

Kiwanis

Planning Your Club's Success Kiwanis Club of Glendale June 2008



This guide for Kiwanis clubs is a tool to help clubs establish goals for the year. This guide will be helpful to track general club trends and steps necessary to improve club excellence and the member experience.

A successful Kiwanis club is able to:

- **Increase and sustain its membership base.**
- **Implement successful and meaningful service projects.**
- **Market Kiwanis and the club to its community.**
- **Inform members and enhance the member experience.**

The strategies listed in each section are proven methods that successful clubs have implemented to achieve these goals.

Membership Development Plan

Kiwanis Club of Glendale _____

Membership Information

Club Excellence Tool Score

93.10

Current number of members: 197

Number of members as of September 30 last year: 185

Number of members five years ago: 196 (6/1/2003)

Number of male members: 137 Number of female members: 60

Average age of members: 58.3

Number of members by length of service:

Less than 1 year: 23 1-3 years: 24 3-5 years: 14

5-10 years: 40 10-25 years: 61 More than 25 years: 35

Number of members who have sponsored a new member in the past two years: 29

Does club membership reflect the diversity of the community? Yes No

Has our club sponsored a new club within the last two years? Yes No

If yes, has our club implemented a plan to support and mentor the sponsored club?

Yes No

1. What makes our club attractive to new members?

Lively, fun, noisy, and active meetings with plenty of member involvement.

Plenty of service involvement (though more is needed).

2. What keeps our current members involved?

Those who are drafted into assignments and projects become active.

Communication through newsletters and email. More phone calls and personal contact would be even better.

3. What club habits should be changed to enhance the club experience for all current, new, and prospective members?

New members need better and frequent follow-up and given assignments.

Committees need to be organized and meet regularly with recruitment.

Club Administration

Goals:

Our Kiwanis club will develop an administrative structure and management system that supports the club's committees and members.

Our club plans to achieve our club administration goals by:

- Documenting the policies and procedures for the officers, directors, committee chairs and members.

Target Date: ___10/1/2008_____

Responsible: ___Club Administration: Policies & Procedures Subcommittee___

Measurable Impact: _Greater enthusiasm, attendance, growth, service_____

- Conducting a thorough officer, director and committee chair orientation and training prior to the beginning of the new fiscal year.

Target Date: ___8/23/2008_____

Responsible: ___President_____

Measurable Impact: _Effective club management and committee structure_____

- Supporting, monitoring, and publicizing committee meetings and activities continuously.

Target Date: ___10/1/2008_____

Responsible: ___Officers_____

Measurable Impact: _Effective, growing, dynamic committees that efficiently accomplish their assigned tasks_____

Membership Growth

Goals:

Our Kiwanis club will have a net gain of 15 members by the end of the current administrative year (September 30, 2008). (200)

Our Kiwanis club will have 225 members by September 30, 2009.

Our Kiwanis club will have 375 members by September 30, 2015.

Our club plans to achieve our growth goals by:

Increasing the number of prospective members at meetings or events by 100%.

Target Date: 12/31/2008

Responsible: Membership: Growth Subcommittee

Measurable Impact: Greater enthusiasm, attendance, growth, service

Developing a recruitment plan. (Available resources at www.kiwanis.org/theone/)

Target Date: 10/1/2008

Responsible: Membership: Growth Subcommittee

Measurable Impact: More applications, inductions, involvement, service

Involving 80% of the members in programs, projects, and fellowship activities.

Target Date: 9/30/2010

Responsible: Membership: Retention Subcommittee

Measurable Impact: Increase attendance and participation from existing "Spectators in good standing"

Creating a guest list for prospective members. _____

Target Date: 6/20/2008

Responsible: Secretary

Measurable Impact: Tracking tool for Membership Growth Subcommittee will improve follow-up and communication with prospective members.

Membership Growth (continued)

Our club plans to achieve our growth goals by:

Instituting a mentor system for new members for the first two years. _____

Target Date: __10/1/2008_____

Responsible: _Membership: Mentor Subcommittee_____

Measurable Impact: _Involve new members immediately by assignment to active committees and projects. The mentor coordinates with the sponsor. _____

Restoring the New Member Takeover club meeting. _____

Target Date: __8/1/2009_____

Responsible: _Membership: New Member Team Subcommittee_____

Measurable Impact: _New members develop camaraderie and teamwork in making the plans and preparations to run a club meeting in August. _____

Conducting a successful Special Guest Day program. _____

Target Date: __3/15/2009_____

Responsible: _Membership: Special Guest Day Subcommittee_____

Measurable Impact: __Follow the plan explicitly to obtain 25 new members (needs 200 prospect names submitted by club members). _____

Member Education

Goal: Our Kiwanis club will develop effective strategies to educate members.

Our club plans to achieve our education goal by:

Holding a follow-up new member orientation mixer within 30 days of joining.

Target Date: __10/15/2008_____

Responsible: __Membership: Mixer Subcommittee_____

Measurable Impact: _Members more knowledgeable about their significance, opportunities, and better acquainted with other members._____

Communicating the opportunities of club membership and involvement at each meeting.

