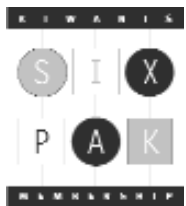


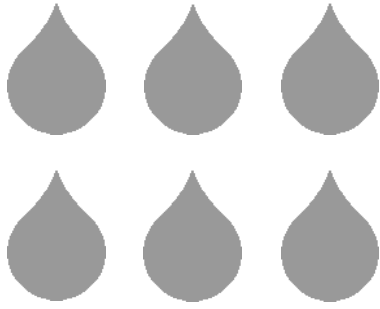
YOU'RE GOOD TO GROW WITH THE KIWANIS MEMBERSHIP SIX PAK



Kiwanis



CLUB SERVICE PROJECT RECIPIENTS

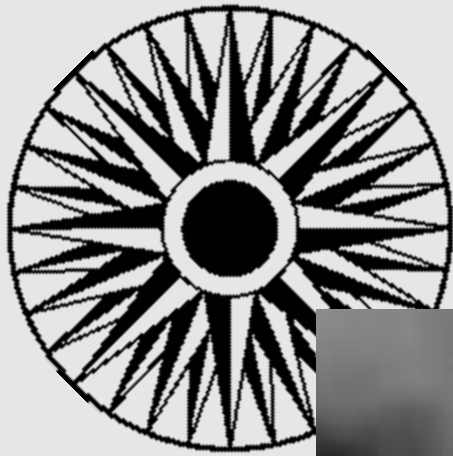


OBJECTIVE :

Each Kiwanis club provides outstanding service within its community. In the past, Kiwanians have asked prospective members within their communities to attend their meetings, and they have “blown their own horn” about the good works they perform in their communities. This program provides a new way to spread the word of Kiwanis’ good works and explore an often-overlooked area of potential growth.

During September, a club’s major beneficiaries will be asked to speak at the regular club meeting. Each group will be asked to speak on its particular area of expertise and to focus on how the Kiwanis club has helped it to assist others. The speakers will be asked to present a 20-minute program and will be encouraged to bring handouts, fliers, audio/visuals, and giveaways. The presentation should allow time for questions and answers.

Prospective members will be invited to attend any or all of the meetings. The speakers also will be asked to join the club or to recommend someone from their organizations for membership. The programs should be advertised heavily during September to promote community awareness and create interest in Kiwanis.



PROGRAM STEPS:

1. Obtain approval of the club's board of directors at its June meeting to adopt "Club Service Project Recipients" as an official program.
2. Send letters to club beneficiaries during the first week of July, asking for an RSVP by the third week in July. A sample letter is included (see attachment 1). Upon receiving replies, follow-up calls should be made to confirm each group's attendance.

If desired, the Kiwanis Marketing Kit (full-size pocket folder with brochure) may be included with the letter to give the beneficiary information about the organization. Include information about all the service your club provides to your community—not just its cause. The speaker is a prospective member and should be informed about your club's impact on the community when deciding to join.
3. During the third week of July, the club should compile a list of potential members. All club members should be asked to participate in developing this list.
4. At its August meeting, the club's board of directors should approve the list of prospective members for recruitment.
5. During the second or third week of August, prospective members should be sent an invitation letter outlining the programs that will be offered during the month and asking them to attend one or all of the meetings. A sample letter is included (see attachment 2). The Serving the Children of the World tri-fold brochure or your own club brochure can be included with the letter to give the prospective member some initial background information on Kiwanis International and your club.
6. Follow up each of these invitations with a personal phone call from a club member.
7. Send a press release to all local newspapers during the third week of August, announcing the special programs and the membership recruitment effort. A sample press release is included (see attachment 3). The Public Relations Handbook from Kiwanis International will help you with further publicity too.
8. Upon opening the meeting, the president should introduce the speaker and acknowledge prospective members.
9. Prior to the program, give each prospective member and guest speaker information about Kiwanis and a membership information form. Supplement the Changing Tomorrows Today brochure, which contains the form in the back pocket, with information about your 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.

FOLLOW - UP :

Following the program and before adjourning the meeting, the club president or membership chairman should remind the prospective members and the speaker(s) that they are being sought as members. Make an offer for them to join the club.

A follow-up call should be made to prospective members who did not join to review the club meeting and reaffirm the invitation to join.

SUMMARY :

If these steps are followed, you should have a very successful membership month, and you can add members at a very important time to ensure membership growth for the year!

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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