

TAG! You're it!

August 2008

Serving the Children of the World®

Our future is in your hands!

A message from the 2007-08 Growth Chairman, Don Canaday



Fellow TAG Team members:
We recently announced several important growth initiatives, including a goal to build 50 new clubs during October. The 2008-09 governors agreed this goal could be accomplished—but it would require us to all work together. The next month and a half will be critical for success in every district. President Dave and I are committed to finishing 2007-08 strong and using that momentum to launch 2008-09.

New Clubs Opened in October
Any new club opened in October 2008 will count toward the 2007-08 governor's new club goals and the 2008-09 governor's new club goals. This is a win-win situation for both groups of leaders.

New Club Reimbursement
We have set a new standardized reimbursement rate of 20 percent of the new club fees paid from the new club for members at the time of chartering, not organization. That means 20 percent of the monies from the new club will go to defray the expenses incurred in building the new club. This will become the standard practice for the Kiwanis world.

New Membership Initiatives
We're finalizing work on the new membership initiatives and plan to roll each of these out in the coming months. Let's use each rollout to generate excitement about Kiwanis.

Remember, it's time to lead!

Key to recruiting new members? Just ask!

More than 12,000 people have joined Kiwanis International since the beginning of the 1-2-3 You Hold the Key program. The reason: More than 7,000 members invited them—members who were justly rewarded.

Recruit new members during the current administrative year and you'll be rewarded too. Here's how:

Recruit 1 new member and you'll receive a bronze key lapel pin.

Recruit 2 members and receive a silver key lapel pin.

Recruit 3 members and a gold key lapel pin will be on its way.

Participants will receive their lapel pins from their club when the recruits are inducted into membership. When members continue to recruit additional members, the corresponding key(s) will be awarded.

When you've reached the gold level, you will have attained the highest level of participation. You'll also be among the 2008-09 gold key recipients to be recognized at the Kiwanis International Convention in Nashville, Tennessee.



50 new clubs in October!

New club building kits revised

Kiwanis International has re-evaluated the new club building kits and divided them into three kits. The new kits are broken down as follows:

- Kit 1: New-club kit**
- Kit 2: Organization kit – club counselor's kit**
- Kit 3: New club charter kit**

Attention lieutenant governors

Now is the time to start scheduling your Achieving Club Excellence workshops throughout your divisions.

Things to stress to attendees:

- ⇒ It's free!
- ⇒ It's fun!
- ⇒ It's educational!
- ⇒ Don't forget to mention, IT'S FREE!



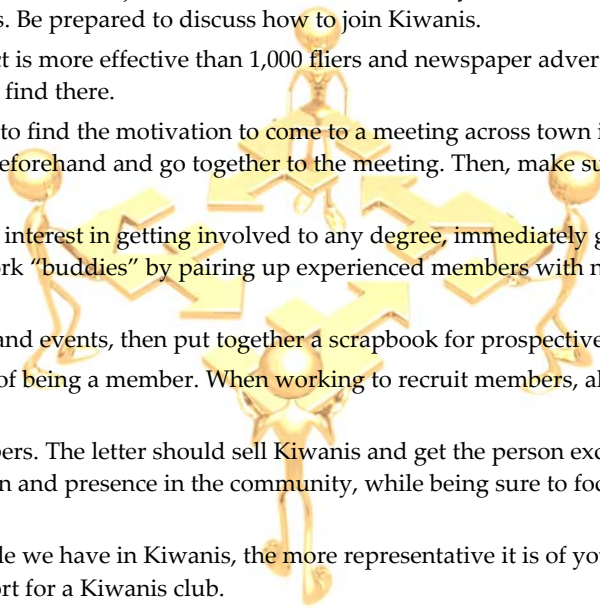
Children in your own backyard and around the world have many needs, and there are people right in your community who have the desire to help. By creating a dynamic Kiwanis club, you can bring them together.



Quick tips for recruitment

It is important to remember that everything you do has a recruiting effect.

- ☑ Prospective members will make decisions to join Kiwanis based on what they see and hear about the group. Therefore, [recruiting](#) is a continuous process. Be prepared to discuss how to join Kiwanis.
- ☑ Remember that a personal contact is more effective than 1,000 fliers and newspaper advertisements. People join organizations because they like the people they find there.
- ☑ Don't expect a potential member to find the motivation to come to a meeting across town in a room full of people they don't know. Offer to meet the person beforehand and go together to the meeting. Then, make sure you personally introduce them to others in the group.
- ☑ When someone has expressed an interest in getting involved to any degree, immediately get them involved and give them a meaningful task to do. Create work "buddies" by pairing up experienced members with new members so tasks can be delegated with support.
- ☑ Always take photos at meetings and events, then put together a scrapbook for prospective members to see.
- ☑ Make a list of all the advantages of being a member. When working to recruit members, always try to think in terms of "what's in it for them."
- ☑ Send letters to prospective members. The letter should sell Kiwanis and get the person excited about being a member. In the letter, outline the Kiwanis mission and presence in the community, while being sure to focus on how much fun your members have.
- ☑ The more different types of people we have in Kiwanis, the more representative it is of your target community. This will help ensure greater community support for a Kiwanis club.



Spotlight on...

The club counselor

The club counselor's role is vital to the success of a club. The club officers and directors will look to the club counselor as a valuable resource to assist in membership development, club operations, and developing service impact in the community. While not a requirement, club counselors are often past club presidents and/or past lieutenant governors.

It is recommended that a Kiwanian serve as a club counselor for only one club at a time. A club counselor works in cooperation with Kiwanis International, the district leadership, the district TAG (Together Achieving Growth) team, and the division lieutenant governor.

The club counselor ensures that proper guidance is given to a Kiwanis club and serves as the primary mentor for one to two years.

The ultimate goal for the club counselor is to guide the club to be independent and self-reliant. The club counselor is only successful when he or she is no longer needed by the Kiwanis club.

A successful Kiwanis club is able to:

- Increase and sustain its membership base.
- Implement successful and meaningful [service projects](#).
- [Market Kiwanis](#) and the club to its community.
- Inform members and enhance the member experience.

A club counselor's roles are to:

- **Advise.** Share insights, knowledge, and experience.
- **Build teams.** Help the club leaders and members function as a team.
- **Communicate.** Keep the lines of communication open. Connect the club to the division, the district, and Kiwanis International.
- **Listen.** Take the time to listen to what others are saying.
- **Motivate.** Inspire club members to accept responsibilities and to take leadership roles.
- **Set goals.** Define and set measurable goals and action plans to effectively impact their community.
- **Train.** Guide club leaders to manage their club and to lead the club in a positive direction.

This individual must successfully complete training for the position conducted by Kiwanis International staff or a certified district trainer.

For more information about the club counselor role, use the links below:

Club counselor resources:

- ⇒ [Club counselor job summary](#)
- ⇒ [Club counselor guide](#)
- ⇒ [Club counselor presentation](#)

If you have any questions or comments, please email your local [TAG team member](#).

