

Kiwanis

International

Serving the Children of the World™

Maximizing Kiwanis Service:

Tools for
Success

Participant's Guide

Ideas for my club:

Maximizing Kiwanis Service: Tools for Success

presents a dynamic process each club should routinely follow to remain viable in today's culture and to attract and keep active members.

The seven-step process:

- Improves club operations,
- Makes meetings and fellowship more meaningful,
- Evaluates club projects and activities, and
- Allows for more effective recruitment and retention of members.

Participants will learn how to explore new approaches within their clubs and share some of their successful ideas with members of other clubs in attendance.



Ideas for my club:

Defining Statement:

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

Vision:

Kiwanis, a million members strong by our 100th anniversary in 2015, will be the most effective adult and youth volunteer service organization worldwide.

Motto:

Serving the Children of the World.

Ideas for my club:

Keys to Success

1. **Attitude** _____
2. **Behavior** _____
3. **Commitment** _____

A Seven-Step Process

- Step 1: **Commitment** _____
- Step 2: **Club Assessment & Community Analysis** _____
- Step 3: **Action Plan** _____
- Step 4: **Membership Campaign** _____
- Step 5: **Pre-Induction Orientation** _____
- Step 6: **Induction Ceremony** _____
- Step 7: **Post-Induction Orientation** _____



Ideas for my club:

Step 1: The Commitment

Developing a vision of a quality Kiwanis club

How can our MEMBERS help the club meet its commitment to the world's children?

1. _____
2. _____
3. _____
4. _____
5. _____

How can the CLUB help its MEMBERS reach their goals of friendship, service, business networking, etc?

1. _____
2. _____
3. _____
4. _____
5. _____

Ideas for my club:

Step 2: The Club Assessment and Community Analysis

A. The Club Assessment

(Membership Development Manual, pages 19-20, 45-46)

How good is your club?

How can it be better?

How can it better serve your community?

Assess the Current Situation

- Provide club members a quality membership experience!
- Make your Kiwanis club a quality club!
- Conduct an Annual Club Assessment.



Ideas for my club:

B. The Community Analysis

(Membership Development Manual, page 23)

How can we identify the needs in our community?

Which needs can our club fulfill?

Conducting a Community Analysis

- Develop a list of community leaders.
- Design a survey.
- Survey identified community leaders.
- Establish a deadline for survey results and cost estimates.
- Determine projects to continue or discontinue based on results.
- Incorporate proposed expenses into the budget to recommend to the board.

Who can we contact?

1. _____
2. _____
3. _____
4. _____
5. _____



Step 3: The Action Plan

Ideas for my club:

Use the club improvement plan to prioritize strategies and create a timeline for implementation.

(Membership Development Manual, pages 24-28, 47)

What will be done to improve our Kiwanis club?

Who will do it?

When will it be done?

Notes:

Action:	When:	Who:



Ideas for my club:

Step 4: The Membership Recruitment Campaign

(Membership Development Manual, pages 31-34)

Intrigue

Invite

Inform

Induct

Involve

Identifying and Inviting Potential Members:

Prospect Profile (Membership Development Manual, page 49)

Roster Analysis Worksheet (Membership Development Manual, page 50)

Benefit-Marketing Approach (Membership Development Manual, page 31)

Notes:

Ideas for my club:

ABC Recruitment System

(Membership Development Manual, pages 29-30)

The ABC Recruitment System uses members' talents and skills where they are best suited.

A - The Kiwanis Club Members

Supply prospect profiles.

Invite guests to meetings on a regular basis.

B - The Membership Growth Committee

Creates a growth plan for the Kiwanis club.

Creates a recruitment system for prospects.

"Close the sale" with the prospective members.

C - The Prospective Kiwanis Members

Attend a meeting or service project.

Make an informed decision to join Kiwanis.

Reasons for Growth:

1. _____

2. _____

3. _____

4. _____

5. _____



Ideas for my club:

Step 5: The Pre-Induction Orientation

(Membership Development Manual, page 53)

Building a Foundation for Kiwanis Membership

Pre-induction information should include:

- **Brief** _____ Kiwanis history
- **Expectations** _____ of membership

WHY?

Members who have been properly informed about Kiwanis are more involved, more active, and more likely to remain Kiwanis members.

Ideas for my club:

Step 6: The Induction

(Membership Development Manual, pages 38, 53)

- Meaningful ceremony
- Warm welcome
- Introduction of new member
- Follow a prescribed format
- Get others involved

Ways to Get Members Involved:

1. _____
2. _____
3. _____
4. _____
5. _____



Ideas for my club:

Step 7: The Post-Induction Orientation

(Membership Development Manual, pages 38, 53)

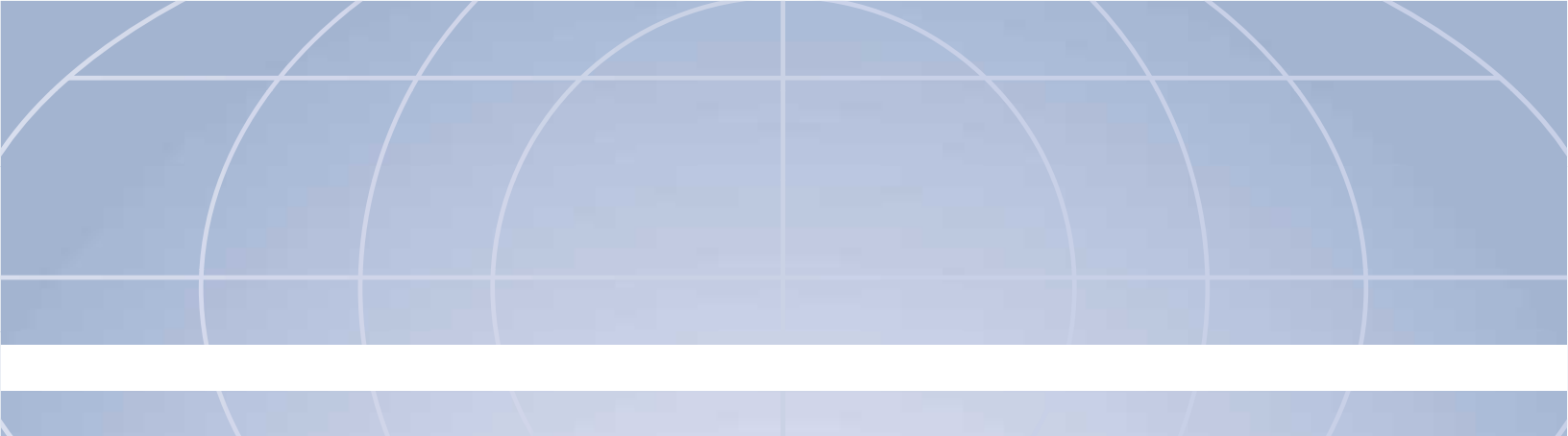
Make the new member a Kiwanian (Membership Development Manual, page 38)

Involve new members (Membership Development Manual, page 39)

Seek new member feedback (Membership Development Manual, pages 38, 58)

Continue the process

Notes:



www.kiwanis.org

3636 Woodview Trace Indianapolis, IN 46268 USA
Worldwide: 1-317-875-8755 US and Canada: 1-800-KIWANIS

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