

RETAIN YOUR MEMBERS

DOES YOUR CLUB HAVE THESE GOOD HABITS?

Members are the backbone of a club. That's why it's important to recruit new members. But it's equally important to keep the members you have. It also takes less effort. So why aren't more clubs equally focused on this? Here are a few key areas in which good habits develop — and eventually create the kind of club culture that keeps members coming back.

Club operations.

Regular meetings, club events and interpersonal relationships — all of these influence a member's engagement. When was the last time your club examined its value to members? If it's been more than year, it's time to use the Achieving Club Excellence tools. Start with "Member Satisfaction," the tool that helps you discover how all members view your club. (Go to kiwanis.org/acetools.)

Member support.

If your club doesn't have a committee focused on keeping members engaged, they'll slip away. Think of this as the morale committee. It should have a system to contact members via phone or text — or to send a card if they miss a meeting or two. If they have been missing for a while, maybe even send flowers and balloons!

DON'T FORGET!
In addition to ACE tools, we offer other tools for retention at kiwanis.org/club-toolbox.

Public relations committee involvement.

Members are reminded why they joined Kiwanis every time they see a picture from a service project, a blurb about the club's work in the community or an award being presented to a fellow member. An active public relations committee can fill them with pride for making the world a little better.

Social events.

People tend to socialize with people they like. Getting members together for fellowship allows them to learn more about each other and meet club members whose paths have not crossed.

Conflict resolution.

Service attracts passionate people. Sometimes that passion spills into the operation of the club in a negative way. When a board meeting ends, shake hands and leave any disagreements behind — regardless of what happened during the meeting. Ultimately, Kiwanis service is about unity for the sake of kids and communities.

Display your Kiwanis pride.

Show it with banners at events, on social media pages, on recruitment flyers and at club meetings. These simple acts reinforce why people join Kiwanis. Does your club need a vision to help deliver the "wow" that makes people enthusiastic? Use the Achieving Club Excellence Tool "Club Vision" to develop one. (See kiwanis.org/acetools.)





10 THINGS TO REMEMBER ABOUT RETENTION

1. **Set expectations from the start.** A new member must understand the cost, commitment and traditions of your club.
2. **Make members feel important.** Your member's induction into your club will set the stage for how they value their membership.
3. **Onboard members immediately after they join.** Share how they are part of a larger organization and how their club supports the community.
4. **Help new members feel connected.** The more members your new member feels comfortable with, the greater the chances they will stay involved. Introduce them to established members — and encourage those connections early on.
5. **Give new members a mentor.** Kiwanians are happiest when they get involved. Have someone mentor new members for the first year as they experience what your club has to offer.
6. **Empower members to become leaders.** Your club needs a plan for its leadership pipeline. Give members opportunity and support so they can eventually lead your club.
7. **Invest in member education.** Invite interesting speakers. Send members to division, district and international events. Encourage them to share what they learned.
8. **Re-energize long-term members.** Find ways to use members' experience as mentors and recently discovered passions as new projects.
9. **Celebrate, celebrate, celebrate!** Celebrate members' achievements — both inside and outside your club — so they feel valued and want to keep coming back.
10. **Reach out to members you haven't seen in a while.** If a member isn't attending events, there may be a valid reason. Even if life becomes hectic, we all appreciate friends who show they care.



A SENSE OF BELONGING

We talk to recruits about *joining* Kiwanis. For current members, it's about *belonging*.

- Joining is what someone does.
Belonging is how someone feels.
- Joining is an action.
Belonging is an experience.
- Joining is a choice.
Belonging is an emotion.
- Joining is an episode.
Belonging is a state of mind.

