

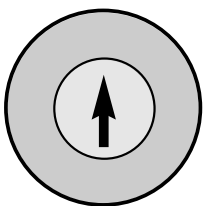
K I W A N I S G R O W T H R E V O L U T I O N

Revolution

YOU CAN ACCOMPLISH GREAT THINGS WITH THE KIWANIS GROWTH REVOLUTION



K i w a n i s



GROWTH REVOLUTION

REBUILDING A SMALL CLUB



Small, struggling clubs can increase their membership. All it takes is a team of enthusiastic Kiwanians to see the challenge as an opportunity to raise awareness about their organization and to refocus service plans on the needs of the community.



OBJECTIVE :

Chances are remaining members of a struggling club may feel overburdened by club operations, and the club environment may restrict enthusiasm, fellowship, community service, and growth. Hard decisions about the club need to be made with input from the lieutenant governor, club members, and perhaps other district officers. Answers to the following questions will help determine what is best for the club.

- How long has the club been struggling?
- When did it fall below 20 members?
- What attempts already have been made to grow?
- What circumstances are responsible for the club's decline in membership?
- How much service is the club providing to the community?
- Are there people in the club who are capable of attracting and keeping new members?
- Is it possible to build upon the existing membership?
- Would it be better to encourage the club to disband and start a new club?

This membership kit contains tools to assist small Kiwanis clubs (less than 25 members) that have made a commitment to grow. The step-by-step process has provided positive results for clubs that have followed the outline below. Also included is a successful membership plan titled "Utilizing Service Projects to Attract New Members."



PROGRAM STEPS :

Prerequisite

An intense desire and commitment among the club's current members to increase membership.

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Step 1: Club Assessment

The assessment needs an internal and external focus to determine changes required to attract new members.

Internally, this relates to how the club functions by rating the meeting quality, leadership, committees, and activities. The Annual Club Assessment form in the Membership Development Manual will identify strengths and weaknesses. A spreadsheet to tabulate and analyze the results is available from the Growth Department.

Externally, assess the club's image in the community. Interview recent speakers, public officials, the news media, and school administrators. Conduct a community assessment to determine ways to expand service and attract members.

Step 2: Establish Commitment to Change

Based on the assessment results, the club may have to consider changes, such as:

- Dropping traditional fund-raisers and programs
- Giving club leadership to new members
- Making the meeting efficient and worthwhile
- Changing the meeting location, day, time, and length of meeting
- Reducing membership costs
- Changing attendance requirements

Use the Improvement Plan in the Membership Development Manual to implement changes.

Step 3: Obtain Assistance

Potential resources include the lieutenant governor, district membership growth committee members, and members of clubs in the division. They can help identify prospects, recruit, and increase meeting attendance.

Step 4: Recruitment Planning and Preparation

The process contains several steps:

1. Formulate a timeline. For example:
 - April 1 Request/develop membership materials.
 - April 8 Identify a chairman and four committee members from committed Kiwanians willing to recruit.
 - April 15 Develop a prospect list.
 - April 22 Mail letters to list.
 - April 29 - June 1 Follow up on letters. Visit in teams of two to sign up new members.
 - June 8 Host meeting for new and potential members.
 - June 9 - 30 Recruit. New members can help provide names.
 - July 1 Complete the rebuilding effort, but do not stop recruiting—that is ongoing.
2. Set an aggressive goal for the minimum number of new members.
3. Develop and/or obtain recruitment materials, including:
 - Information about Kiwanis International. Use the "Changing Tomorrows Today" brochure, which includes a membership form for recruitment visits. Use the "Serving the Children of the World" tri-fold for the prospect mailing.
 - A brochure about the club, including a list of current members and their professions (attachment 1). A CD-ROM with templates is available

from the Marketing Department to develop a club brochure.

- Letter of invitation (attachment 2).
4. Develop a list of prospective members (attachment 3). Dun & Bradstreet information is available from Kiwanis International to supplement the list.
 5. Pre-authorize recruiters to sign up people on the prospect list.

Step 5: The Recruitment Effort

The effort is similar to building a new club.

• The mailing

Letters must be attractive, crisp, and personal. No mailing labels, meter stamps, or "dear friend" salutations. A form letter is fine if it appears to be an original. Each letter must convey that it is an honor to be a member and that his or her help is needed to increase service to the community. Include the club profile and the "Serving the Children of the World" brochure. A handwritten, personalized note in the margin is a plus.

• The follow-up

In teams of two, visit those who received letters. Use a copy of the letter and work-related business cards as an introduction. During the brief meeting, explain Kiwanis and the rebuilding effort. Present the "Changing Tomorrows Today" brochure and a list of the club's current members.

• The ask

Invite prospects to be a valued part of the newly rebuilt club. Ask them to join Kiwanis by completing a membership form and paying the fee. Provide the date of the first "new" club meeting. Promise to be in touch prior to the meeting.



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 :

It is important to have the first meeting when the recruiters have at least 10-15 committed members. A poor attendance number could create an uncomfortable atmosphere for the prospective members and lead them to ask themselves, "Do I really want to join an organization that appears to be small and inactive."

Call new members who joined and those who expressed interest to remind them about the meeting. Organize a high-quality program about Kiwanis and the club's contributions to the community. At the end of the club program, invite guests to join the club.

Schedule quality program speakers for several weeks to follow (attachment 4). At the second meeting, brainstorm potential service projects. Obtain commitments from club members to attend regularly. Invite a different inter-club to join you each week. Ask two members from neighboring clubs and past lieutenant governors to attend until the rebuilt club is up and running well to create an atmosphere of a thriving and growing Kiwanis club.

FOLLOW - UP :

After completing the Growth Revolution, contact the Growth Department to request the Kiwanis Membership Six Pak. It contains six recruitment outlines and the necessary tools to help your club continue to 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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