

TAG! You're it!

August/September 2009

Serving the Children of the World®

Our future is in your hands!

Grow and build clubs

Strong Kiwanis clubs with many involved, dedicated members mean more children in your community, your state, your country, and the world can benefit. Just as importantly, larger clubs have the opportunity to inspire more neighbors, friends, and strangers who see Kiwanians selflessly working to make a difference. Here are some tips for keeping your club healthy and growing.

Stay and serve. Always have a group of members at every club service project or event from beginning to end. That way, the club always has a presence and someone who can "talk up" Kiwanis.

Throw a party. Send out personal invitations for a Special Guest Day, then follow up with phone calls and e-mails. Why not invite special guests to your club several times each year?

Be flexible. Consider changing your meeting times and frequency. Some clubs meet only every other week. Some meet online.

Reach out. Participate in every community activity and event you can. It's great publicity. Learn more about how [public relations](#) can help you grow.

Learn from the best. Visit other clubs to get ideas. Get involved at the division, district, and international levels. [Find a club now.](#)

Connect online. Learn more from other Kiwanis members on [Kiwanis blogs.](#)

Read your magazine. The [August 2008](#) issue of KIWANIS magazine includes a special feature on growth. Check it out!

Don't forget

Clubs built in October of 2009 will count towards the [2008-09](#) and 2009-10 distinguished criteria for new clubs. **It's a win-win!**

REVEAL: Walk the talk

Show your club, division and district how to lead and grow by spreading the word about Kiwanis' new REVEAL program. This program, which launches in October, will have four segments that are easy to implement. We need your help to get the word out and REVEAL Kiwanis' growth potential.

Decide on a [creative membership campaign](#). Based on the interests of your club members, establish a one-day event or ongoing contest to encourage each club member to be part of the growth effort. Promote the campaign heavily and through multiple channels—talk about it at every meeting, include specifics in the newsletters and send reminders via e-mail. Members need to know the goal, the timeline, the reward and each member's role in growing your club.

Be the first to bring in a new member. Lead by example. Demonstrate the importance of membership growth within his or her own club by inviting and initiating the first member of the 2009-10 year. Then challenge each member to follow your lead. Wear your bronze key lapel pin proudly and encourage every club member to earn at least this level of recognition through the [1-2-3 You Hold the Key program](#).

Establish a focused timeline. A membership campaign jump-starts a recruiting effort and focuses energy on bringing in guests for an established period of time. Most campaigns run about 30 days, although you may want to factor in a period to promote the campaign. Now is the time to start!

Set a goal and achieve it. Be S.M.A.R.T. in setting campaign goals:

- **Specific:** How many new members would your club like to add and what factors helped you choose this number? Let every member know of the goal and their part in attaining it.
- **Measurable:** How will you track your progress? Update your members at each meeting about where you are in reaching your goal.
- **Attainable:** What steps will you take to reach your goal? You've probably heard "a goal without a plan is a dream." If you want everyone to take part in the campaign, make sure they have the tools they'll need to promote the Kiwanis mission.
- **Realistic:** Are you willing and able to reach this goal? Club leaders should know what growth your club is capable of and use that knowledge to set a specific and realistic goal.
- **Time bound:** How long should we work toward this goal? The contest should have a set deadline to keep motivation strong.

Make it fun! [Get creative with your contests.](#) Announce contest winners and recognize their victory with a specific prize or reward. Let prospects see that you have fun at every meeting. Everyone wins in a successful growth campaign!



Recruiting quick tip...



Contacting old friends

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

One club president asked the membership growth and retention committee chair to contact members from up to six years past. Many had quit because of increased job responsibilities or changes in their lives. Just by following up with the former members, more than five joined the club, because their situations had changed once again.

Spotlight on...

The GRAPE Principle

GRAPE is the acronym for the five most common reasons members join volunteer organizations. Evaluate your club based on the GRAPE principle and think about what you need to do to attract those new members and retain those already on your roster.

Growth: Does your club offer opportunities for personal growth?

Through service, members have the opportunity to experience their “Kiwani Moment,” the realization that they have impacted someone’s life for the better. It is from that moment a person becomes a true Kiwanian and a more passionate and empathic person.

Kiwanis also offers a range of opportunities for personal growth through leadership training and education, including [webinars](#)—online seminars—linked to our Web site and workshops at district and international conventions. Make sure all club members are informed of these events and feel invited to take part.

Recognition: Does your club regularly show appreciation for all that members do?

Sometimes a pat on the back, a quick “thank you” is the only “paycheck” a volunteer needs. Other times more formal recognition such a certificate presented at a meeting is more appropriate. It is good to know what motivates your volunteers, so that you can express your gratitude in a way that makes them feel recognized and appreciated. When members feel appreciated, they continue to give of themselves, and they share that positive reinforcement with other members.

Achievement: Does your club give every member a chance to lead projects and solve problems?

Everyone wants to feel successful, to feel part of something good. Giving members, especially new members, the opportunity to lead a

task force, take some responsibility or contribute in some way, helps them be part of the team and part of the achievement. Be sure that your club offers lots of ways to get involved.

Participation: Is your meeting environment welcoming to everyone? Does everyone feel invited to join in the discussion and share an opinion?

New members bring new energy. Make sure they feel welcome to share that energy in meetings, in committee work and in the fun. When discussing issues or brainstorming, allow for individual reflection and group discussion in order to accommodate different personality styles. Invite everyone to join in the discussion and share an opinion. Be aware of, respect and understand cultural differences.

Use icebreakers to acquaint longtime members with new recruits and guests. Consider assigning mentors to new members to help them get familiar with your club and its projects, as well as the Kiwanis organization. Active, involved club members tend to stay in the club.

Enjoyment: Are your meetings fun?

Members who see each other regularly at meetings, club social events and serve side by side will likely form bonds. Encourage those friendships by scheduling regular social events and allotting time in your meeting agenda for icebreakers or visiting. Include interesting speakers on your agenda to ensure that your members and prospective members get something out of every meeting. Make fellowship a priority and they’ll make attendance a priority.

Using the GRAPE principle your club can give members and potential members what they are looking for.



Webinars: Kiwanis education on your computer and your schedule

NEW!

Your interest.
Your time.
Your computer.

That’s all it takes to participate in the latest trend in training: [Kiwani webinars](#).

Through webinars, Kiwanis can reach you with the information you need to guide your club to be more organized, more fun, more attractive to members—information on topics you’ve asked for—without asking you to leave the comfort of your own home or office.

Never “attended” a webinar before? No need to worry. Registering and viewing are simple.

First scan the [current schedule](#) for the topics that interest you and register to view the webinar live. After registering, you’ll receive a

confirmation e-mail that will contain a link to your webinar. This will be followed up with reminder e-mails, three days and then one hour before the event so you don’t forget.

At the scheduled time and day, follow the link in the confirmation e-mail to join the presentation. You’ll need speakers on your system to hear the presenter, and you’ll be able to type in your questions.

Five to seven days after any scheduled webinar, the recorded version is archived. So if you can’t find your desired subject on the current schedule, search the [archives](#) for a past webinar that might meet your needs. You can view any archived webinar any time, and as many times as you’d like.

Share with us any [ideas for webinar topics](#). We welcome your suggestions.



Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.