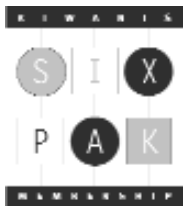


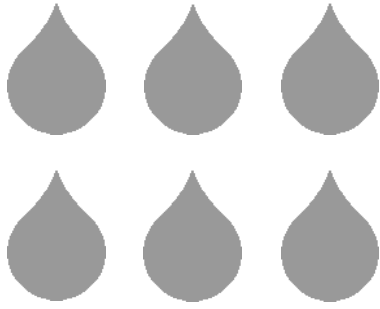
YOU'RE GOOD TO GROW WITH THE KIWANIS MEMBERSHIP SIX PAK



Kiwaniis

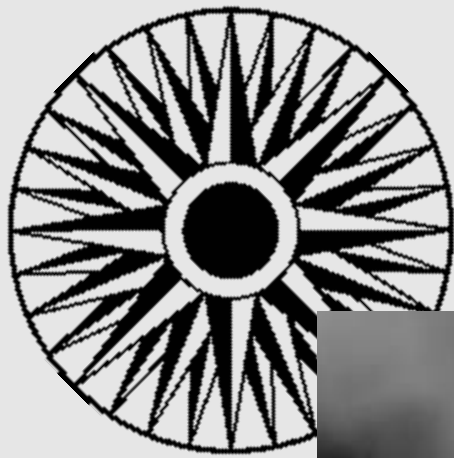


FOUR UNDER FORTY



OBJECTIVE :

To ensure long-term survival, membership growth, and increased community service, Kiwanis clubs must recruit younger members. Surveys have shown that young professionals have “time deprivation.” Demands on young adults by family and work make it hard for them to join organizations like Kiwanis, especially with the participation guidelines established by many clubs. Their jobs often require more than a 40-hour week. In marriages, both spouses often work. This can make finding quality family time a very difficult task. Still, many desire to perform community service. This program provides suggestions and guidelines on how to recruit potential members who are in their 20s and 30s. Implementation of a successful program may require some clubs to make significant changes to their policies and bylaws.



PROGRAM STEPS:



1. Review the survey results of Circle K and Key Club leadership (see attachment 1), and brainstorm ways in which your club must change to attract and retain younger members. See the next section for suggested policy and bylaw changes.
2. Propose these changes to the club's board of directors for consideration.
3. Implement changes approved by the board and/or general membership. Educate all members on the changes made and the reasons for approving these changes.
4. Develop a list of potential younger members. Try recruiting young professionals from banks, the technology industry, and money-management institutions. Target companies that encourage their staff to become involved for personal and professional development reasons.
5. Seek out former Circle K and Key Club members who may be working in the area. Circle K and Key Club advisors may help identify and locate recent graduates. Follow Kiwanis International's program of waiving International (and district, where applicable) dues for up to two years of membership.
6. Develop a special letter or invitation targeted toward younger prospects (see attachment 2).
7. Develop a list of membership benefits targeted toward younger members. Examples include business networking, opportunity to meet community leaders, ability to get free expert advice from seasoned members, opportunity to meet and hear prominent speakers, and discounts/product offerings from Kiwanis International.
8. Invite prospective members to a Kiwanis club meeting in groups so they don't feel out of place. The minimum should be two or three, with the ideal number being six or more. Encourage younger guests to bring their friends as well.
9. Consider performing a special service project during January or February. Invite prospective younger members to help. Show them that your club is about service, not meetings. Follow up with recruitment appeals after the project is completed.
10. Consider hosting an appreciation night to honor the volunteer fire department, ambulance corps, child-care providers, and/or youth sports coaches. These individuals usually are under 40.
11. Consider starting a Friends of Kiwanis group, people in the community who come out and support the club by helping with projects. If and when they are ready to commit, they can join the club.



