



Introduction

Membership development is a continual process, which starts the same way for every club. It begins as an idea to build a club to fill a need in a community.

Membership growth is achieved three ways:

1. Opening new clubs.
2. Retaining current members.
3. Inviting new members.

Note:

Materials mentioned in this manual are listed, along with where you can find them. Many are located in the appendix of this manual. Needed materials also are located in other manuals or can be downloaded from the Internet.

What attracts people to Kiwanis and what members value changes over time. So Kiwanis must change as well. The impact of one club on a community can be counted many ways, including in service hours and dollars donated, or through countless lives changed for the better. But to stay healthy, the underlying purpose of all club actions must be to develop membership, because members are Kiwanis' strongest assets.

There needs to be a strong foundation to support growth efforts. First, a club assessment must be conducted, and identified weaknesses reversed to become strengths. Once recruitment is appropriate, effective membership campaigns must be implemented. Once new members have received orientation and are formally inducted, there must be ongoing retention efforts to keep the entire membership involved, informed, and feeling like their membership is valuable. When these steps are in place, it is time to conduct the assessment again.

This manual will help you create a club environment that is attractive to current and future members by leading you through the membership-development process.