

MEMBER ENGAGEMENT: REFLECTING PASSIONS

People join Kiwanis clubs for the service. They stay because of the impact. Consider this a tool to help you explore, clarify and listen — and ultimately serve relevant needs in the community by updating your projects and seizing new opportunities.

PURPOSE: To help ensure that your club’s service projects reflect the passions of members.

AUDIENCE: Club members, the membership committee and any participating district leaders.

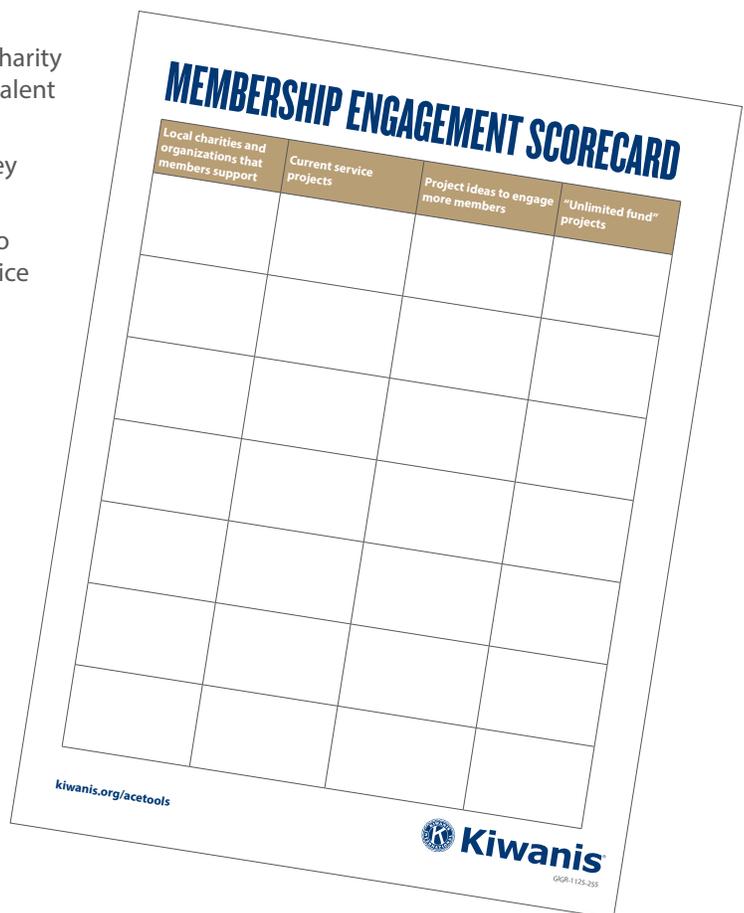
FREQUENCY: Facilitate with current members; add new members’ interests upon joining; review annually.

INSTRUCTIONS

1. Ask every member to write down their favorite local charity — a nonprofit that they currently support with time, talent and/or treasure.
2. Ask them to share the cause they would support if they won the lottery and had unlimited funds.
3. Send an email (or even “snail mail” where necessary) to members who haven’t been to a club meeting or service project recently. Do your best to get a response from every club member.

HOW TO USE THE SCORECARD

- Create a list of the organizations your members submitted as favorite local charities.
- Create a list of all current service projects undertaken by members of your club.
- During a club board meeting, ask officers to compare the two lists.
- Use your findings to get club members involved in updating service projects. Determine a timeline for onboarding new projects. (Don’t roll out several new projects at once!)
- Compile the causes that members shared in the “unlimited funds” scenario above — and discuss it with the club.



MEMBERSHIP ENGAGEMENT SCORECARD

Local charities and organizations that members support	Current service projects	Project ideas to engage more members	“Unlimited fund” projects

kiwanis.org/acetools



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Is your club ready to increase engagement and needs additional resources?

Check out kiwanis.org/acetools. The following Achieving Club Excellence tools are designed to examine service projects and member satisfaction:

- Evaluate your impact
- Community survey
- Develop partnerships
- Member survey

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