14 TIPS TO ENSURE A SUCCESSFUL GUEST EXPERIENCE :

1. Prepare name badges for all expected guests in advance.
2. Prepay or waive meal costs for guests. Inform the Kiwanian who is collecting meal payments that guests should not be charged for their meals.
3. Brief club members in advance about the program so they can plan to attend. Encourage them to arrive early to help welcome the prospective members, who should be treated like dinner guests in your home.
4. Remind members to thank guests for attending and to invite them to join or attend another meeting.
5. Provide a meaningful introduction for each guest.
6. Arrange for a high-quality speaker to talk about a topic of great interest. Avoid speakers looking for money, club members talking about their vacation trips, etc.
7. Make the meeting a positive experience for each guest. Don't ask them to pay fines, purchase raffle tickets, or sing.
8. Explain to guests in advance Kiwanis protocol and your club's standard meeting agenda.
9. Run an efficient club meeting by having the room set prior to guests arriving, starting and ending on time, and leaving adequate time for the speaker's presentation.
10. Advise the speaker in advance about his or her allotted time and what time the meeting must end. Develop a procedure that conveys to members that when the president stands up, there is no more time for questions.
11. Explain or avoid Kiwanis jargon during club meetings (IDD, WSP, BUG) so guests will understand what is happening in the meeting.
12. Have membership information packets available for guests and speakers after meetings.
13. Make follow-up calls to guests within a few days after the meeting.
14. Send a thank-you note to speakers after the meeting. Invite them to attend another meeting and include membership information, if not already provided.

POTENTIAL CLUB POLICY AND BYLAW CHANGES :

1. Change the club's attendance policies to recruit members who are unable to attend meetings on a regular basis but are willing to work on service projects.
2. If the club requires meals to be paid in advance, change the club's dues structure so the new member pays for meals only when in attendance. Consider making the meal optional or having a beverage/dessert option at a reduced price.
3. Change meeting protocol to remodel your club's "old fashioned" appearance to something that will appeal to younger prospects. This may include eliminating the traditional practices of singing, fines, etc.
4. Reduce the length of the club meeting. Many clubs have successfully shortened the club meeting to one hour.
5. Develop club service projects that involve hands-on-service and improve the life of young children, rather than "check-writing."
6. Make your projects family affairs so all members can do service and still have family time together. This also teaches their children the value of community service. If children cannot be involved in the project, consider asking sponsored youth to provide child-care services while the parents perform Kiwanis service. This likely will bring more members out to work.
7. Make club meetings interesting for all members and provide value to those attending. If a member leaves a meeting feeling that the time would have been better served by staying home, he/she will stay home in the future. Time has become too valuable to waste at meetings that do not interest or benefit us in one way or another.
8. Encourage prospective members to suggest new service projects with which they are willing to become involved.

FOLLOW - UP :

Whether or not a younger adult has expressed an interest to join your Kiwanis club, every individual who attended as a guest should receive a letter from the club president. This letter should thank the guest for attending the club meeting. Each guest who did not submit an application at the special guest meeting should be contacted within two weeks to follow up on the invitation to join.

GROW

101 WAYS TO SAY THANK YOU:

It will take teamwork to make the Six Pak program a success. Here is a fun and motivating way for your club to say thank you to the individual members who make it happen.

Total New Members Recruited by Individual Members	Sample Club Awards	Kiwanis International Award
1-2	A chance to win "One Year Free Membership" with drawing conducted at the end of the year or two free meals at a regular Kiwanis meeting	Ring of Honor* - 1 new member
3-4	Dinner for two at a local restaurant	Achiever's Pin* - 3 new members
5-6	Gift certificate	Ruby K Pin* - 5 new members
7-9	Pair of tickets to a show/game	
10 or more	Weekend trip for two	

* Award available from Kiwanis International

1. Get approval from the board of directors, then have a committee organize and monitor the program.
2. Based on what your club can afford or get donated, determine an appropriate award for each level. The award should reflect the value of the work done.
3. Keep a running total of the number of new members recruited by individual members in your club. If your club recruits in teams of two, determine how credit will be distributed. Awards are based on the results at the end of the year.
4. Create some friendly competition by promoting the program regularly and giving updates on the current standings.
5. Don't forget to submit applications for members who qualify for Kiwanis International awards.
6. Schedule an end-of-the-year awards celebration—maybe in conjunction with the installation of officers event.
7. HAVE FUN!



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