

# RECRUITMENT

The Kiwanis spirit is contagious. You see the good that you and your club members are doing, seeing the difference you are making in the lives of young people, and you want to share that experience with others. And **why shouldn't you?** The Kiwanis spirit only grows stronger when it is shared. Grow your club, grow your Kiwanis spirit, and **you'll grow your impact.**



Without community service, we would not have a strong quality of life. It's important to the person who serves as well as the recipient. It's the way in which we ourselves grow and develop.



—Dorothy Height, author  
and American activist

# RECRUITMENT

When the Kiwanis spirit is alive and well in your club, recruitment is the next step—a continuous step—in expanding your club’s reach. In addition to reaching out in service, reach out to other members of your community who would enjoy serving with you.

Clubs need two types of recruitment: ongoing and planned campaigns.

- An ongoing recruitment system will result in new members throughout the year.
- Membership campaigns are planned events to invite a greater number of new members at one time.

Both play a crucial role in achieving your membership goals.

Recruitment within a strong club will be fun and easy—not work—because members want to share their Kiwanis experience with others. Make this your club’s goal.

Create a club membership that’s a cross-section of those who live and work in the community. By bringing in new members with new ideas and fresh approaches, your club will be stronger, provide more service and experience greater fellowship.

Evaluate traditional recruitment methods and consider new approaches. The membership committee can develop a system to involve the entire club’s participation in ongoing recruitment and planning campaigns.

## The ABC recruitment system

Not everyone is a “born salesperson.” The ABC recruitment system uses members’ talents and skills where they are best suited – getting the right person in the right job. Here’s how the groups in the system work together:

### A. Kiwanis club members

- Supply prospect profiles
- Invite guests to meetings on a regular basis

### B. Membership Growth Committee members

- Create a growth plan for the Kiwanis club
- Create a recruitment system for prospects
- “Close the sale” with the prospective members

### C. Prospective members

- Attend a meeting
- Make an informed decision to join Kiwanis

Everyone contributes to this ongoing recruitment effort by providing names and background information on some prospective members. Once the groundwork has been laid, only members of the Membership Growth Committee, who are trained and comfortable with inviting people to join the club, do the actual recruiting.

## Developing the Membership Growth Committee

### 1. Identify potential members for the Membership Growth Committee.

Consider individuals who:

- Are outgoing and open minded
- Have good communication skills
- Are knowledgeable about Kiwanis
- Enjoy Kiwanis and like people
- Have the ability to “close the sale”

### 2. Invite those members to become part of the Membership Growth Committee.

(Recruit the recruiters.)

Explain the benefits of being part of this team: They have the opportunity to meet new people, network and identify potential program speakers for the club.

Tip: When meeting face-to-face with a prospective member, look for pictures of family members or plaques to identify “hot buttons.”

### 3. Create a plan for the committee.

Identify what makes your club attractive. Based on that:

- Who do you want to attract as new members?
- What characteristics do you look for in a prospect profile?

Use a benefit marketing approach to match information about the prospect with club offerings. Become comfortable with inviting prospects to join the club.

### 4. Define the responsibilities of the committee.

- Implement the membership plan.
- Measure results.
- Prepare quality materials. Supplement Kiwanis recruitment materials with a club brochure, which promotes your club's service to your community.
- Determine your conversion rate of prospects that become members. Use that number to set a "guest quota" to achieve your monthly membership goals.
- Encourage members to bring guests often.
- Distribute and collect profile forms.
- Promote the benefits of your club to prospective members.
- Invite prospects to join, and follow up as needed.
- Develop a follow-up system to track those prospects who don't join initially.
- Keep members informed so they can help achieve the club goals.

## The benefit marketing approach for prospective members

What attracts a prospective member to Kiwanis? This differs from person to person. To successfully "market" Kiwanis, we must know something about potential members. Using prospective member profiles enables us to do that.

### The prospective member profile

It's easy to create a prospective member profile. Here's how:

1. Ask members to fill out a profile for prospective members they know. In addition to contact information, the profile might include key information, such as hobbies, community involvement and affiliations.
2. Match profile information to a club program, service project or offering.
3. Invite prospective members to a club meeting and expose them to what they might find appealing.

## Membership-recruitment events

A well-planned membership-recruitment event will yield results. However, a one-time event should supplement, not replace, continual efforts to attract new members.

