

## Now's the Time to Start Planning Your May Membership Campaign!

*Your club needs to bring in new members each year to replace members it loses, to bring in new energy and new ideas, and to ensure there are enough members to support worthy service projects.*

*This year, Kiwanis International President Paul Palazzolo and PNW Governor Patrick Ewing are challenging every club in the Pacific Northwest to conduct a membership drive in May.*

*These 10 steps to a successful membership campaign will help your club achieve real growth this year:*

1. Order Materials
2. Set up your team
3. Plan your guest event
4. Develop a prospect list
5. Mail out information
6. Invite prospects in person
7. Hold the meeting
8. Follow up with invitees
9. Welcome new members
10. Start planning your next event

### STEP 1

#### Order Materials (March 2010)

The Member Services Department at Kiwanis International will send you *Changing Tomorrows Today* brochures (which include a membership application) and *Serving the Children of the World* tri-fold brochures for sharing the Kiwanis message. And if you don't have club brochures already, you can also order 50 full-color club brochures to share your club's information with these prospects. To order these materials, call 317-875-8755 or 1-800-KIWANIS, extension 411.

### STEP 2

#### Build Your Team (March 2010)

Surround yourself with people who are positive and who are committed to hosting a membership drive.

Gain approval from your club's board of directors. Board approval brings legitimacy to the project as well as the ability to budget the campaign. There are costs associated with a membership drive, such as postage and printed programs, meals, etc. that need to be taken into consideration.

You will need to form a membership drive committee, including these positions:

**Project lead:** The lead coordinates the entire program, orients the members to their responsibilities and supervises them during the drive.

**Lead for attendance:** The lead develops and secures approval of the prospect list, arranges for printing and mailing and ensures the attendance of members and guests.

**Lead for venue:** The lead is responsible for all special arrangements for the meeting time, place and physical setup, name tags, greeters and applications.

**Lead for meeting program:** The lead for program arranges speakers and sets the agenda for the special program.

**Lead for publicity:** The lead for publicity uses multiple avenues to let all members and interested parties know of the membership drive and the special guest program.

## STEP 3

**Plan Your Guest Event**

(Six Weeks Before Event)

**Pick a date and time.** Don't compete with other community, high traffic events or place it too close to other club activities. Your club's normal meeting day and time is ideal.

**Pick a venue.** Your normal meeting place should serve you well unless it is too small to accommodate the expected attendance.

**Plan your meeting agenda.** Here is one sample you can use as a guideline:

**SUGGESTED PROGRAM****1. Modified standard club opening (3 min.)**

You might want to forgo some of the usual traditions that might be misunderstood or make new attendees uncomfortable.

**2. Meal (20 min.)**

If your club has a meal, remember you will need to pay for the guests who attend.

**3. Welcome: Moderator (5 min.)** Introductions and order of agenda items. Ask each member and guest state their name and profession (or if retired, what their profession was).

**4. Club Achievements (5 min.)**

Ask a dynamic person in your club to talk about your club's achievements.

**5. Club Plans (3 min.)**

Have your club president talk about your club's upcoming projects and goals.

**6. New member perspective (3 min.)**

Ask the newest member to give their perspective.

**7. Club meeting program: Guest speaker (20 min.)**

This needs to be someone who can inspire your audience to want to provide service to the community. Make sure they have information about your Kiwanis club's projects.

**8. The Kiwanis experience (5 min.)**

The final word is best left to your club's best salesperson: someone who can ask invited guests to fill out an application to join the club.

## STEP 4

**Develop a Prospect List**

(Four Weeks Before Event)

Your club should develop a prospect list. You can use the Chamber of Commerce list, but the best prospects are people your members already know: their supermarket managers, their bankers, their insurance agents, etc. Kiwanis International has membership resources on its website that can help you come up with ideas.

You will need each prospect's full name, business name, and address. Consider offering a prize to the member who can bring in contact information for the most prospects! Make sure you have at least 50 names (100 or more is best) because only a third of those you invite are likely to attend, and not every person who attends will join.

## STEP 5

**Mail Out Information**

(Two Weeks Before Event)

Mail a letter on club letterhead to each prospect, including details about your club's special guest day, your club's membership, meetings, events and service projects. Include a club brochure or a copy of "Serving the Children of the World" tri-fold so they have something to consider.

