

Welcome!

2025 CLUB LEADERSHIP EDUCATION

Club Membership Chair

TONIGHT'S INSTRUCTORS

Katrina Baranko, Georgia District

Jason Miller, Ohio District

Prairy Riehl, Florida District

August 11, 2025

Agenda

- 1.Roles and expectations.
- 2.Membership planning.
- 3.Recruitment.
- 4.Retention.
- 5.Marketing your club.
- 6.Tools and resources.



ROLE AND RESPONSIBILITIES



Role and responsibilities

- Set goals.
- Develop action plan.
- Communicate importance of membership efforts.
- Plan membership events.
- Teach others how to invite.
- Plan and conduct member inductions.



Important dates

- Club President's Planning Conference.
- October 1 – Start of Kiwanis year.
- Annual meeting.
- May Membership Month.
- August and September.



Club membership chair checklist

- Prior to your year.
- Throughout the Kiwanis year.
- Quarter 1 (October-December).
- Quarter 2 (January-March).
- Quarter 3 (April-June).
- Quarter 4 (July-September).

CLUB MEMBERSHIP CHAIR ANNUAL CHECKLIST

JULY-SEPTEMBER 2025

Checklist

- Work with club president to conduct a members' survey. A template can be found at [kiwanis.org/acetools](https://www.kiwanis.org/acetools).
- Meet with the secretary to discuss why members left the past year.
- Meet with service chair to discuss number of additional members needed to achieve service goals.
- Meet with PR/Marketing chair to discuss plans for the upcoming chair.
- Recruit members for committee.
- Review new member orientation and make any adjustments or changes needed. A sample can be found at [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox).
- Work with your incoming club president to complete the club's membership plan. The document for this can be found at [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox).
- Present training to members on how to talk about Kiwanis to potential members – consult with the club president to make practice an ongoing event at meetings.
- Order membership application and club brochures. Items can be ordered for free at [kiwanis.org/store](https://www.kiwanis.org/store) under "Literature".

THROUGHOUT THE 2025-2026 KIWANIS YEAR

Checklist

- All new members are provided new member orientation – to be conducted prior to actual joining is preferred.
- Follow-up on all leads for new members.
- Do exit interviews with all members to determine why they are leaving the club.
- Work with club leadership to provide a strong Kiwanis experience for all members.
- Encourage all members to invite prospective members to club events.
- Keep all prospective member information in stock to share.
- Follow-up with members not attending meetings, to determine how to keep them involved in the club.
- On-going recognition of member accomplishments and important life events.
- Send new member information and money to Kiwanis International immediately.
- Conduct induction ceremony for all new members.
- Track and inform the club of your progress on the club's membership plan.

OCTOBER-DECEMBER 2025

Checklist

- Provide Kiwanis education to all club members at a club meeting.
- Plan a social event during the first quarter of the Kiwanis year. Take the time to ensure members all know each other and feel a part of the club.
- Follow up after the event with Thank You notes to all who attended, include an invitation to join the club for an upcoming service event.
- Work with your club president to submit your club's official membership plan to Kiwanis International before October 31. For more information and the link to the form you need to fill out, visit [kiwanis.org/club-toolbox](https://www.kiwanis.org/club-toolbox).

MEMBERSHIP PLANNING



Create a membership plan

Estimate and then research:

- Number of members on the roster.
- New members added in the past five years.
- Members deleted in the past five years.
- Percentage who continue each year.
- Gender, age ranges, professions, ethnicity, etc.
- Number of guests who visit.
- Percentage of members who attend events.

 **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.		
Event participation: Percentage of club members who attended club events (may include service projects, fundraisers, special events and/or regular meetings).		

 **Kiwanis**

Create a membership plan

Analyze:

- Your club’s membership number.
- Last time your club had net-positive growth.
- Club’s demographics.
- Number of members you lose annually and the reasons why.

EXAMINE YOUR MEMBERSHIP

What is your club's membership number?

