



# MEMBERSHIP CHAIR

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You were appointed to chair your club's membership committee by your club's president to ensure support for your club and to help it thrive in your community. As chair of the membership committee, your goal is to create a club membership experience that's rewarding for current members and inviting to others.

## RESPONSIBILITIES

You will work with everyone in your club to make their experience enjoyable and attractive to prospective members. You are the face and voice for membership activities in your club.

## SKILLS

- Ability to demonstrate and encourage a positive attitude.
- Aptitude for building an inclusive environment.
- Relationship-building.
- Team-building.
- Confidence as a public speaker.
- Adaptability.

## CHAIR DUTIES

- Meet regularly with committee members and prospective members.
- Set realistic and measurable goals with the committee members and in consultation with the club's board of directors.
- With committee members, develop an action plan for meeting goals, which are then approved by the club's board of directors.
- Conduct the member satisfaction survey and community survey annually.
- Provide regular reports to the club board.
- Clearly communicate the importance of membership efforts to club members.
- Teach others how to invite community members to club events.
- Ensure new members are reported, inducted and oriented promptly.
- Understand the value of hybrid and flexible membership and meeting opportunities.

## COMMITTEE DUTIES

- Plan membership drives and special member events.
- Ensure new members are immediately involved in club activities.
- Execute membership action plan.
- Encourage club members to invite others to meetings and service projects.
- Plan and execute a fun and informative new member orientation program.

## REVIEW

1. Put a star next to the responsibilities and duties your club is doing well.

2. Circle the responsibilities and duties your club is not currently doing.

*If you are struggling with any of the outlined duties, please reference [kiwanis.org/leadershipguide](https://www.kiwanis.org/leadershipguide).*

# Inviting new members

## ESTABLISHING GOALS

Your club president and club board, along with the lieutenant governor, will talk about your club goals. That includes membership. Your membership goals should be determined by the number of people your club wants to reach. Based on that desired impact, set achievable goals — and then celebrate accomplishments.

Kiwanis International honors clubs that have strengthened their membership. Take advantage of the recognition and awards that are available and use them to motivate club members. More information is in the resources section of this guide and at [kiwanis.org/membership](https://www.kiwanis.org/membership).



## MAKING YOUR INVITATION PERSONAL

When you talk to someone about Kiwanis, your goals are to:

- Create relationships, rapport and referrals within the community.
- Discover community goals and needs.
- Invite the people you meet to support Kiwanis.
- Invite the people you meet to join as a member.

Building rapport is more than just what you say — it's how you say it.

- Remember that the meeting is about the guest.
- Look the person in the eye and firmly shake hands (or greet and give your full attention in a virtual environment).
- Show you're genuinely happy to meet him or her.
- Show interest — ask questions and actively listen.
- Mirror the other person's body language. For example, if he or she leans forward, do the same.

Introduce Kiwanis (simply).

- Have fun.
- Tell stories.
- Connect on a personal level.
- Introduce them to other club members.
- Avoid Kiwanis jargon and acronyms.

## THINK ABOUT IT

How many members do you hope to add to your club this year?

How were you originally invited to join Kiwanis?

# Flexible memberships

## CLUB SATELLITE MEMBERS

How it works:

- Both groups establish the guidelines of the relationship, with someone from both groups serving as liaisons with the other.
- The host club's board authorizes service and fundraising activities and maintains financial oversight.
- By retaining affiliation with the parent club, members of a satellite remain focused on service rather than administrative concerns — making it a great option for busy lifestyles.
- Satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.
- If a satellite group reaches 15 members or more, it can consider petitioning for its own charter.

## CORPORATE MEMBERSHIPS

How it works:

- The organization joins the club as a member, following the usual process.
- The company is represented at meetings and events by a designated employee.
- If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.
- This option is also ideal for nonprofit entities that have an interest in helping children and bettering the community.