### A perfect plan

Here are the steps for planning a membership-recruitment event.

#### 1. **Adopt the program.**

The club president, conferring with the board of directors, adopts the campaign.

#### 2. **Assign tasks to the Membership Growth Committee members.**

Identify five people from the committee to coordinate each of the following areas:

<i>Coordinator</i>	Facilitates the entire process
<i>Attendance</i>	Develops the prospect list, coordinates sending invitations, and collects responses
<i>Meeting</i>	Coordinates arrangements, such as the meal preparation, if appropriate, physical set-up, name tags, greeters and materials
<i>Program</i>	Plans the meeting agenda
<i>Publicity</i>	Arranges for pre-meeting and post-meeting publicity

#### 3. **Develop the invitation list.**

- Ask club members to submit contact information for business and professional people who qualify for membership.
- Fill out a prospect profile for each prospective member, or a database for tracking necessary items.
- Give each board member a copy of the preliminary list for approval. After board approval, mail the invitations well before the meeting date.
- Contact every club member to ensure maximum attendance. Maybe even invite an inter-club.
- Have teams of two visit each prospective member. Offer a ride to the meeting. Assign the same team to sit with the prospect during the meeting.

### Club roster analysis

Conducting a roster analysis will help you identify gaps of your current membership to fill with new members on your invitation list.

To conduct the roster analysis:

1. List names and occupations of current members on the Roster Analysis Worksheet.
2. Compare your current membership occupations to those provided to identify individuals to invite to the club meeting. Review other resources, such as the chamber of commerce and city directory to develop your invitation list.

#### 4. Prepare the meeting place.

Some suggestions for a warm reception of members and guests:

- Appoint greeters to welcome guests to the meeting.
- Use a table to distribute pre-made nametags.
- Collect meal cost for Kiwanians only; invitees are guests of the club.
- Assign seating to mix Kiwanians and guests.
- Ask members to arrive early to serve as hosts.
- Hand out a brief fact sheet about the club.
- Provide each prospect with personalized information about the club and how to join.

#### 5. Plan the agenda.

All speakers must be dynamic and able to present the club and Kiwanis in an appealing way.

##### Suggested agenda

- Welcome and introductions. (3 minutes)
- Future club plans—president: Outline projects to be implemented, demonstrating the club is active and has clear goals. (5 minutes)
- The Kiwanis experience—main speaker: Remarks about the club and its impact on the community through major service projects and fellowship. The speaker should create a strong desire to get involved. Be open about the benefits and responsibilities of membership so prospective members do not leave with false expectations. (About 20 minutes)
- The invitation to join.

Membership committee members should remain after the program to answer questions and help prospects fill out the paperwork.

Tip: Ask the speaker or a member to **share their "Kiwanis Moment"**—a moment that cemented their commitment and belief in Kiwanis. These are very powerful testimonials.

**6. Arrange for publicity.**

- Provide information ahead of time to members of the media and invite them to the membership event.
- Create a club brochure and other materials that will help create awareness for your club.
- Tie your membership drive to a special event, such as a major service project that requires the need for additional members.

**7. Follow up.**

Unless there is immediate follow-up, some new members will quickly dropout and undecided individuals will forget. Here are steps the committee should take:

- Schedule new-member orientation.
- Assign sponsors or mentors to each new member.
- Encourage sponsors and new members to attend an upcoming service project.
- Appoint new members to a committee based on their interests.
- Add new members and undecided prospects to the club mailing list.
- Thank all members who assisted.
- Personally contact all prospects who could not attend or who are still undecided and check in with them periodically with their permission.
- Keep notes, paperwork and member suggestions for the next membership campaign.

## Other recruitment suggestions

In addition to membership recruitment campaigns, here are some other ideas clubs can use to contribute to their recruitment efforts.

### **Serve side by side**

Invite friends, parents of your Service Leadership Program members and other prospective members to join you in a service project. These people will experience firsthand the rewarding service your club performs while getting to know some other members.

### **Form recruitment teams**

Divide your membership into teams, make recruitment a contest and offer an incentive. Teaming is a common sales tactic to motivate people. Though some may not strive to be the best, most will certainly work hard enough not to be last. You just might find that even “last place” is better than any previous efforts.

