

2025 CLUB LEADERSHIP EDUCATION

Club President

Kiwanis International
August 4, 2025



Agenda

1. Kiwanis 101
2. Role and Responsibilities
3. Key Resources
4. Kiwanis Amplify
5. Club Structure
6. Membership
7. Receiving credit





A MESSAGE FROM MICHAEL MULHAUL

2025-26 KIWANIS INTERNATIONAL PRESIDENT

KIWANIS 101

Organization basics

Kiwanis 101

- **MOTTO**

Serving the children of the world.

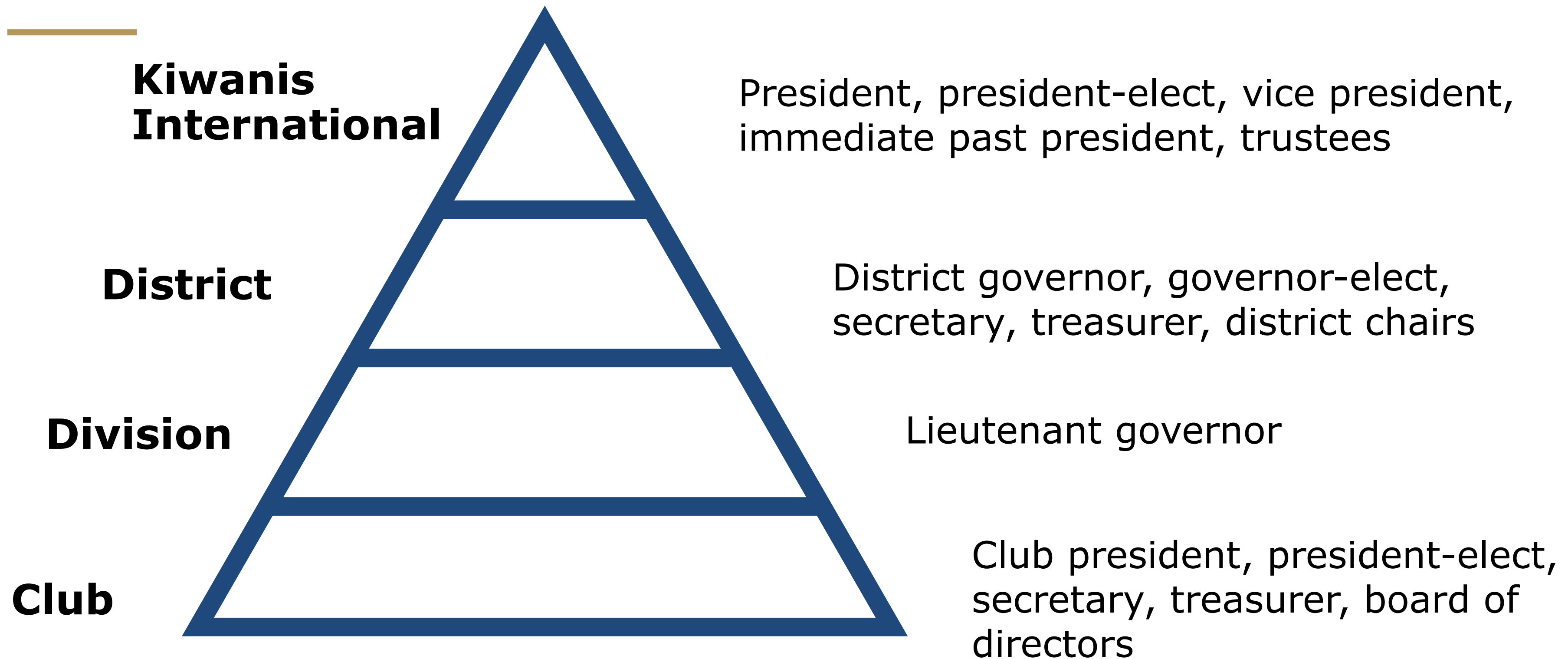
- **DEFINING STATEMENT**

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

- **VISION STATEMENT**

Kiwanis will be a positive influence in communities worldwide...so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

Kiwanis leadership structure



Your district

- What district are you in?
- What areas does your district include?
- How many divisions are in your district?
- What division is your club located in?