### REVIEW

List 3-5 companies that might be good candidates for corporate memberships:

## SERVICE LEADERSHIP PROGRAMS ALUMNI

As Key Club and Circle K International members graduate, Kiwanis has made it as simple as possible for these Kiwanis family members to join your club. As alumni joining **their first** Kiwanis club, they receive:

- A waiver of the Kiwanis International new-member fee or charter member fee.
- A two-year waiver of Kiwanis International dues. (Ask district leaders whether your district offers any alumni dues waivers.)

These waivers encourage alumni to stay involved with the organization they already know so well. They can be recent or well-seasoned alumni — there's no age limit to benefit from the opportunity. The waivers are available only to new Kiwanis club members.

### REVIEW

Are you using the Service Leadership Programs dues waiver as a recruitment tool?

# Other ways of reaching out

## GUEST CONTESTS

A good competition can inspire great action. Some clubs have created teams and “competed” against each other. Others made it a contest for individual recognition. But the best results come from something that can be tracked and easily displayed. Reward members who invite people to club activities as well as those who sponsor new members.

## SPECIAL GUEST DAYS

Identify an upcoming meeting or service project that reflects what’s important to your club — and highlights the best of what you do. Intentionally make the effort to invite potential members to experience what Kiwanis is all about.

## LEADS FROM “FIND A CLUB”

Did you know that the “Find a club” locator map on [kiwanis.org](http://kiwanis.org) garners about 5,000 queries every year from around the world? If you receive one of these queries by email, follow up right away. This person is looking for a group like your club to be a part of.

## ROSTER ANALYSIS

When looking for new members, consider your current club roster. By completing a roster analysis, your committee can identify occupations and skill sets that aren’t represented in your current roster and develop a prospect list. A worksheet is available at [kiwanis.org/clubstrengthening](http://kiwanis.org/clubstrengthening).

## SOCIAL MEDIA

Advertising on social media can attract attention to Kiwanis clubs. But attention doesn’t always equal membership growth. A person who expresses interest in Kiwanis needs to be guided into membership. Potential members, partners and donors are fact-finding — and deciding whether your club is worth their personal investment. They’ll send comments and questions to your Facebook page and will expect an answer almost instantaneously. Respond immediately, and provide the information they’re seeking. Don’t just refer them to another source: Help them make sense of your club, its projects and its contributions to the community.

### REVIEW

How does your club typically get new members?

Brainstorm new ways you could add new members to your club.

What strategies and resources are available for inviting new members into your club?

# Engaging and retaining members

## NEW MEMBER ORIENTATION

New members need to feel valued and appreciated from day one.

It's best to begin new member orientation before a prospective member joins so they understand the vision of the club and the responsibilities of membership — but it needs to be completed within two weeks after officially joining. Orientation is an opportunity to help new members understand your Kiwanis club. And it's a way for your club to learn about their interests and skills.

An orientation guide is available to download at [kiwanis.org/newmemberorientation](http://kiwanis.org/newmemberorientation). Be sure to customize this resource so it reflects your club and its traditions.

## MENTORING

By pairing new members with mentors, you're giving them a go-to person for any questions — and a familiar face to sit with at meetings until they feel comfortable interacting with everyone. Their mentors may be their sponsors or someone they just met. Mentors can help new members connect their interests with club activities.

### REVIEW

Which members may be great mentors?

## NEW-MEMBER INVOLVEMENT

Once a new member is ready, it's time to get that person involved.

- **Show them they're needed.** Assigning new members to committees can help engage their talents and interests. And by giving them a simple task connected to a meeting or project, they'll immediately feel like part of the team.
- **Expand their Kiwanis networking connections.** Consider taking a new member to visit a nearby club's meeting or participate in their service project. Invite them to attend a division council meeting so they can meet more Kiwanians in their area. Make them feel comfortable — so they are more likely to attend a district or international convention.
- **Ask for their feedback.** After new members are inducted, consider asking some of them to meet

casually with board members. A new person's input can provide a different perspective:

- ♦ What has the club done to make you feel welcomed?
- ♦ What made you decide to join a Kiwanis club?
- ♦ Was there anything that someone said or showed you that made you feel good about joining?
- ♦ What are you most excited about doing with your club?
- ♦ What are the ways in which you are passionate about serving your community?