Today		5 years ago		10 years ago	
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When was the last time your club had net-positive membership growth?

Which year(s) did you increase your membership?	What was the reason or recruiting effort for this increase?

What are your club's demographics? Use actual numbers, percentages or analyze each category.

Male/female		Religion	
Average age		Education levels	
Cultural background/ethnicity		Socioeconomic levels	

Is your club working to make sure its membership base reflects the community's demographics?

In a typical year, how many members do you lose for each of the following reasons?

UNRELATED TO CLUB	CLUB INFLUENCE
Health issues.	Member decision.
Deceased.	Lack of activity.
Retirement.	Non-payment of dues.
Other reasons.	Other reasons.

How many members do you anticipate losing this year?	Why?

Create a membership plan

Reflect and improve:

- Club operations.
- Service and fundraising.
- Community outreach.

Set goals:

- Determine quantitative goal.
- Examine your club’s qualitative objective.

IMPROVE THE CLUB EXPERIENCE

Which Achieving Club Excellence (ACE) tools has your club used in the past two years?

*Preferred ACE tools to use prior to boosting a club: [kiwanis.org/acetools](https://www.kiwanis.org/acetools)

ACE tools prior to 2024	Current ACE Tools
☐ Club scorecard	YOU ARE HERE
☐ Creating the purpose*	☐ Community survey*
☐ Measuring member satisfaction*	☐ Member survey*
☐ Developing community partnerships	DREAM YOUR FUTURE
☐ Rediscovering your community*	☐ Club vision*
☐ Analyzing your impact	ANALYZE THE GAP
☐ Club excellence plan	☐ Evaluate your impact
☐ Hosting a membership drive	☐ Develop partnerships
☐ Celebrating success	PLAN YOUR COURSE
	☐ Club excellence plan
	ACTION NOT WORDS
	☐ Club scorecard
	☐ Host potential members
	☐ Celebrate

SET GOALS

What is your goal for acquiring new members?

☐ Reaching charter strength (15 or more members).
☐ Reaching a goal connected to an anniversary.
☐ Increasing membership by a particular number (e.g., 5, 10, 20, etc.).
☐ Doubling the club's membership.
☐ Other.

What best describes your club's desire for adding new members?

☐ More members: similar to or same as current demographics.
☐ More members: no particular demographic focus.
☐ Younger members: reduce the average age of club members by 10 years.
☐ Diversifying membership: mirroring club and community demographics.

Create a membership plan

Achieve goals:

- Determine best recruiting strategies.
- Assess needed club improvements.
- Create accountability plan.
- Develop operational steps to achieve goal.
- Define how to measure progress.

What are your membership plan's intents and desired outcomes? (Beyond "more members.")

ACHIEVE GOALS

What best describes your club's style for recruiting new members?

Steady: a new member or two each month.

Get it done: one event that brings in many new members.

Sporadic: a new member occasionally throughout the year

What is the best recruitment tactic for your club?

Two For Two with a goal of at least 12 new members.

Club boost event with a goal of at least 15 new members.

Open house with a goal of at least 10 new members.

Guest days throughout the year with a goal of at least 5 new members at each event.

An existing recruitment event with a goal of ____ new members.

Looking at your current membership recruiting efforts, what improvements are necessary to make it more appealing and effective?

How will you hold members accountable for recruiting efforts and reaching growth goals set by the club?

Create a membership plan

Capitalize on occasions:

- Community opportunities.
- Service projects.
- Fundraisers.

Recruit with strategies:

- Two for Two, club boosts, MeetUps, or open houses.
- Reconnect with former members.
- Corporate memberships.
- Satellite memberships.

What operational steps will the club take to accomplish the goal?	
How will you measure your progress? Milestones/check-ins?	
MEMBERSHIP OPPORTUNITIES	
What community involvement opportunities exist to promote membership?	
List your events for the upcoming year. How can each become a membership event?	
Service projects	
Fundraising projects	
Do you set up a membership inquiry table at events?	Have you used Two For Two?