Target Date: __10/1/2008_____

Responsible: __President_____

Measurable Impact: _Increased attendance at all events._____

Encouraging the incoming club officers and directors to participate in a Club Leadership Education (CLE) training session prior to assuming office.

Target Date: __8/23/2008_____

Responsible: __President_____

Measurable Impact: _Clear understanding of expectations, better organization, more conscientious performance of assigned duties and responsibilities._____

Providing a brief Kiwanis Education segment at each club meeting._____

Target Date: __10/1/2008_____

Responsible: __President_____

Measurable Impact: _____

Developing a clear statement of member expectations for all members._____

Target Date: __10/1/2008_____

Responsible: __Officers_____

Measurable Impact: _Increased knowledge and accountability and monitoring will increase member participation and results._____

Community Service

Goal: Our Kiwanis club will provide meaningful service to our community.

Our club plans to achieve our service goal by:

- Identifying needs for service in the community annually. (Community analysis available at www.kiwanis.org/theone/)

Target Date: __9/1/2008_____

Responsible: __Standing Service Committees_____

Measurable Impact: _Keep the service program contemporary, relevant, significant with a balance of financial and volunteer support needs._____

- Conducting at least one additional (new) service project this year for each Standing Service Committee.

Target Date: __10/1/2008_____

Responsible: __ Standing Service Committees _____

Measurable Impact: _Increased impact on the community and more opportunities (and need) for membership involvement._____

- Participating in a Kiwanis branded service project such as Read Around the World, Bring Up Grades, Terrific Kids, or Key Leader.

Target Date: __10/1/2008_____

Responsible: _Service Leadership Programs Committee_____

Measurable Impact: _Greater involvement with schools and children, directly serving our mission, using tools already prepared and available._____

- Involving each member in at least three service projects annually.

Target Date: __10/1/2008_____

Responsible: _ Standing Service Committees _____

Measurable Impact: _Increased effectiveness in community service impact with more participation – more hands, more expertise, more ideas, more fun._____

- Involving more members in the duck race._____

Target Date: __10/18/2008_____

Responsible: __Finance & Fundraising: Duck Race Committee_____

Measurable Impact: _More fun, more profitable, more community visibility._____

Community Service

Our club plans to achieve our service goal by:

Utilizing the website resources for committee communication, schedules of meetings and events, volunteer assignments and signups, task descriptions, reports, etc. _____

Target Date: __10/1/2008_____

Responsible: _Communications: Website Subcommittee_____

Measurable Impact: Technology training and support of committee personnel, and assignment of website responsibility by each committee and task leader, will improve the member participation. _____

Marketing and Public Relations

Goal: Our Kiwanis club will develop effective strategies to promote Kiwanis within our community.

Our club plans to achieve our marketing and public relations goal by:

Creating a new club brochure. (Template available at www.kiwanis.org/theone/)

Target Date: 3/1/2009

Responsible: Communications: Club Brochure Subcommittee

Measurable Impact: Prospective member guests, community response.

Promoting upcoming club activities through print and electronic media.

Target Date: 9/1/2008

Responsible: Communications: Marketing and Public Relations Subcommittee

Measurable Impact: Community visibility, membership interest, new projects, contributions, duck sponsorships and adoptions.

Telling our club's stories for the print and broadcast media through effective news releases bi-weekly.

Target Date: 9/25/2008

Responsible: Communications: Marketing and Public Relations Subcommittee

Measurable Impact: Closure with photos and reports of projects, meetings, and other accomplishments – more membership interest and general support.

Top 10 Resources To Help You Make a Difference

In service, recruitment and marketing!

To order resources below or ask questions:

Call 1-800-KIWANIS, ext. 411 or go online at www.kiwanis.org/theone/
You are just one click or call away from everything you need to grow and serve!

1	Contact Kiwanis Help Line	Get personal assistance, answers to questions, information and ideas about service, growth, marketing and membership. Speak to a specially trained representative by calling 1-800-KIWANIS, ext. 411.
2	Call for a Personalized Club Brochure	Kiwanis will create a personalized brochure to promote your club, recruit members, and build relationships with community supporters. We will print 50 copies free of charge!
3	Identify Who's Who	Identify occupations not represented in your club.
4	Request Prospect List	Provide us with your zip code and we will send you a list of prospective members in the business community including addresses, phone numbers, contact names and mailing labels. (US & Canada only)
5	Plan a Theme Party	Invite 4 community leaders under the age of 40 to a club meeting, ask someone who has benefited from your club's service to share their Kiwanis story and celebrate Kiwanis' contributions in your community. Ask for programs 4 under 40 (Item #90032) and Club Service Project (Item #90036).
6	Order Recruitment Materials	Give prospective members additional membership materials. Ask for the membership development packet (Item #90005K).
7	Conduct New Member Orientation	Educate new members about Kiwanis and its local service impact.
8	Celebrate Recruitment Success	Recognize your club members for their recruitment efforts through the 1-2-3 You Hold the Key! contest.
9	Reconnect with Missing Members!	Connect with inactive members. Order 8 Missing Member Responder postcards free of charge (Item #11794). Additional quantities available in sets of 60 for \$8.
10	Make a Difference	Change the world one child at a time. Do a service project in your community. Use the online Kiwanis Resource Booklet to help you get started!