### **ReMember old friends**

Many Kiwanians resign because of increasing demands on their time. Many of these are temporary situations, and after some time has passed, the former Kiwanian would be glad to rejoin. All you have to do is ask.

### **Issue a challenge**

Conduct a membership drive, and then issue a challenge to every new member: “Be the next to bring in a new member.” Adding an incentive may make it more appealing as well. “Be the next to bring in a new member, and the club will buy you dinner.”

### **Unlock their potential**

The 1-2-3 You hold the key program is a club-administered recognition program that rewards member recruiting efforts with a bronze key lapel pin for bringing in one new member, a silver for two and a gold for bringing in three new members. The pins are free from the Member Services Department at the Kiwanis International Office.

### **Recognize successes**

Clubs have used a number of ways to recognize members for recruiting new members.

Here are some of their ideas:

- Hold a random drawing in which members receive a chance to win a prize for every member they recruit.
- Score a straight competition to determine top recruiters.
- Offer free meals to any member who brings a guest to a meeting.

## Flexible membership options

Things change. That's why Kiwanis keeps creating new membership options for your club. Two of these options—club satellites and corporate memberships—can attract new members who otherwise may not be inclined to participate in your club. These options bring new resources to your club—and opportunities to recruit new members and keep current members engaged. Plus: Neither one requires special paperwork.

### Corporate memberships

A corporate membership allows your club to add a local company or organization as a “member” via a designated membership seat.

#### How it works

- The company or organization, rather than an individual, joins your club.
- That employee represents the company at your club meetings and events.
- If that employee changes jobs or is transferred to a new location, a new employee can be designated to take his or her place—without being charged a new member fee by the organization or your club.

Companies that want to be “good corporate citizens” find this membership appealing because they recognize the value of affiliation with a well-respected service organization like Kiwanis. An added plus: The corporate member represents company interests within the club and develops a relationship between the company, Kiwanis and other community groups.

This type of relationship is ideal for companies that transfer employees every few years. It creates continuity of their representation and immediately involves their staff in the local community. Another benefit: The administrative process is as simple as a name change, with no additional fees.

### Club satellites

Forming a club satellite is a good option for clubs hoping to expand into a new area or appeal to a small group with common circumstances. The group may not be large enough to form a new club (25 people), but it might be just the right size to become a club satellite.

Adding a satellite club can empower your club to expand its service outreach. By joining the host club, satellite club members enjoy all the benefits of Kiwanis, including elected positions, attendance at conventions, KIWANIS magazine and insurance coverage.

#### How it works

- The host club works with the club satellite to establish the guidelines of the relationship.
- The host club board authorizes club satellite service projects and fundraising efforts.
- The host club maintains the financial oversight to ensure compliance with local requirements.

## Supporting new clubs

Through your recruiting efforts, you may realize that there is enough interest to start a new club. As an established club, there are several ways you can contribute to and benefit from the new-club-building process. You'll learn new techniques to make your club even stronger.

### The benefits for your club

Opening a new club will increase the community service performed in your area, and ultimately it will also strengthen your membership. By participating as recruiters, club members learn techniques and gain experience by being involved in the new-club process.

All of these skills will benefit your club in future membership-recruitment efforts. Therefore, sponsoring a new club is a win-win situation. Further information on new-club building and the role of the sponsoring club is outlined in the New-club-building chapter of this manual.

Members learn from district growth teams how to:

- Develop a prospect list
- Prepare a recruitment letter
- Utilize the local news media resources
- Use successful recruitment tactics
- Follow up with prospective members

## Roster analysis worksheet

1. List the names and classifications of your current members on the roster analysis worksheet.
2. Compare your members' classifications to the job classifications listed below.
3. Identify occupations not represented in the club. Use resources such as chamber of commerce and city directories.
4. Compile prospect profiles to use as your invitation list and keep track of your prospects.

