

STOP DECLINE & CLOSURE

ADDRESS CHALLENGES AND PRESERVE IMPACT

Kiwanis clubs often face several challenges that can lead to their decline and eventual closure.

Declining membership. Many clubs struggle to attract and retain members. This can be caused by changing demographics in the community and younger generations not being as interested in joining traditional clubs.

Time constraints. Today's lifestyles are busier, with people juggling work, family and other commitments. This leaves less time for participation in community organizations.

Relevance. Clubs that fail to adapt to the changing interests and needs of their members may find it difficult to stay relevant. Offering outdated activities or not addressing current issues or identifying changing community needs can lead to a loss of interest from club members and prospective members.

Financial challenges. Maintaining a club requires funds for activities, events and administrative costs. Clubs struggle to sustain their operations without sufficient financial support.

Leadership issues. Effective leadership is crucial for the success of any organization. Clubs with weak or ineffective leadership (or no leadership pipeline) may face difficulties in organizing activities, engaging members and managing resources.

Competition from other activities. With digital entertainment and other social activities, people have more options for how they spend their free time. This can reduce the appeal of traditional community organizations.

To counter these challenges, clubs can focus on becoming more inclusive, offering relevant and engaging activities and leveraging technology to connect with potential members. Clubs can increase their chance to thrive by adapting to the needs of their community and employing relevant technology.

Kiwanis impact on the community — value lost when a club closes

The community impact of a Kiwanis club varies widely based on its size, mission and activities. Here are some general insights:

Volunteer contributions. Volunteers are a significant asset, with their time valued at an average of US\$28.54 per hour.

Social benefits. Kiwanis clubs address critical community needs, such as food security, education and wellness, thereby improving the quality of life for all residents — specifically children.



Community engagement. Kiwanis clubs foster civic engagement and leadership, encouraging community members to participate in and support local service project initiatives.

Health and well-being. Volunteering and community service activities can improve the physical and mental health of Kiwanis members by reducing stress and increasing social connections.

Red flags for clubs on the path to closing — address before it’s too late

- Trending downward membership.
- Not paying annual dues on time (habitual last-minute payment or payment once club becomes “charter suspended” or “pending revocation”).
- Struggle to find officer replacements and failure to submit officer reports.
- Continuing the same projects year after year.
- Lack of visibility for social media platforms (outdated website and social media pages).
- Lack of participation in Club Leadership Education training events.
- Not sending members to district conventions and other events.
- Inconsistent or lack of programming for personal development.
- No budget or not following a budget.
- Financial noncompliance with IRS or other agencies.
- Focusing on “traditions” or club history instead of forward-thinking/being diverse.
- Monthly reports stop being submitted for clubs that normally submit them.

IF YOUR CLUB DID NOT EXIST ...

What would your community miss?

What project(s) has the club already stopped that has negatively impacted the community?

What is an unmet need in your community that would have been perfect for Kiwanis?



How many role models will be lost?