Create a membership plan

Acknowledge members' efforts:

- Recognize members with Ruby K award
 - simple order form.
 - no cost to your club.

Watch your membership grow with Two For Two. Review the example below and then calculate your own club's Two For Two goals. These calculations illustrate gross membership growth — not net growth.

EXAMPLE	Today's total	One year from today <i>You add at least 12 members</i>	Two years from today <i>You add at least another 12 members</i>	Three years from today <i>You add at least another 12 members</i>
	15 members	27 members	39 members	51 members
OUR CLUB	Today	One year from today	Two years from today	Three years from today

How many former members still live in your community?

Your club secretary can pull a list of former members from the secretary dashboard. Approach them about renewing their membership. Life changes for people who left Kiwanis — perhaps their life situations now allow more time for a service organization.

Are you familiar with Kiwanis International's corporate membership classification? kiwanis.org/corporatemember	If so, has your club recruited any corporate members in the past year?

Does your club or would your club welcome satellite members? kiwanis.org/satellitemember	If so, has your club recruited any satellite members in the past year?

RECOGNIZE MEMBERS

Do you recognize your members with the Ruby K award for sponsoring new members? kiwanis.org/rubykaward	If so, how many members have been recognized with this honor? Which members are recruiting the most members?

Kiwanis.org/rubykaward

Create a membership plan

Enhance Club Operations:

- ✓ Do you have a membership chair?
- ✓ Has the membership chair attended training?
 - Do you have a membership committee?
 - Have committee members attended training?
 - Does your club board meet monthly to discuss membership growth strategies?

ENHANCE CLUB OPERATIONS		
	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

START THE CONVERSATION
What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?

Create a membership plan

Start the conversation:

- Excite and engage club in membership efforts.
- Develop talking points specific to your club about community impact.
- Address and alleviate potential objections.

ENHANCE CLUB OPERATIONS

	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

START THE CONVERSATION

What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?

RECRUITMENT



Build. Nurture. Retain.

District Governors

- Expected to build new clubs.

Lieutenant Governors

- Expected to nurture new and existing clubs.
- Ensure clubs are receiving the attention needed to stay strong.

Club Presidents

- Provide a club experience that keeps members coming back for more.