## STEP 6

**Invite Prospects in Person**

(One Week Before Event)

After the letters have been mailed, teams of two should follow up with each person to extend a face-to-face invitation to the special guest meeting and answer any questions. Be sure to mention who recommended them. Keep a record of any follow-up communications. Assign people to make reminder phone calls to each attendee a couple days before the event.

## STEP 7

**Hold the Meeting**

(This Is The Big Day!)

**Focus on hospitality.** The purpose of the meeting is to inspire guests to join with you in your quest to *change the world one child and one community at a time*—keep this in mind while planning your meeting. Position greeters at the door to welcome everyone. Print name tags to aid greetings and conversation. Use place cards to guide the attendees to a seat between two Kiwanis members, and train each of those members on how to share the Kiwanis message and overcome objections. Set each guest's place with an ink pen, a Kiwanis "Changing Tomorrows Today" with application, a club brochure and maybe a small Kiwanis gift.

**Keep it positive.** Make sure that club business is left to another meeting, and remind members (at the meeting before) the importance of first impressions and the need to avoid negativity.

## STEP 8

**Follow Up With Invitees**(One Week After Event)

Within a week after the special event, touch base by phone, e-mail or personal post card with every guest. Do the same for everyone who said they'd come but didn't, inviting them to the next meeting. Make a personal visit before dropping them from the follow-up process. And don't forget, the best person to invite a new member is a new member.

Whether people join or not, ask each invitee for names of people of good character they would recommend for membership in Kiwanis. Referrals are a great way to bring in new members.

## STEP 9

**Welcome New Members**(In the Month After Event)

**Assign a mentor.** As soon as the member has indicated their intent to join, assign a mentor to the new member. A mentor has been proven to be a stabilizing force in the process. He or she can lead the new member through the maze of joining a new club and meeting new people as well as guide them to committee and service projects.

**Plan an orientation for new members.**

Orientation is a very important key to membership retention. In many cases clubs invite the spouses to this so they may learn more about the organization their partner is joining. Install the new members. Focus the whole meeting on the new members' installation with a sincere welcome to your club and an emphasis on getting to know the new members. Now it is time to get them involved.

## STEP 10

**Start Planning Your Next Event**

(June 2010)

Now that you have your first successful event under your belt, there is no better time to start planning the next membership event for September. Establish a timeframe for your next drive. Add to your ongoing prospect list the names of those who said, "Maybe later" or who were out of town.

This time, consider making your Service Leadership Program club(s) – or the need to establish one – the focus of your Special Guest meeting. Include parents, teachers, and school administration in your list of prospects.

# MEMBERSHIP CAMPAIGN PLANNING SHEET

**TEAM MEMBERS** (Step 3)

**Project lead:** .....

**Attendance:** .....

**Venue:** .....

**Program:** .....

**Publicity:** .....

.....:

.....:

**MAIL-OUT SUPPLIES CHECKLIST**  
(Step 1)

- Serving the Children of the World* tri-fold brochures (at least 100)
- Club Brochures (at least 100)
- Envelopes for *Serving the Children of the World* tri-fold brochures (at least 100)
- Stamps (at least 100)

**EVENT INFORMATION** (Step 4)

**Date:** .....

**Time:** .....

**Location:** .....

.....

**Menu:** .....

.....

**SPECIAL GUEST MEETING  
ITEMS SUPPLIES CHECKLIST**  
(Steps 1 and 7)

- Club Brochures (50)
- Changing Tomorrows Today* brochures including membership application (50)
- Pens for applications (50)

**PROGRAM** (Steps 4 and 7)

**Greeter #1:** .....

**Greeter #2:** .....

<u>Agenda Item</u>	<u>Speaker</u>
1. ....	.....
2. ....	.....
3. ....	.....
4. ....	.....
5. ....	.....
6. ....	.....
7. ....	.....
8. ....	.....

**PLANNING CHECKLIST**

- Step 1: Order Materials
- Step 2: Set Up Your Team
- Step 3: Plan Your Guest Event
- Step 4: Develop a Prospect List
- Step 5: Mail Out Information
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- Step 10: Start Planning Your Next Event



**MORE INFORMATION**

For a host of membership resources, visit <http://community.kiwanisone.org/media/8/default.aspx>  
**Still have questions?** Contact Kiwanis International at 1-800-KIWANIS, PNW Recruitment Chair Greg Holland at [hgcltd@shaw.ca](mailto:hgcltd@shaw.ca) or PNW Membership Team Leader Patrick Ewing at [Patrick.Ewing@shaw.ca](mailto:Patrick.Ewing@shaw.ca)