### REVIEW

How do you engage your new members early on?

## EXISTING MEMBERS

Kiwanis clubs often lose people who don't feel engaged in club activities. Make an effort to find out why — and to re-engage them.

- Review the club roster to identify members who have become inactive.
- Assign club members to contact “missing” members.
- Contact members by phone or with a personal visit to tell them what's happening and invite them to the next event.
- Conduct a fun meeting to celebrate the club's members and accomplishments.

Sometimes you can feel the lack of energy when you walk into the room. If this describes your club, it's time to find out why. Start by surveying your members with the **Measuring member satisfaction\*** tool. This is a simple way to give members a voice — and to give club leaders the information they need to make meaningful change.

### TIP

If a member hasn't paid their dues, participated in a service project or attended a meeting during the first quarter, you need to find a way to get them re-engaged.

### REVIEW

What strategies and resources are available for retaining current members?



\* One of several Achieving Club Excellence tools available online at [kiwanis.org/acetools](http://kiwanis.org/acetools)

## CLUB MEETINGS

In most circumstances, the club meeting is the most frequent opportunity to connect with fellow members. So let's make club meetings awesome. Here are some tips:

- **Always start and end on time.** People depend on it.
- **Provide an agenda.** Meetings don't have to be routine, but knowing what to expect is helpful for the busy member.
- **Include some fun.** It's OK to be less formal as long as everyone is having a good time.
- **Include some service.** Consider performing a service project during your club meeting time.
- **Make it matter.** Ensure club meeting topics are relevant to your members and reflect well on the culture the club is trying to create.
- **Make it relevant.** Keep meetings member-focused.

When possible, invite members of your club's sponsored Service Leadership Program(s) to attend a meeting.

## ANNUAL AND OCCASIONAL ASSESSMENTS

An important part of the membership committee's role is to work with the club board to conduct regular assessments. Get input from club members, board members and community leaders. Then use that input to:

- Analyze your impact on the community.
- Find unmet needs in your area.
- Develop a signature service project or fundraiser.
- Expand your club's partnerships.
- Improve the club members' experience.
- Create a detailed plan to achieve goals.
- Celebrate your accomplishments.

Achieving Club Excellence tools are available to guide you through assessments. You can find them at [kiwanis.org/acetools](http://kiwanis.org/acetools).

## RECOGNITION AND REWARDS

A club's ability to motivate and retain members depends on its ability to provide personal value with membership. For some, the benefit of a job well done is rewarding enough. For others, a little acknowledgment is important.

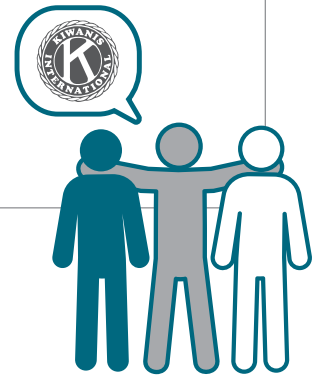
Here are some guidelines for recognition:

- **Share it.** Tell others how much you appreciate someone's contributions to the club, and how glad you are that he or she is a member. Consider creating a Kiwanis certificate of appreciation and presenting it during a meeting.
- **Shake it up.** Vary your approach. Write notes, say "thank you," provide spontaneous treats, or hold a formal dinner or awards ceremony.
- **Personalize it.** Knowing your members' interests will help you recognize them in a meaningful way.
- **Make it appropriate.** Match the level of gratitude to the effort or achievement.
- **Make it a priority.** Designate a member of your club to focus on consistent and frequent recognition, and encourage all members to consistently identify what others have done to make the club better.
- **Be consistent.** Regular recognition, such as a Member of the Year award, helps ensure that members' big-picture contributions to the club's success are recognized too.
- **Be timely.** Recognition has a greater impact when given soon after the member's contribution.
- **Be sincere.** When you recognize a member, take time to truly reflect on that person's value to the club.
- **Spread it.** Find ways to let your members' family know how much you appreciate their support and encouragement.