Who's who

- District Governor:
- District Governor-Elect:
- District Secretary:
- Lieutenant Governor:
- Other important contacts:



The Kiwanis objects

In 2024, we celebrated the 100th anniversary of the adoption of the Kiwanis objects!

- To give primacy to the human and spiritual, rather than to the material values of life.
- To encourage the daily living of the Golden Rule in all human relationships.
- To promote the adoption and the application of higher social, business and professional standards.
- To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship.
- To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service and to build better communities.
- To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism and goodwill.

What do the Kiwanis objects mean to you?

Kiwanis strategic plan

- **MEMBERSHIP AND ENGAGEMENT**

Build, retain and support Kiwanis membership network.

- **LEADERSHIP AND EDUCATION**

Develop competent, confident and caring leaders across the Kiwanis family.

- **COMMUNITY IMPACT**

Perform meaningful service, with service to children as our priority.

- **FINANCIAL VIABILITY**

Ensure financial viability and responsible stewardship.

- **BRANDING AND IMAGE**

Enhance the Kiwanis image and brand worldwide.

**How can you help your club
focus on the priorities laid
out by the strategic plan?**



ROLE AND RESPONSIBILITIES



Role

You are the Chief Executive Officer or **CEO** of your club. CEO can also stand for:

- Chief EXPERIENCE Officer
- Chief EXPANSION Officer
- Chief EMPOWERMENT Officer



Responsibilities



CHIEF EXPERIENCE OFFICER

Lead
meaningful
meetings.

Actively engage
members.

Focus on
relevancy.

Create an
inclusive
environment.

What are other ways you can positively impact the experience of your club members?

Responsibilities



CHIEF EXPANSION OFFICER

Create a
membership plan.

Commit to
growth.

Club membership plan template: kiwanis.org/club-toolbox

Responsibilities



CHIEF EMPOWERMENT OFFICER

Delegate.

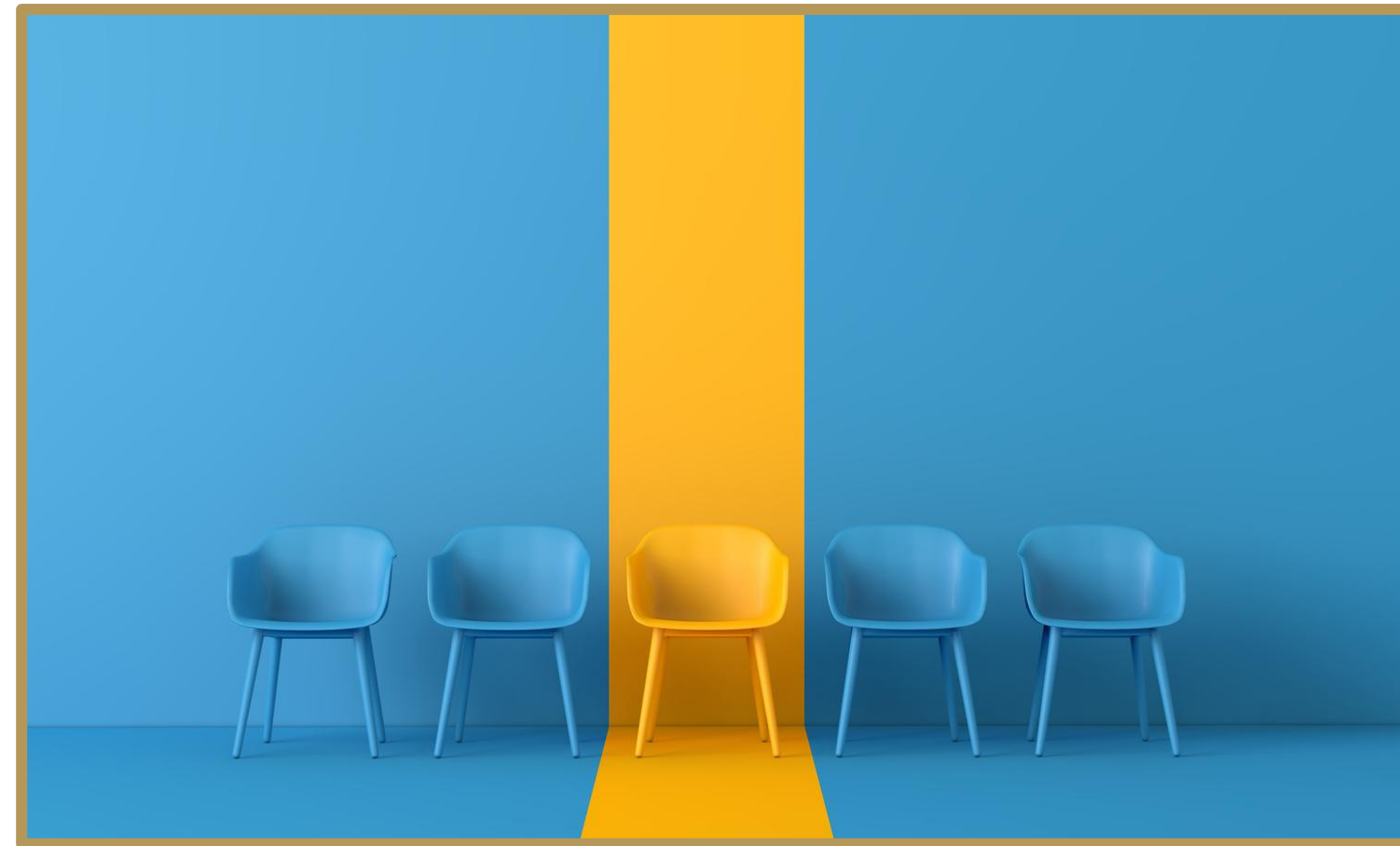
Utilize
committees.

Build
relationships.

Celebrate
and
recognize.

What are other ways you can create a culture of teamwork within your club?

Lead by example



KEY RESOURCES

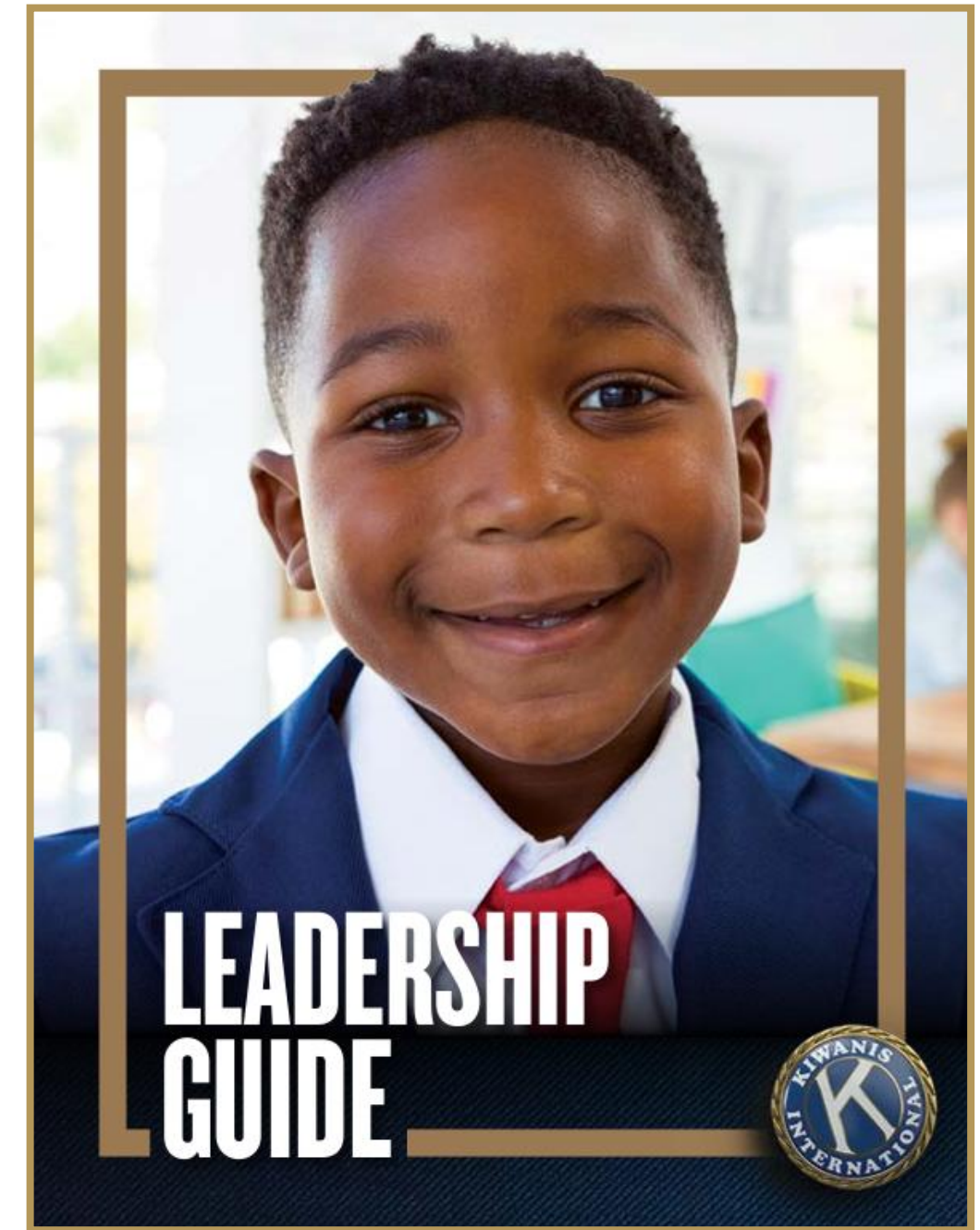


Key resources

- Leadership Guide.
- Club President website.
- Club Toolbox website.
- Club president annual checklist.
- Kiwanis Engage training website.
- Achieving Club Excellence (ACE) Tools.
- Youth Protection Guidelines.

Leadership guide

- Kiwanis 101 information.
- Club president section.
- Club secretary, treasurer and membership chair sections.
- Resources section.
- Membership resources
 - Recruitment: page 55
 - Retention: pages 61-62
 - Relevancy: page 63



kiwanis.org/leadershipguide

Club president website

- Leadership Guide link.
- Monthly checklist.
- Distinguished criteria.
- Club bylaws.
- ACE Tools.
- Background check information.
- More.



kiwanis.org/president

Club toolbox website

- Club growth tools.
- Sample media releases.
- Club committee resources.
- Digital marketing support.
- More.



kiwanis.org/club-toolbox

Club president annual checklist

- Important organizational dates.
- To-do items.
- Deadlines.
- Helpful tips.

kiwanis.org/president

CLUB PRESIDENT ANNUAL CHECKLIST

MAY-JUNE 2025

Kiwanis International dates

May 1 Labour Day, Kiwanis International Office (Ghent, Belgium) closed.
May 1-15 Letters sent to convention delegates in Kiwanis clubs with a past-due balance of US\$150 or more.
May 16-18 Kiwanis International Europe Convention, Akureyri, Iceland.
May 26 Memorial day, Kiwanis International Office (Indianapolis, Indiana, USA) closed.
May 29 Ascension Day, Kiwanis International Office (Ghent, Belgium) closed.
June 9 Whit Monday, Kiwanis International Office (Ghent, Belgium) closed.
June 25 Kiwanis International Board meeting, Pittsburgh, Pennsylvania, USA.
June 25 Kiwanis Children's Fund Board meeting, Pittsburgh, Pennsylvania, USA.
June 25-27 Circle K International Convention, Pittsburgh, Pennsylvania, USA.
June 25-28 110th Annual Kiwanis International Convention, Pittsburgh, Pennsylvania, USA.

Checklist

- Announce date, time and location of Club Leadership Education courses as soon as they become available.
- Schedule a summer planning meeting with Kiwanis club leadership, Kiwanis club advisor(s) of any Service Leadership Program club and the officers of the sponsored SLP club.
- Seek advice from current officers for next year and assist them in making the current year highly successful.
- Make plans to attend the Kiwanis International convention and your district convention.
- Mark your calendar with division council and club opening dates for the year.

JULY 2025

Kiwanis International dates

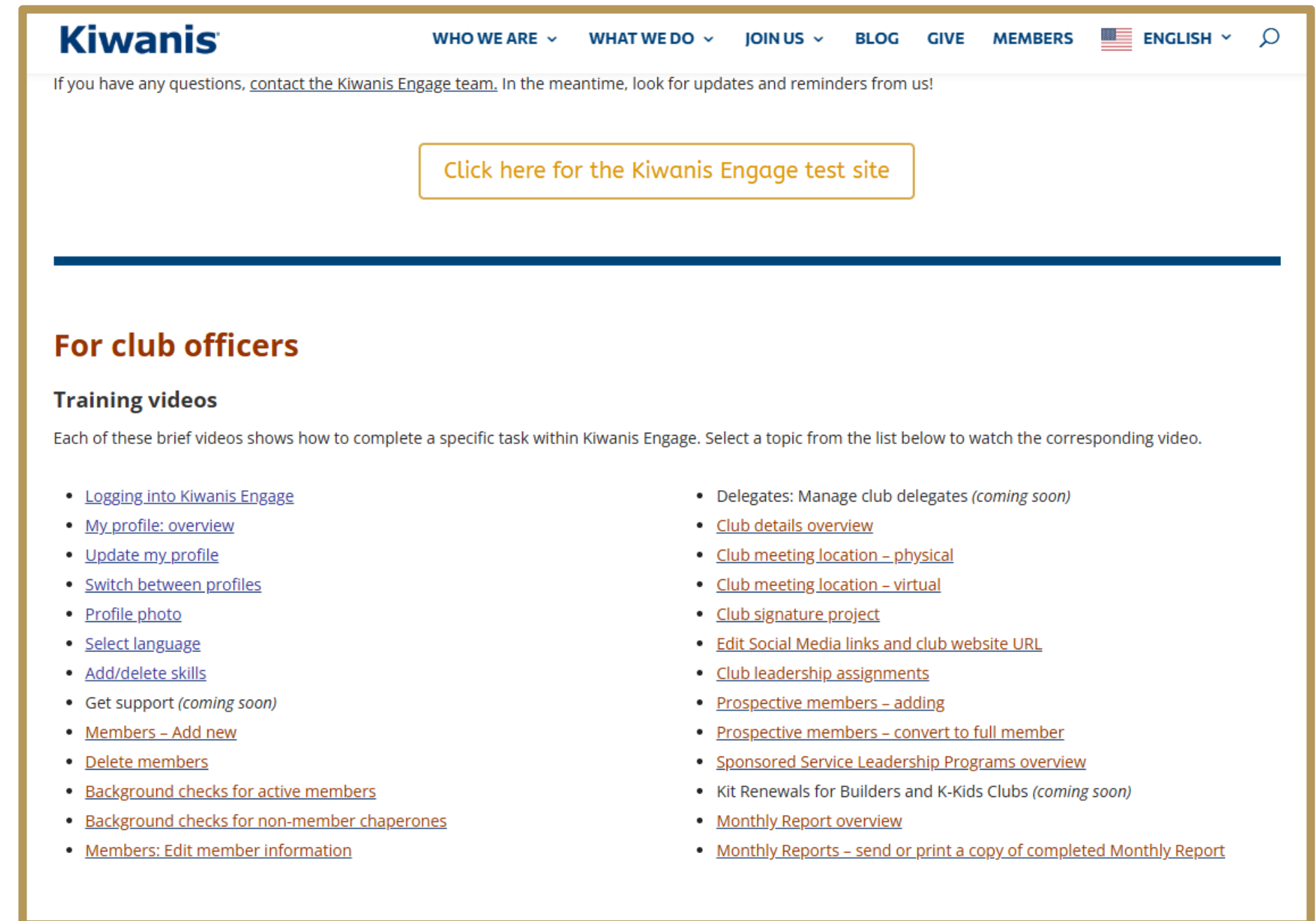
July 2-6 Key Club International Convention, Orlando, Florida, USA.
July 4 Independence Day, Kiwanis International Office (Indianapolis, Indiana, USA) closed.
July 21 National Day, Kiwanis International Office Ghent, Belgium) closed.

Checklist

- Select committee chairs and special appointees. Meet with each chair to establish goals and expectations.
- Encourage each committee chair to complete a club committee chair education session.
- Work with your club board to complete the Club Membership Plan to help you set membership goals for your club in the upcoming year.
- Consult kiwanis.org/club-toolbox for resources and guidance.
- Meet with the current president. Seek advice on areas of improvement in the club. Ask about conducting a community survey and a member survey to develop goals for the upcoming year. You may wish to download these tools from [kiwanis.org/ ACETools](https://kiwanis.org/ACETools).
- Report to your club about your experience at the Kiwanis International convention.
- Finalize plans to attend the district convention as one of your club's three delegates.

Kiwanis Engage training website

- How to login
- How-to videos for club officers



kiwanis.org/engage

Achieving Club Excellence (ACE) Tools



kiwanis.org/acetools

ACE tools



You are here.

The following tools can be used to assess your club members' experience, your community's current needs and your club's relevancy.

Community survey

Member survey

ACE Tools



Dream your future.

This tool will help you identify your club's current purpose and values. It will help get your members excited about their future service.

Club vision

ACE tools



Analyze the gap.

These tools will help your club identify the most efficient and effective ways of serving your community.

Evaluate your
impact

Develop
partnerships

ACE tools



Plan your course.

This tool will guide you in setting goals for your club to work toward in the coming Kiwanis year.

Club excellence plan

ACE tools



Action, not words.

These tools will help you determine the steps you must take to achieve your goals and celebrate a job well done.

Club scorecard

Host potential
members

Celebrate success

Youth protection guidelines

- Policies and procedures.
- Youth protection training.
- Background check information.
- Other resources.



kiwanis.org/youthprotection

Kiwanis[®] Amplify *2026*

What's new?

- New learning management system
- 30 new videos
- 24 new content experts + the return of a few fan favorites
- 1 brand new module - Overcoming Obstacles
- Improved, more engaging format

Kiwanis[®]
Amplify
2026

What's the same?

- Low price - US\$50.00
- Downloadable tools
- Kiwanis Amplify mentors
- Kiwanis Amplify ambassador program
- Amazing learning opportunities

Kiwanis[®]
Amplify
2026

How can I register?



<https://forms.office.com/r/6Qdt0kG0K0>

Kiwanis[®]
Amplify
2026

CLUB STRUCTURE



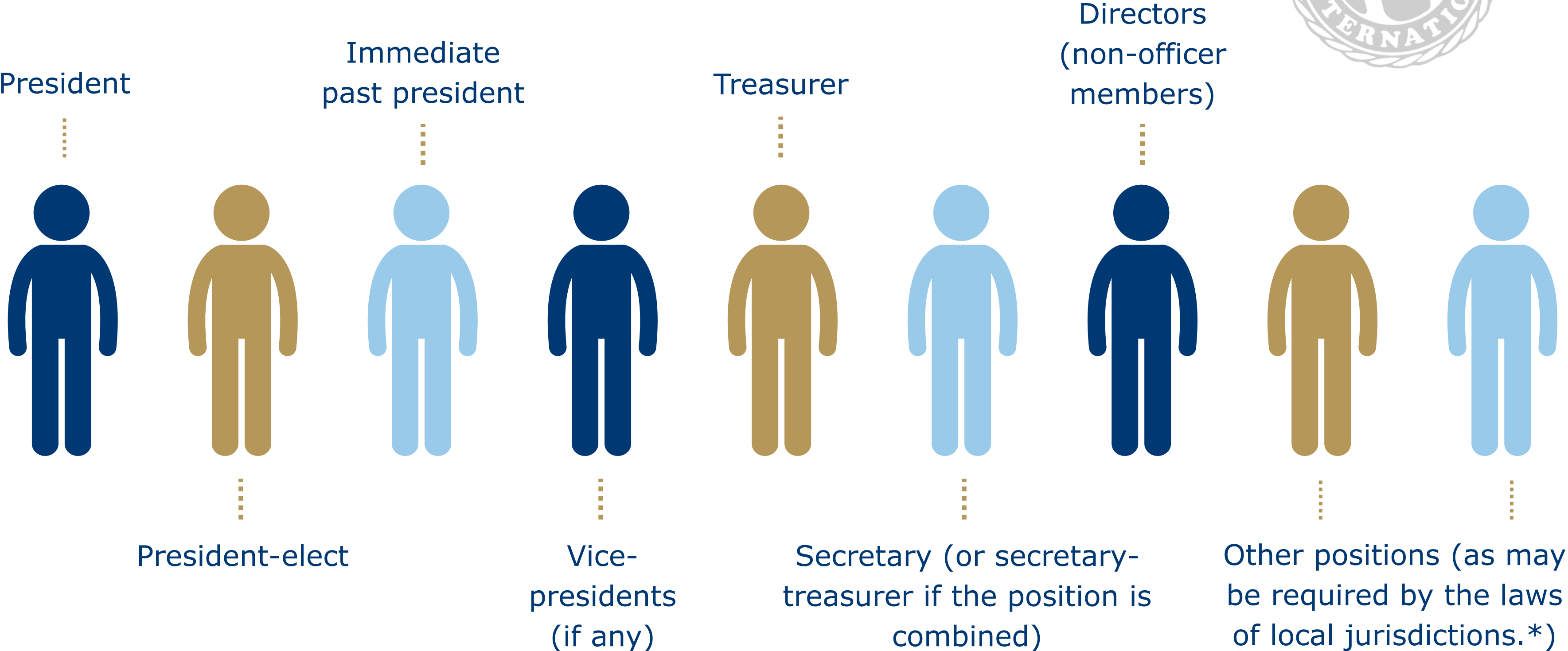
Board of directors



Responsibilities

- Determining member standing.
- Setting annual budget.
- Club compliance.
- Implementing club policy.
- Updating strategic plan.
- Scheduling financial review.

Board structure



**Generally applies in Europe & Asia-Pacific.*

President-elect



Responsibilities

- Officer on board of directors.
- Serves a one or two-year term.
- Attends board meetings.
- Performs other duties as assigned.

Club committees



- Financial review.*
- Membership.
- Education.
- Public Relations.
- Programs.
- Service and fundraising.
- Service Leadership Programs.
- Other.

Think...



- What other special committees does your club have?
- Will any of these special committees have completed their tasks by the end of the current Kiwanis year?
- Will there be any additional committees needed during your year as president?
- Can any of your committees be broken down into subcommittees?

Club president's planning conference



Opportunity to plan and develop goals with your leadership team before taking office.

Installation and inductions



- Plan!
- What traditions does your club have?
- Make them feel valued.

*Installation and induction information can be found at **kiwanis.org/president** and in the Leadership Guide.*

MEMBERSHIP



Build. Nurture. Retain.



Build new clubs.



Nurture all clubs.



**Retain clubs and
existing
members.**

Build.

An existing club's role:

- Offer to be a sponsoring club.
- Encourage a dynamic member or members to serve as a club coach.
- Suggest sites that are viable for Kiwanis.
- Participate in local club opening events.



Nurture.

An existing club's role

- Invite a club to participate in an inter-club meeting.
- Co-sponsor a service project with a different club.
- Attend the charter or anniversary celebration for other clubs in your division.
- Attend Division Council Meetings (DCMs), district learning days, district convention and Kiwanis International convention.



Retain.



re•tain

verb

continue to have (something); keep possession of.

Purpose.

Continuous
improvement.

Engagement.

Growth.

What are other ways you can work to retain your members?

Membership Plan

 **RESOURCE**

CREATE YOUR CLUB'S MEMBERSHIP PLAN

PURPOSE: To help your Kiwanis club create a plan for acquiring and retaining members — by setting goals, creating actions to achieve those goals and creating metrics for the plan's success.

AUDIENCE: All club members working together to provide a club experience that keeps existing members coming back and motivates new members to join.

FREQUENCY: An initial membership plan with regular updates on progress. (Club president and/or membership chair work with club members to create a multi-year plan in which the club commits to one recruitment tactic and evaluates efforts each year.)

YOUR CLUB BY THE NUMBERS

Start with your best estimate for each of the following. As time permits and you begin researching and examining your club's data with other club officers/members, input the actual number for each.

	Estimate	Actual
Members: Number of members on the roster (whether to include honorary members is your club's choice).		
Added members: Tally of every new member the club has added to the roster in the past five years.		
Deleted members: Tally of every member you delete from the club roster in the past five years.		
Retention rate: Percentage of members who start and complete the year with your club.		
Diversity of members: Percentage of each gender, age ranges, professions, ethnicity, etc.		
Prospective members: Number of guests who visit your club's events to learn more about your club.		

Help your Kiwanis club create a plan for acquiring and retaining members - by setting goals, creating actions to achieve those goals and creating metrics for the plan's success.

kiwanis.org/club-toolbox

Attendance Credit

<https://forms.office.com/r/mtnf1mwLCp>

**12-digit member ID is required
to receive credit for this training**

2025 Virtual Club Leadership
Education (CLE) Completion



Step 1:

www.kiwanis.org/login

Kiwanis® Engage

English v

Sign in to your account

Email

Password

[Forgot Password?](#)

Sign In



Step 2: Login

Kiwanis® Engage

English v

Sign in to your account

Email

lkarrick@kiwanis.org

Password

.....



[Forgot Password?](#)

Sign In



If you haven't logged in before...

Kiwanis® Engage

English v

Sign in to your account

Email

lkarrick@kiwanis.org

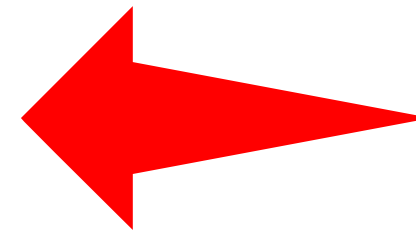
Password

.....



[Forgot Password?](#)

Sign In



If you haven't logged in before...

- Use the email you originally used to register for Kiwanis.
- Contact memberservices@kiwanis.org or your secretary if you're unsure which email to use.

Set Password

A link to set your password will be sent to your email address.

Email



Step 3: Copy your member ID



English



Britney Warner



Kiwanis Club - K21016
Greater Sheridan



My profile

Main information

Address

Contact information

^ Main information

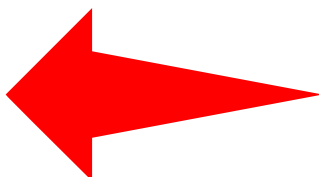


Britney Warner - 0000071[redacted]

[Get a background check](#)

Member number

00000714[redacted]



Club name

Greater Sheridan



Attendance Credit

- We cannot assign credit without your member ID.
- If you cannot find your ID/Login, contact memberservices@kiwanis.org
- Survey must be completed by **September 30th**.



Attendance Credit

<https://forms.office.com/r/mtnf1mwLCp>

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2025 Virtual Club Leadership
Education (CLE) Completion



THANK YOU

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