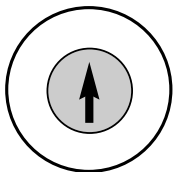


K I W A N I S
G R O W T H
M E M B E R S H I P
Revolution

YOU CAN ACCOMPLISH GREAT THINGS WITH THE KIWANIS GROWTH REVOLUTION



Kiwanis



KIWANIS FAMILY EXPANSION



Kiwanis clubs can dramatically increase the impact they have in their communities by sponsoring one or more Aktion Clubs, Circle K clubs, Key Clubs, Builders Clubs, or K-Kids clubs. By sponsoring one of these organizations, a Kiwanis club can:



OBJECTIVE:

- Build better relationships with the schools in the area.
- Provide positive mentoring and role models for youth.
- Create new service projects for community benefit.
- Expand the Kiwanis family.
- Rekindle member enthusiasm to work on projects.
- Connect club members with schools and young people.
- Increase membership in the club.
- Involve parents of sponsored youth members.

Many clubs overlook this opportunity and continue to do the same projects year after year. Other clubs already feel overburdened by current club projects. As a result, members experience service burn out, enthusiasm decreases, fun is absent from meetings, and club officers and committees find it more difficult to get support for projects.

This membership kit contains tools to expand community service; connect with schools, parents, and youth; and increase club membership. Also included is an outline, “Utilizing Sponsored Programs to Build New Kiwanis Clubs,” for opportunities beyond the resources of existing Kiwanis clubs in the area.



PROGRAM STEPS:

Prerequisite

A desire and commitment by the club to expand its service through sponsored programs.

Step 1: Assessing the Club's Potential

First the club must assess what changes are needed to meet the requirements of sponsorship.

This assessment should have both an internal and external focus. Internally, this relates to how the club will function with additional committees and financial obligations. Use the Annual Club Assessment form contained in the Membership Development Manual to identify club strengths and weaknesses. To be successful, there needs to be sufficient interest and adequate member and financial resources available.

Externally, assess club opportunities for organizing sponsored programs in the area. Interview school administrators and other individuals involved with youth groups. Complete a community assessment to determine needs that can be addressed through the sponsored program's service projects. Also, identify ways to expand club involvement and attract new members at the same time.

Step 2: Establish a Commitment to Change

Based on the results of the assessment, the club may have to consider changes to its operation, which may include:

- Dropping traditional fund-raisers and programs that no longer are relevant.
- Adding more effective fund-raising events.
- Targeting recruiting efforts to new members who will support the sponsored programs.
- Adding a committee on sponsored programs.
- Encouraging new members to take leadership positions.
- Remodeling the club meeting so it is relevant and worthwhile to younger members.
- Educating club members about Kiwanis International sponsored programs.

Step 3: Developing a Kiwanis-family Team

A club may need assistance. Potential resources include the lieutenant governor, district committee members on membership, club operations and sponsored programs, and members of other Kiwanis clubs. These Kiwanians can add valuable insight and experience to the effort. In addition, members of sponsored program clubs in the area may be able to assist by being a direct connection to the youth in the area. Also, Circle K and Key Club members, lieutenant governors, and administrators are available to help.

For a successful effort form a team of Kiwanians and sponsored program youth.

Become familiar with resources including recruitment materials for the Kiwanis club and the club building kits for the appropriate sponsored program available from Kiwanis International.

Step 4: Planning and Preparation

The plan contains several essential steps.

- Formulate a timeline and determine which effort to implement first: organize the sponsored program club or recruit into the Kiwanis club.
- Develop a goal for the number of new members for the Kiwanis club.
- Develop and/or obtain recruitment materials, including:
 - Information about Kiwanis International. The recommended brochure for recruitment visits is "Changing Tomorrows Today," which includes a membership application. The "Serving the Children of the World" tri-fold is recommended for use with the prospect mailing.
 - A brochure about the club (see attachment 1). A CD-ROM is available from Kiwanis International to help develop a club brochure.
 - Letter of invitation (see attachment 2).

- Develop a list of prospective members using the Roster Analysis in the Membership Development Manual. Give special attention to referrals from school administrators, parents, chamber of commerce members, and those involved in other youth activities.

Suggestions for Identifying Prospects:

- Former sponsored program members
- Parents of sponsored program members
- People involved in other youth programs
- School administrators
- Teachers, counselors
- Youth ministers
- Police department youth liaison officers
- YMCA volunteers
- Youth charities
- Juvenile court officials

- Obtain the appropriate new-club building kit for the sponsored program from Kiwanis International.

Step 5: Implementing the Plan

Basic steps for recruiting the members into the Kiwanis club are:

- Request and/or develop membership materials.
- Develop a prospect list targeting those most likely to be interested in sponsored programs.
- Send recruitment letters, then follow up with telephone calls and personal visits.
- Recruit members.
- Continue to recruit with help from new members and referrals.

The basic format for organizing a sponsored program club is:

- Request new-club building materials from Kiwanis International.
- Contact school administrators.
- Follow steps suggested in materials.



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.

SUMMARY:

Clubs can experience renewed success by utilizing sponsored programs. By doing so, the Kiwanis club will expand the Kiwanis family while it increases its community impact and membership.

The key is to accomplish two goals simultaneously: organize a new sponsored program club and recruit new members to support this effort. Clubs will experience additional benefits including a better understanding of community needs, a renewed connection with youth in the community, better relationships with the schools, and giving more youth the opportunity to make a positive impact in the community.

FOLLOW-UP:

After completing this process, contact the Growth Department to report your success. We want to share your story with other Kiwanis clubs.



101 WAYS TO SAY THANK YOU:

It will take teamwork to make the Growth Revolution 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!



K I W A N I S I N T E R N A T I O N A L

Kiwanis International Office
Growth Department
3636 Woodview Trace
Indianapolis, IN 46268-3196
U. S. A.

317/875-8755 (Worldwide)
800/KIWANIS (North America)
E-mail: growth@kiwanis.org
Web site: www.kiwanis.org