

Membership Chair Training Q&A Summary

Recognition & Awards

Q: How does a club apply for Distinguished Club recognition?

A: Each District submits Distinguished Club info to Kiwanis International at the end of the year. Contact your District Secretary or Governor.

Q: If members I invite leave the club, do I still qualify for the Ruby K Award?

A: Yes! The Ruby K Award is based on how many members you've invited, regardless of whether they stay.

Q: Where can I find Ruby K Award information?

A: Ruby K Award Form

Resources & Planning

Q: Where can I find the Membership Chair checklist?

A: Annual Checklist PDF

Q: How do I create a Membership Plan for my club?

A: Use the Membership Planning Worksheet. The club president will report goals and tactics to KI.

Q: Where can I find ACE Tools?

A: Achieving Club Excellence Tools

Q: Where can I find marketing and branding resources?

A: Marketing & PR Toolbox

Recruitment Strategies

Q: What are some recruitment tactics available?

A:

- Two For Two
- Club Boost
- Open House
- Special Guest Days

- reMember Campaign
Recruitment Resources

Q: Where can I find the Club Boost checklist?

A: Club Boost Checklist PDF

Q: Where can I learn about hosting an open house?

A: Open House Guide PDF

Q: Where can I learn about Special Guest Days?

A: Guest Days Info

Q: What is the reMember campaign?

A: A strategy to re-engage former members who left due to life changes.
reMember Campaign Info

 **Retention & Engagement**

Q: Where can I find retention tips?

A: Visit kiwanis.org/membership and click the purple “Retain” button.

Q: What are ACE Tools used for?

A: They help assess club health and provide proven strategies for improvement.

 **Club Materials & Marketing**

Q: Do clubs use brochures?

A: Yes! Many clubs have brochures, flyers, and booklets. You can create your own or order a custom brochure from Kiwanis International.

Q: Can someone share an editable brochure template?

A: Canva is recommended. Kiwanis also offers a fillable template in the marketing section.

Q: Do we still have PSA radio spots or billboard sheets?

A: Not currently visible; contact KI to check archives.

Elevator Speech & Outreach

Q: How do you get members comfortable with giving an elevator speech?

A: Use the One-Minute Speech Worksheet

Q: Is it effective to use both newsletters and social media?

A: Yes! Newsletters allow for deeper content, while social media is great for quick updates and visibility.

Community Engagement Examples

Clubs shared examples such as:

- Literacy programs
- Family-inclusive events
- Aktion Club support
- School partnerships
- Signature projects like fishing derbies and kite festivals
- Wearing club gear and distributing swag
- Partnering with local organizations

Online Groups & Support

Q: Is there a place to connect with other membership chairs?

A: Yes! Join the Kiwanis Membership Leaders Facebook Group