

NURTURING NEW CLUBS

CLUB COACHING: FIRST 24 MONTHS

The club opener and club coach should work together for the first 90 days. The club opener continues working with the club from the organizational meeting to the charter celebration — the emphasis for at least the first two months should be on transitioning to the club coach.

MONTH	THINGS TO DO
1	<ul style="list-style-type: none">• Organizational meeting.• Onboard club officers: Establish officer education for newly elected officers.• Introduction and welcome to the division from the lieutenant governor. Discuss future charter ceremony and division involvement.• Engage members in service opportunities.• Membership goals: Add at least 10 members before charter celebration; double club membership between organizational meeting and charter celebration.
2	<ul style="list-style-type: none">• Review 30-day informational email from Kiwanis International.• Submit the charter gift selections.• Follow up on promising leads. Clean up contact list. Make follow-up visits or calls.• Open club account at designated bank.• Schedule club orientation to Kiwanis International.• Support first few club meetings.• Engage sponsoring club members to interclub at first few club meetings.• Ensure club secretary is trained to use (and can access) the dashboard for reporting.• Ensure/establish committee chairs and/or team captains.• Complete officer education (officers, board members, committee chairs).• Engage members in service opportunities.• Help with charter celebration planning.
3	<ul style="list-style-type: none">• Review 60-day informational email from Kiwanis International.• Informational meeting (can be via online-video platform) for Facebook leads, prospective members who didn't commit during the club opening event and any referrals who haven't received a follow-up.• Transition from club opener to club coach.• Support development of the first large service project and connect with potential sources of grant funding.

Build. Nurture. Retain.

Club coaching: First 24 months



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4	<ul style="list-style-type: none"> Review 90-day informational email from Kiwanis International. Charter celebration. (Last opportunity to add at least 10 members before charter celebration.) During second quarter: Begin working on membership campaign three months before date/start of the event.
5	<ul style="list-style-type: none"> New club is making an impact in the community and is focused on attracting new members. Captains work on team development to establish goals and priorities. Club develops community vision statement. Complete the "Club vision" ACE tool.
6	<ul style="list-style-type: none"> Club service project engagement, developed from needs identified during initial site community assessment. Plan club boost based on promoting vision statement.
7	<ul style="list-style-type: none"> Facilitate club boost efforts by preparing for next month's membership campaign — including planning of Facebook campaign. If not implementing a club boost: During third quarter, the coach should guide the execution of a membership campaign prework; event; and follow-up.
8	<ul style="list-style-type: none"> Membership campaign based on original sourcing list; follow-ups; referrals. Second Facebook digital marketing campaign for those sites with successful first campaign.
9	<ul style="list-style-type: none"> Assist club with Two For Two planning session.
10	<ul style="list-style-type: none"> Two For Two: Month 1.
11	<ul style="list-style-type: none"> Revisit site survey and revise community assessment needs. Complete the "Community survey" ACE tool. Two For Two: Month 2.
12	<ul style="list-style-type: none"> If club coach is not staying for a second year, plan transition to new club coach. Membership feedback evaluation on experience. Complete the "Member survey" ACE tool. Two For Two: Month 3.
13	<ul style="list-style-type: none"> Work on developing community partnerships. Complete the "Develop partnerships" ACE tool. Two For Two: Month 4.



14	<ul style="list-style-type: none"> Two For Two: Month 5.
15	<ul style="list-style-type: none"> Two For Two: Month 6. Choose another ACE tool to complete with the club before the end of the fifth quarter.
16	<ul style="list-style-type: none"> Two For Two: Month 7.
17	<ul style="list-style-type: none"> Two For Two: Month 8.
18	<ul style="list-style-type: none"> Two For Two: Month 9. Choose an ACE tool to complete with the club before the end of the sixth quarter.
19	<ul style="list-style-type: none"> Two For Two: Month 10.
20	<ul style="list-style-type: none"> Club boost 12 months after last major membership campaign (if not using or find success with Two For Two) OR Continue Two For Two: Month 11.
21	<ul style="list-style-type: none"> Two For Two: Month 12. Choose an ACE tool to complete with the club before the end of the seventh quarter.
22	<ul style="list-style-type: none"> Two For Two: Month 13.
23	<ul style="list-style-type: none"> Two For Two: Month 14.
24	<ul style="list-style-type: none"> Two For Two: Month 15. If the club coach is leaving after two years, this is the quarter to ensure the club is thriving and will survive for years to come. Choose an ACE tool to complete with the club — or make member satisfaction an annual commitment by completing the "Member survey" ACE tool.

