satellite members in the past year?

RECOGNIZE MEMBERS

Do you recognize your members with the Ruby K award for sponsoring new members? <small>kiwanis.org/rubykaward</small>	If so, how many members have been recognized with this honor? Which members are recruiting the most members?

Create a membership plan

ENHANCE CLUB OPERATIONS

Great plans need great leaders

- ✓ Do you have a membership chair?
- ✓ Has the membership chair attended training?
 - Do you have a membership committee?
 - Have committee members attended training?
 - Does your club board meet monthly to discuss membership growth strategies?

ENHANCE CLUB OPERATIONS

	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

START THE CONVERSATION

What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?

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Remember key messages

	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?

MEMBERSHIP STRATEGIES

Recruitment

Build. Nurture. Retain.

DISTRICT GOVERNORS

- Expected to build new clubs

LIEUTENANT GOVERNORS

- Expected to nurture new and existing clubs
- Ensure clubs are receiving the attention needed to strong

CLUB PRESIDENTS

- Provide a club experience that keeps members coming back for more



Two For Two

GOAL – AT LEAST 12 NEW MEMBERS

- Begin by identifying 24 people to recruit.
- Identify two members to reach out to two prospects for each month.
- Two existing members visit two prospective members during the month and ask them to join the club.



Kiwanis.org/TwoForTwo



Club boost

GOAL – AT LEAST 15 NEW MEMBERS

- A boost can be done with district or division help.
- Club prepares for a week of intense recruiting—creating a list of potential members, setting appointments, and being trained.
- A Facebook campaign is encouraged.
- During the recruitment week, members of the club canvas the area at appointments, following up on referrals, and conducting pop-in visits.



Open house

GOAL – AT LEAST 10 NEW MEMBERS

- Event is planned to invite potential members with the objective of recruiting.
- This event is traditionally a special club function; however, a service project or fundraiser can create a stronger reason for the individual to join.
- This event is well planned, advertised and prepared for maximum impact.



Guest day

GOAL – AT LEAST 5 NEW MEMBERS PER EVENT

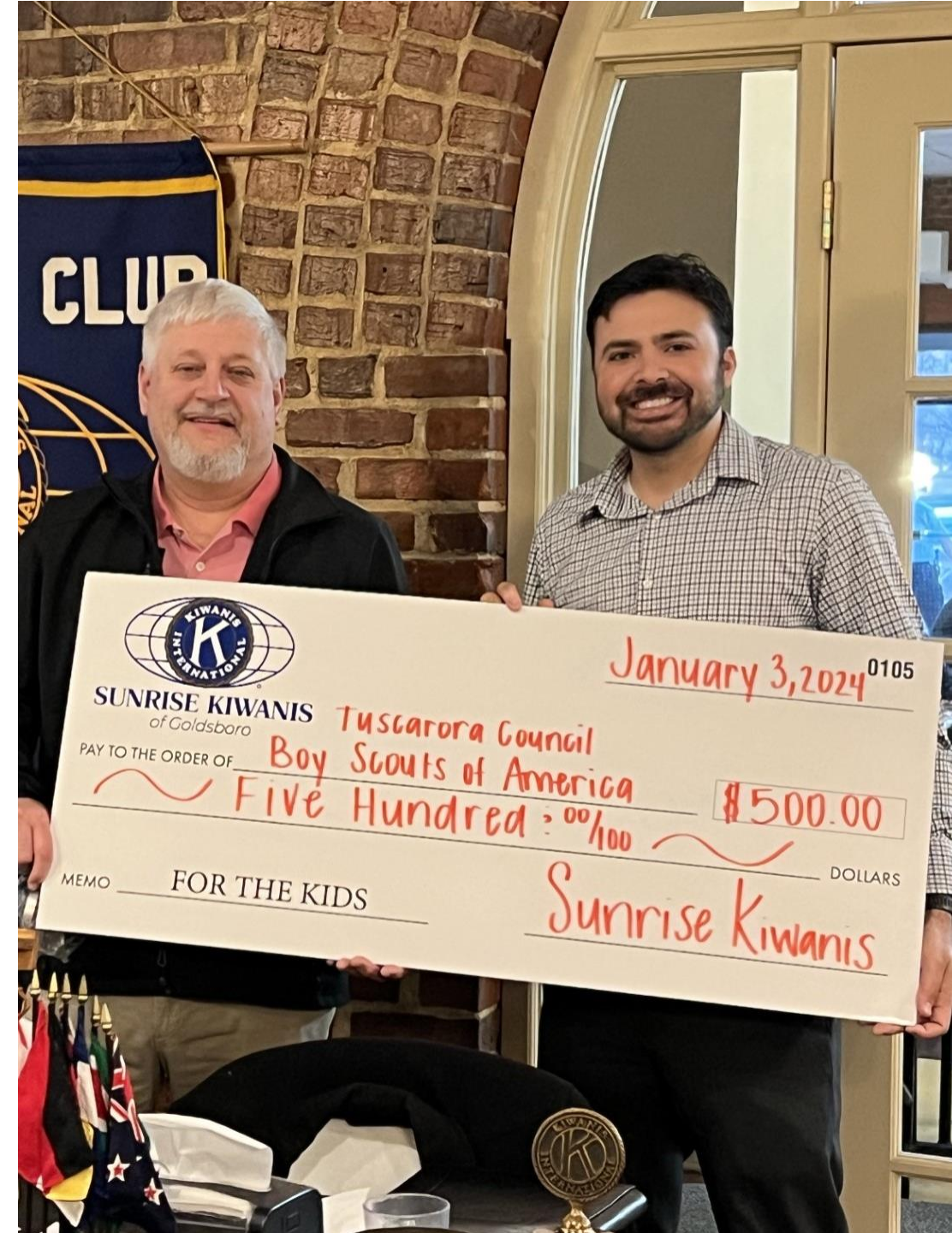
- Guest days are like the open house, with the same type of preparations; however, it consists of smaller events, sometimes targeted to a specific audience.
- Audiences could be educators, ministers, non-profits, partners, etc.
- Clubs that typically host guest days schedule them on a regular basis such as quarterly or semi-annually.



Existing club efforts

GOAL – INCREASE AVERAGE BY AT LEAST 20%

- Many clubs already host amazing recruitment events
- These generally are specific to the local club and culture and net several new members each year.
- These clubs are asked to continue hosting these events and challenge itself to increase its effectiveness by at least 20% more than the previous year.



reMember campaign

GOAL – TBD

- Former member reunion, open house, etc.
- Connect members who have moved.
- Promote satellite membership for those who current club model does not fit.

SOMETHING TO THINK ABOUT

- Divisions or districts can create a former member virtual club – begin with former members as charter group and then expand.



MEMBERSHIP STRATEGIES

Retention

New members

- Orientation
- Mentoring
- Induction ceremony
- Engagement



Existing members

Retaining members

- Club meetings
- Assessments
- Re-engage members who become inactive
- Celebrate club and member accomplishments

[Kiwanis.org/acetools](https://kiwanis.org/acetools)



Various membership types

Corporate members

- Business/organization is the member
- Appointed representative
- Designed for transient positions

Satellite members

- May meet at different times
- May do different service projects
- May conduct different fundraisers
- Opportunity to “Kiwanis differently”

[Kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox)



Recognition and Awards

- Birthdays
- Personal anniversaries
- Join date anniversaries
- Club awards

REMEMBER

You can never smile and say thank you too often to your fellow members!

kiwanis.org/members/awards-recognition/



MARKETING YOUR CLUB

Showcase your club to the community

Branding

kiwanis.org/brand

- Standard and custom logos
- Photography
- Social media assets
- Brand book
- Public relations tips and tools
- Custom club brochure
- Celebrating club anniversaries
- Licensing and trademarks



Conversations

Elevator speech

- Grab a prospect's interest
- Respect their time

Ask yourself

- Why my club?
- What's our community impact?
- How do we make that impact?



Newsletters

Think about...

- Content
- Frequency
- Distribution list

Content...

- Send content about volunteering, projects, fundraisers, working with youth to partners.
- Ask partners to share among their mailing lists. Offer to do the same with their content.



Your club's digital presence

- Keep websites updated
- Keep social media sites fresh
- Respond to inquiries, emails, etc. immediately
- Use all digital platforms to engage potential members

[Facebook page](#) | [X](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#)



Who engages on social media?

- Community members
- Friends of your members
- Anyone who reacted to an event invitation
- Past club speakers
- Members of service partner organizations

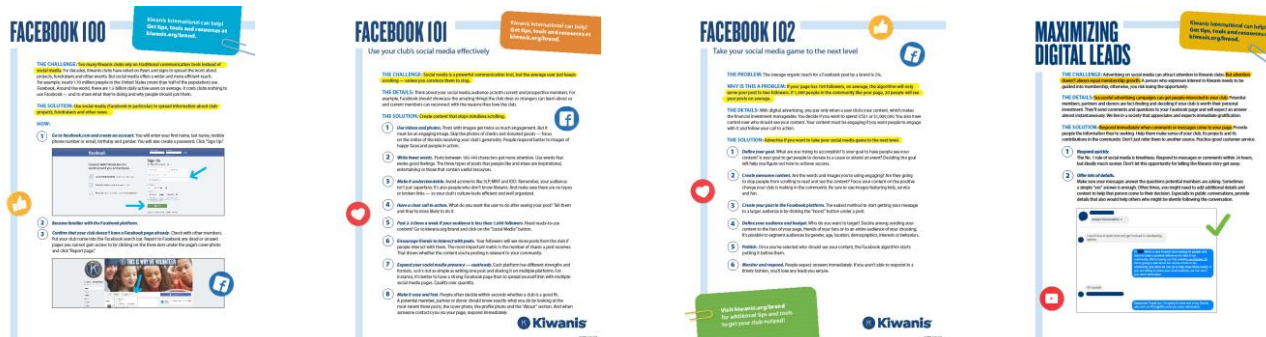
Social Media - Facebook

- Create content that makes people want to “like,” share, or comment
- Visually appealing posts
- Showcase projects
- Tag people and use hashtags
- Call to action – when is your next service project of this nature?