**A**

Accountant  
Adjuster  
Advertising executive  
Agricultural agent  
Airport authority  
Apartment manager  
Assessor  
Architect  
Artist  
Attorney  
Auctioneer  
Auditor  
Automobile dealer

**B**

Bakery owner/manager  
Banker  
Barber  
Beverage distributor  
Biologist  
Boat equipment dealer  
Broadcaster  
Broker  
Building contractor

**C**

Carpenter  
Caterer  
Chemist  
Chamber of commerce  
Chiropractor  
City/town council member  
Clergy  
Consultant  
Contractor  
Counselor  
Court reporter

**D**

Dairy owner/manager  
Dentist  
Dermatologist  
Designer  
Developer  
Dietitian  
Distributor  
Doctor  
Dry cleaner

**E**

Editor  
Educator  
Electrician  
Employee relations consultant  
Engineer  
Engraver  
Equipment rental owner  
Estate planner  
Executives  
Exterminator

**F**

Farm equipment store owner  
Farmer  
Finance company owner  
Financial planner  
Fire fighter  
Florist  
Foundation director  
Fundraiser  
Funeral director  
Furniture dealer

**G**

Gardener  
Geologist  
Graphic artist  
Grocer  
Guidance counselor  
Gunsmith  
Gynecologist

**H**

Hardware store owner  
Historian  
Horticulturist  
Healthcare administrator  
Hospital administrator  
Hotel/motel manager

**I**

Illustrator  
Importer  
Inspector  
Insurance agent  
Interior decorator  
Investigator  
Investment analyst

**J**

Janitorial service owner  
Jewelry dealers/repair  
Journalist  
Judge

**K**

Kennel operator

**L**

Landscaper  
Laundry operator  
Lecturer  
Librarian  
Livestock broker  
Locksmith  
Lumber dealer

**M**

Magazine editor  
Manufacturers' representative  
Marketing director  
Marriage counselor  
Massage therapist  
Media (radio, print or TV)  
Meteorologist  
Military officer  
Musician

**N**

Naturalist  
Newspaper publisher  
Novelty company owner  
Nurse  
Nutritionist

**O**

Occupational therapist  
Office equipment store owner  
Optician  
Optometrist  
Orthodontist

**P**

Painter  
Paper company representative  
Pediatrician  
Pharmacist  
Photographer  
Physical therapist  
Physician  
Pilot  
Plant manager  
Playwright  
Plumber  
Podiatrist  
Police officer  
Postmaster  
Printer  
Psychologist  
Pre-school director  
Professor  
Programmer  
Public relations executive  
Public speaker  
Publisher  
Purchasing agent

**Q**

Quality control consultant

**R**

Radio station manager  
Real estate agent  
Recreational director  
Restaurant owner

**S**

Safety consultant  
Salesperson  
Salvation Army officer  
School superintendent  
Scientist  
Secretary  
Social worker  
Sporting goods store owner  
Stock broker  
Surgeon  
Surveyor

**T**

Tailor  
Taxidermist  
Technician  
Telecommunications manager  
Telephone company manager  
Television/video dealer  
Tourism director  
Training consultant  
Travel agent

**U**

Underwriter  
Upholsterer  
Utility manager

**V**

Veterinarian  
Videographer  
Video repair store owner

**W**

Welder  
Window company owner  
Writer

**X**

X-ray technician

**Y**

YMCA/YWCA administrator  
Youth center administrator

**Z**

Zoning consultant  
Zoologist  
Zoo president/executive

## Resources

Resources for directing and enhancing your recruitment efforts are available at [www.KiwanisOne.org](http://www.KiwanisOne.org) or from the Member Services Department at the Kiwanis International Office

Worldwide: 317-875-8755, ext. 411

USA and Canada: 800-KIWANIS, ext. 411 (549-2647)

[memberservices@kiwanis.org](mailto:memberservices@kiwanis.org)

Resource	Location
<b>Membership Growth Committee tips and resources</b> (including the Membership information form and new member application)	<a href="http://www.KiwanisOne.org/growthcommittee">www.KiwanisOne.org/growthcommittee</a>
<b>Club brochure</b>	<a href="http://www.KiwanisOne.org/clubbrochure">www.KiwanisOne.org/clubbrochure</a>
<b>New club building process</b>	<a href="http://www.KiwanisOne.org/build">www.KiwanisOne.org/build</a>
<b>Other chapters of the Membership Development Manual</b>	<a href="http://www.KiwanisOne.org/membership">www.KiwanisOne.org/membership</a>
<b>Other recruiting tips</b>	<a href="http://www.KiwanisOne.org/reveal">www.KiwanisOne.org/reveal</a>