

KEEP YOUR I'S ON MEMBERS

So many things compete for people's attention. How do you keep your club and its service at the forefront of members' interests? Here are eight "i's" to get potential members interested and new members started early — and to connect *all* members to each other.

INTRODUCE

For potential members, a knowledgeable Kiwanian is a great resource. Pair a prospect with an established member to discuss investment in membership — including money (dues, assorted fees, etc.), time (meetings, service, etc.), potential leadership, networking, recruiting and more. And talk about the prospect's interests, what they want from membership and the role they see themselves filling with the club.

INDUCT

For a *new* member, hold an induction ceremony — a special event that reflects the significance of Kiwanis membership. You can include a script, with items that make your club and community special. Involve the new member's sponsor, the club president and other important members. And invite the new member's family, coworkers and friends! Additional information on induction ceremonies can be found in the president's section of the Leadership Guide (kiwanis.org/leadershipguide).

INFORM

Now it's time for a formal orientation. Go deep into your club's history, customs and accomplishments. Make it a one-on-one session with a dynamic and knowledgeable member — or try quarterly sessions with the entire club. (It can be a good way to keep established members feeling inspired and connected.) Or even take a trip to showcase locations where the club makes a difference!

INVOLVE

You *must* get a new member involved within the first 90 days. This includes a service project, a board meeting, a division council meeting or a district event, and engagement with a committee. Give your new member a buddy — someone who is very active and can explain how the club works. (Make it someone other than their sponsor, so you expand their club connections.) The earlier a member feels important, the stronger the commitment.

INTEGRATE

Eventually, a member should no longer be "new" but integral to the club — comfortable sharing opinions during decision-making and given committee responsibilities. In fact, get them involved in recruiting! They should invite someone to join within their first six months. Bringing in a friend or coworker helps solidify their sense of importance to your club — which is a major factor in whether people keep coming back.

INVEST

Members have many learning opportunities — from information about Kiwanis International to ways they can improve their club's impact. Some are covered by membership dues, and some require the club's financial investment. Either way, you invest in your club when new members know about your district convention and the Kiwanis International convention; Club Leadership Education conducted by your district; webinars your club, division or district may offer; and division council meetings arranged through your lieutenant governor. Don't forget Kiwanis Amplify (kiwanis.org/amplify) and the posts and podcasts on our blog (kiwanis.org/blog).

INSPIRE

Everyone likes feeling appreciated — and the more appreciated a person feels, the more effort they give. For this kind of inspiration, the Celebrate Success ACE tool is a great resource. And consider a celebration committee that tracks individual accomplishments, club achievements, anniversaries and other reasons to celebrate.

INVIGORATE

Everyone is important to your club, no matter how long they've been a member. Keep them all invigorated! Beyond recognition, offer opportunities for onboarding new members, launching new projects or mentoring someone who wants a new role. Whatever you do, make sure they feel as important as your newest member.