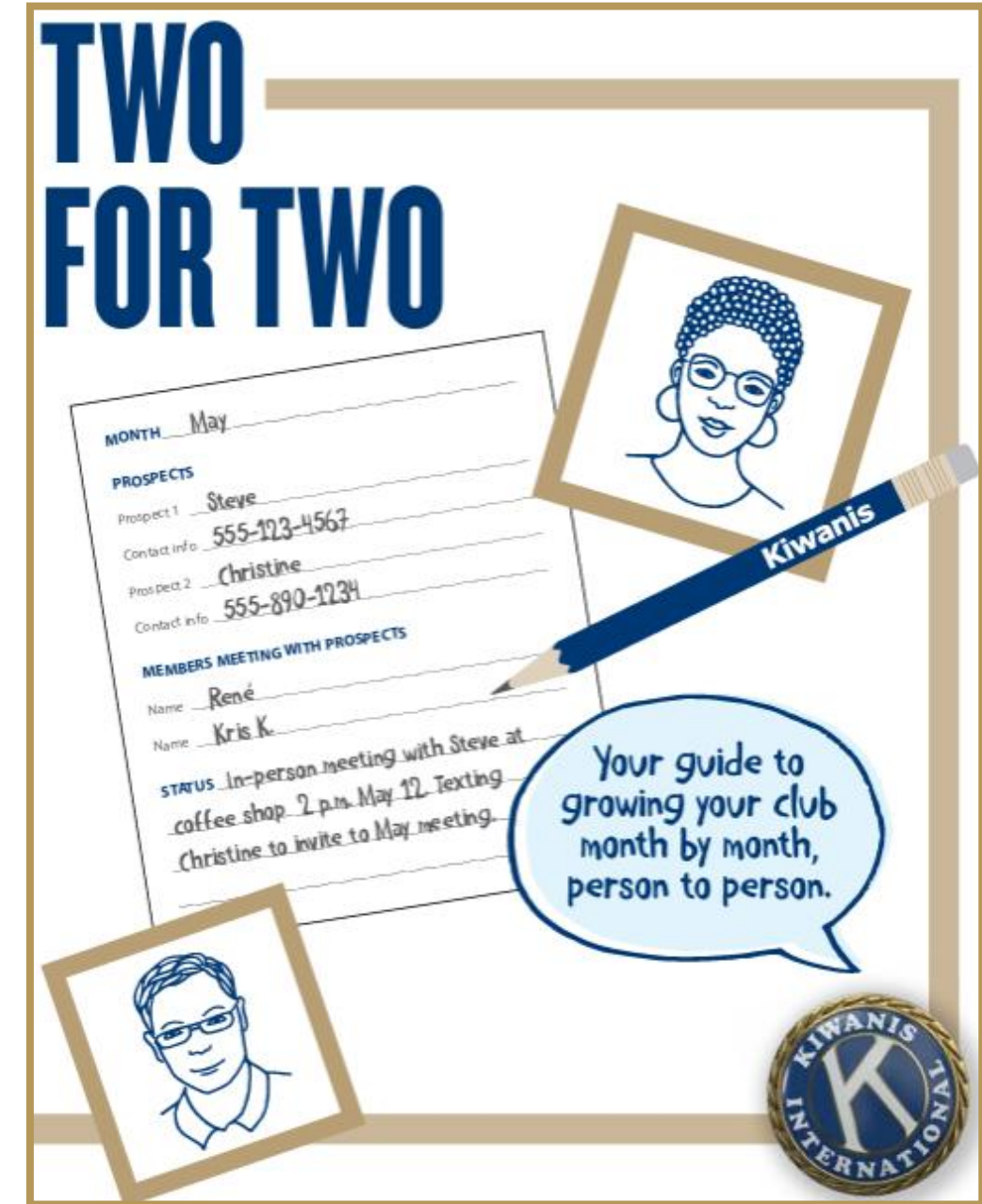
Two For Two

Set a goal:

- At least 12 new members.

Execute the goal:

- Identify 24 people to recruit.
- Identify two members to reach out to two prospects each month.
- Two existing members visit two prospective members during the month and ask them to join the club.



Club boost

Set a Goal:

- At least 15 new members.

Plan:

- Reach out to district or division for help.
- Club prepares for a week of intensive recruiting:
 - create list of potential members.
 - set appointments.
 - train current members.



Club boost

Execute the goal:

- Launch Facebook campaign.
- Canvas the area at appointments.

Follow up:

- Reach out to referrals.
- Conduct pop-in visits.



Open house

Set a goal:

- At least 10 new members.

Plan:

- Design event to invite potential members with recruitment in mind.
- Choose your event:
 - Special club function.
 - Service project.
 - Fundraiser.
- Advertise.



Guest day

Set a goal:

- At least 5 new members.

Plan:

- Smaller events quarterly or semi-annually.
- Target specific audience.
 - educators
 - ministers
 - non-profits
 - partners, etc.



Existing club efforts

Recruitment events:

- Are specific to local club and culture
- Net several new members each year.

Aim Higher:

- Challenge your club to increase event effectiveness by at least 20% more than previous year.