Something to think about...

25 percent of Facebook leads convert to members.



Facebook resources online
kiwanis.org/club-toolbox

Social Media - Facebook

Facebook events

- Special pages that are established to promote an event

More than an invitation

- Events should be created from the club's page—not a member's personal page.
- Post often. Make your posts relevant. Make posts inviting.
- Create a club hashtag and use #KidsNeedKiwanis.



Engaging with non-members

- Find someone in your club to engage with non-members who react or comment on posts or photos.
- React immediately
- Invite them to an event
- Stay connected

Social Media - LinkedIn

- Longer posts with “thought pieces”
- Position club members as thought leaders and community leaders
- Ask questions; create surveys/polls
- Generate leads for businesses
- Professional focus.
- Opportunities to connect.
- Position leadership as thought leaders in volunteering, working with kids, service.



Social Media - Instagram

- Relies on visual images that can be used in a slide show or reel
- Add music and graphics
- Ask questions—get engagement with viewers
- Call to action—what do you want viewer to do?



**Something to
think about...**

Instagram is used mostly by Key Club and CKI. Kiwanis also has an account, and similar content is posted as on Facebook. Content attracts a younger demographic because of focus on visuals

Tools & Resources

Club toolbox

kiwanis.org/club-toolbox

Membership leaders Facebook page

facebook.com/groups/kiwanismembershipandengagement



BEFORE WE ANSWER QUESTIONS...

Let's learn how to get credit for tonight's training



Attendance Credit

- Completion Survey
<https://forms.office.com/r/RaYJBxG9PG>



ATTENDANCE

IMPORTANT:

Your 12-digit member ID is required to receive credit for this training



Step 1: www.kiwanis.org/login



ATTENDANCE



English ▾

Welcome to the Kiwanis International sign-in page — Kiwanis Connect

First time here? [Set your password here.](#)

Sign in

Email

Forgot your password? [Change the password.](#)

Have a paid Portalbuzz subscription?

Sign in with Portalbuzz

Password

Submit



Step 2: Login



ATTENDANCE



English ▾

Welcome to the Kiwanis International sign-in page — Kiwanis Connect

First time here? [Set your password here.](#)

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Password



If you have not logged in before...



ATTENDANCE

English ▼

Welcome to the Kiwanis International sign-in page — Kiwanis Connect

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Email

jchoi@kiwanis.org



Forgot your password? [Change the password.](#)

Have a paid Portalbuzz subscription?

Sign in with Portalbuzz

Password

.....

Submit



If you have not logged in before...

- Use the email you originally used to register for Kiwanis.
- Contact memberservices@kiwanis.org or your secretary if you are unsure which email to use.



ATTENDANCE

Set Password

A link to set your password will be sent to your email address.

Email

jchoi@kiwanis.org



Step 3: Select your club



ATTENDANCE



[Home Page](#) [English ▼](#) [Impersonate](#) [Change the password](#) [Sign out](#)

Julia Choi

Select your group

Group

Kiwanis International Staff (K-STAFF) ▼

Submit



Step 4: Copy your member ID



ATTENDANCE

 **Kiwanis** KEY CLUB

 CKI
Circle K International


 AKTION CLUB
Kiwanis Building Leaders


 Kiwanis Builders Club
Building Leaders


 Kiwanis K-Kids
Young Leaders Helping Others


Julia Choi
Kiwanis International Staff


Sign Out

 Me

 Education

 Full Education Report

 Admin Tools






 Membership



Julia Choi

Kiwanis International Staff(K-STAFF) | Member ID: 000006435402 |

This area of the Club Management System gives you access to special applications and reporting, all with a single login. Your club or district leadership position determines what applications are available to you. Don't see what you need? Contact kiwanisone@kiwanis.org for assistance.

-  Background Checks
-  Edit profile picture
-  Edit Profile
-  Create Praesidium Account
-  [Click Here to Access On-line Chaperone Policy Training or Global Leadership Certificate Courses.](#)



Attendance Credit

- We cannot assign credit without your member ID.
- If you cannot find your ID/Login, contact memberservices@kiwanis.org
- Survey must be completed by **September 15.**



ATTENDANCE



THANK YOU

Best of luck as the 2024-2025 membership chair

Please stay online if you have questions.

kiwanis.org/clubopening
kiwanis.org/clubstrengthening

membership@kiwanis.org