## REVIEW

How do you recognize your members? Do you reward them for their dedication to Kiwanis?

Brainstorm ways you could improve your club's recognition and rewards.



## Increasing the club's visibility

### PUBLIC AWARENESS

Do the people in your community know about your club? Use the Public relations toolkit for club strengthening on [kiwanis.org](http://kiwanis.org) to let people know that your club is part of the community — and made up of people who live there.

Kiwanis communications resources include key messages, logos and images, news release templates and other media tools. Use them to spread the word about your club's service and fundraising. They're all available at [kiwanis.org/brand](http://kiwanis.org/brand).

### BRANDING

An organization creates brand awareness through consistent use of the images and language associated with it. The same is true for your club and Kiwanis.

Feel free to liven up a sign or a shirt with some creativity — but keep the logo and wordmark true to their original design to protect the brand's consistency. If possible, make sure your podium has a properly branded sign with your club's logo so anyone taking photos can capture it.

And remember: When members proudly wear Kiwanis-branded shirts during club service projects and fundraising activities, that sends a strong message to the public — and creates great opportunities for photos that keep sending that message after the event.

## REVIEW

Does your club have a custom logo similar to this example?



**Kiwanis**<sup>®</sup>  
CLUB OF INVERNESS

# Membership Chair Annual Checklist

## PRIOR TO YOUR YEAR

- Work with club president to conduct a members' survey.
- Meet with the secretary to discuss why members left the past year.
- Meet with service chair to discuss number of additional members needed to achieve service goals.
- Meet with PR/Marketing chair to discuss plans for the upcoming chair.
- Recruit members for committee.
- Review new member orientation and making any adjustments or changes needed.
- Create a plan for the year in conjunction with your committee, based upon the goals and needs of the club.
- Present training to members on how to talk about Kiwanis to potential members – consult with the club president to make practice an ongoing event at meetings.
- Order membership application and club brochures.

## THROUGHOUT THE KIWANIS YEAR

- All members are provided new member orientation – to be conducted prior to actual joining is preferred.
- Follow-up on all leads for new members.
- Do exit interviews with all members to determine why they are leaving the club.
- Work with club leadership to provide a strong Kiwanis experience for all members.

- Encourage all members to invite prospective members to club events.
- Keep all prospective member information in stock to share.
- Follow-up with members not attending, to determine how to keep them involved in the club.
- On-going recognition of member accomplishments and important life events.
- Send new member information and money to Kiwanis International immediately.
- Conduct induction ceremony for all new members.

## OCTOBER-DECEMBER

- Provide Kiwanis education to all club members at a club meeting.
- Plan a social event over the holidays. Take the time to ensure members all know each other and feel a part of the club.
- Follow up after the event with Thank You notes to all who attended, include an invitation to join the club for an upcoming service event.

## JANUARY-MARCH

- Work with your Service Leadership Program advisors to hold joint events with your program members and their parents or guardians. Use this celebration of partnership and support to also encourage others to join your club. This could be installations of officers, scholarship awards, or joint service projects.
- Continue to follow up with all people who have shown interest

in more club involvement.

- Take the opportunity on or around the Kiwanis birthday to plan a large fun, fellowship and recognition event to celebrate your members and their contribution to the community. Invite past members, supports and partners to celebrate the club's impact and successes.

## APRIL-JUNE

- Work with your service chair to start planning for a large service project to use as a membership event.
- Get all members to recommend the names of people who would be good members for your club.
- Use the Hosting a Membership Event to plan the event.
- Prepare the club for the event.
- Follow up from event to ensure all interested parties join the club.
- Begin working with your successor so that they can be prepared for their year.

## JULY-SEPTEMBER

- Make follow-up calls or have in-person conversations with people who have shown interest in the club to see if you can get them to join before the end of the year.
- Have in-person conversations with any members who may be thinking of dropping their membership to try to keep them involved.
- Conduct a membership contest amongst the membership to bring in more new members.