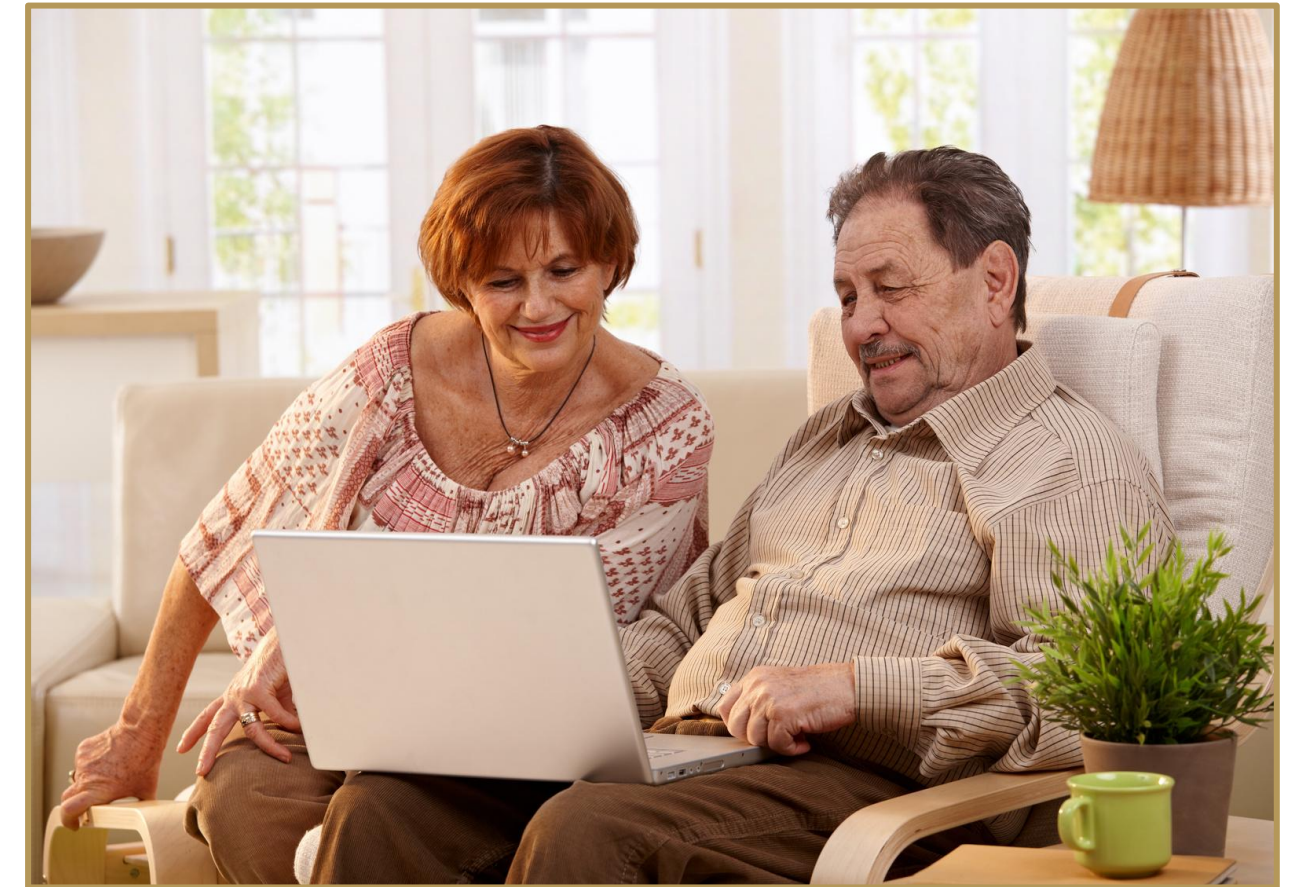
reMember campaign

Plan:

- Former member reunion, open house, etc.
- Connect members who have moved.
- Promote satellite membership.

Get Creative:

- Divisions or districts can create a former member virtual club--begin with former members as the charter group, then expand.



RETENTION



Membership strategies



New members:

- Orientation.
- Mentoring.
- Induction Ceremony.
- Engagement.

Existing members:

- Club meetings.
- Assessments.
- Re-engage members who become inactive.
- Celebrate club and member accomplishments.

Various membership types



Corporate members:

- Business/organization is the member.
- Appointed representative.
- Designed for transient position.

Satellite members:

- May meet at different times.
- May do different service projects.
- May conduct different fundraisers.
- Opportunity to “Kiwanis differently.”

