Kiwanis®

PASSPORT

UPDATE/SUBURBAN/EVENING

Current Club Profile

Club Name:

Kiwanis Club of Mid-town

Location:

Suburb of a large city, population 150,000

Number of members:

27

Type of members: (general demographic summary)

Average age is 60, mix of working professionals and retirees

How you meet: (frequency, where, when)

Meet every other Monday evening at 6pm for Happy Hour (drinks and appetizers) at a local restaurant.

Our club is known for: (service project/fundraiser/initiatives)

Providing dictionaries to all 3rd grade classes across 5 area schools. The club has been doing this since its inception 55 years ago.

Traditions in our club: (Happy Dollars, singing, prayer, speaker, etc.)

- Speaker once per month
- Happy Dollars

I wish our club:

Would update our service focus.

Why?

Kids aren't using physical dictionaries anymore.

Brainstorm

List ideas that this club could implement that might help attract younger members.

What are options for communicating this externally (as needed)?

What steps are required?

What is a suggested timeline for these steps?

How can the club celebrate their success?

Planning

Goal:

What resources are needed? (financial, human, other)

Who needs to be involved?

How will the club communicate this internally?

List potential barriers this club may experience in attracting younger members. How could they address those?

Goal Setting

I wish our club:

Would update our service focus.

Specific: (narrow this down)

Measurable: (quantify it)

Attainable: (how?)

Relevant: (why?)

Timebound: (when?)

GOAL: