



Club boost timeline checklist

Updated December 23, 2022

	Action Steps	Timeline
	District leadership should determine club/s (division or geographical area) that are interested in a boost.	Every month.
	Determine if both the officers and members of the club have the desire and dedication to make a boost happen.	Once identified as a boost candidate.
	Identify a club coach.	Once identified as a boost candidate.
	Guide the club through several ACE tools (preferably Member Survey, Community Survey and Rediscover Your Purpose) to understand the needs of their members and community stakeholders.	3-6 months before boost.
	Contact you Kiwanis International Area Director for assistance in selecting a club boost date.	At least 8 weeks before boost.
	Set date for club boost.	8 weeks before boost.
	Invite 6-8 members per club site to be part of the boost team.	8 weeks before boost.
	Identify team members who can meet with potential members one to two weeks before and after the boost event.	8 weeks before boost.
	Prepare a budget for club boost expenses.	8 weeks before boost.
	Train team members on how to make appointments/calls/texts/and how to go on appointments.	4-6 weeks before boost.
	Collate list of at least 100 to 150+ prospects on Google sheets for tracking and appointments.	At least 4-6 weeks before boost.
	Evaluate your club's current Facebook page and website. Ensure proper branding is being used and all information is up to date.	At least 4-6 weeks before boost.
	Utilize Two For Two program for warm introductions to potential members.	4 weeks before boost.
	Create or update club brochure or material that will be given to potential new members.	4 weeks before boost.
	Book hotel for boost attendees, if needed.	4 weeks before boost.
	Order boost box and prepare materials for recruiting teams.	4 weeks before boost.

Determine the type of event (service project, fundraiser, club meeting, etc.) you will invite potential members to during appointments.	4 weeks before boost.
Submit information for KI Communication department to create a Facebook Page for the club. If one already exists, grant admin rights to KI representative.	Information must be submitted 30+ days before the event.
Use the Google Sheet to begin contacting prospective members. (email, phone calls, in person visits).	2-4 weeks before boost.
Identify venue as central meeting place for daily meeting and debriefing.	2 weeks before boost.
Prepare mobile app for dues collection and membership application form.	Two weeks before boost.
Prepare teams of 2 to meet potential members.	One week before boost.
Confirm appointment times with potential members and share the names of who will be visiting them.	One week before boost.
Communicate with team members throughout the boost on appointment outcomes and updates/changes to the schedule.	During boost.
Follow up with all potential members, social media leads and contact list for those who showed interest. Remember to invite them to events and keep them up to date on club happenings via text, email, Facebook, etc.	Immediately following boost.
Connect with new members to identify who in their network might be potential members to add to the club.	One week post boost.

Digital marketing | Facebook advertising

Application for advertising support from Kiwanis International Communications team

https://kiwanis.formstack.com/forms/advertising_support