Recognition and awards

- Special dates:
 - Birthdays.
 - Personal anniversaries.
 - Join date anniversaries.
- Club awards.



kiwanis.org/members/awards-recognition/

MARKETING



Showcase your club

Kiwanis resources:

- Standard and custom logos.
- Photography.
- Social media assets.
- Brand book.
- Public relations tips and tools.
- Custom club brochure.
- Celebration of club anniversaries.
- Licensing and trademarks.



Showcase your club

Conversations:

- Ask yourself
 - Why my club?
 - What's our community impact?
 - How do we make that impact?
- Elevator Speech
 - Grab a prospect's interest.
 - Respect their time.
 - Practice!



Newsletters



Think about:

- Content.
- Frequency.
- Distribution list.

Content:

- Send content about volunteering, projects, fundraisers, working with youth and partners.
- Ask partners to share amongst their mailing lists.
 - Offer to do the same with their content.

Digital presence

- Website
 - Keep it up to date.
- Social Media
 - Post weekly or monthly.
 - Invite people to follow.
- Emails
 - Respond to inquiries as soon as possible.
- Digital platforms
 - Facebook page
 - X
 - Instagram
 - LinkedIn
 - YouTube

Who engages on social media?

- Community members.
- Friends of your members.
- Anyone who reacted to an event invitation.
- Past club speakers.
- Members of service partner organizations.



Facebook

Content:

- Encourages people to “like”, share, or comment.
- Appeals visually.
- Showcases projects.
- Tags people and uses hashtags.
- Informs--when is your next service project?



kiwanis.org/club-toolbox

25%

of Facebook leads
convert to members.

Facebook

Events:

- Build special pages to promote events
 - Create through the club's account.
 - Post frequently to generate excitement.
 - Make posts inviting to non-members and the community.
 - Create a club hashtag *and* use #KidsNeedKiwanis.



Appoint a member who will:

- **engage with non-members who comment on posts or photos.**
- **React immediately.**
- **Invite them to events.**
- **Stay connected.**

LinkedIn

- Position club members as thought leaders and community leaders.
- Ask questions; create surveys/polls.
- Generate leads for businesses.
- Professional focus.
- Opportunities to connect.
- Highlight leadership as thought leaders in volunteering, working with kids and service.

Thought leader: a person who specializes in a given area and one who others turn to for guidance.



Instagram

- Relies on visual images that can be used in a slide show or “reel”.
- Add music and graphics.
- Ask questions--get engagement with viewers.
- Call to action--what do you want viewers to do?

Instagram is used mostly by Key Club and CKI. Kiwanis also has an account, and similar content is posted as on Facebook. Content attracts a younger demographic because of focus on visuals



TOOLS AND RESOURCES



Additional resources

Club toolbox

kiwanis.org/club-toolbox

Facebook page for membership leaders

facebook.com/groups/kiwanismembershipandengagement

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

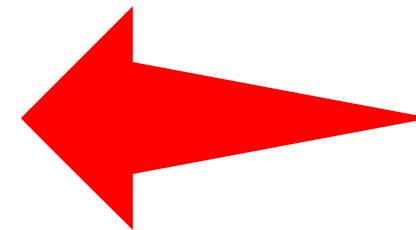
Password

.....



[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

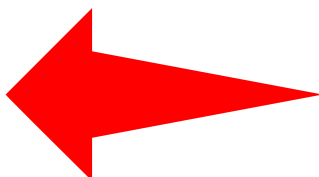
^ Main information



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**.



Thank you!

2025 CLUB LEADERSHIP EDUCATION

Club Membership Chair

TONIGHT'S INSTRUCTORS

Katrina Baranko, Georgia District

Jason Miller, Ohio District

Prairy Riehl, Florida District

Chris Martz, Kiwanis International

Email membership@kiwanis.org if you have any questions
or contact your lieutenant governor or District Membership Coordinator