

Kiwanis

Pacific Northwest District



DIFFERENCE MAKER
WORLD CHANGER
KIWANIS MEMBER



www.pnwkiwanis.org

Club Member Recruitment Guide

Spring 2013 Focus: The Eliminate Project

Fall 2013 Focus: Kiwanis Children's Cancer Project

Your club's success is vital for those you serve and for our entire organization. As club leaders, the best thing you can do for your club is to help it grow, and one of the best tools I can offer to help is this Club Member Recruitment Guide. Clubs have used it successfully, and I encourage every club to try it in 2013.

*Also, consider having a special focus to your events this year: using the **Eliminate Project** in the spring and the **Kiwanis Children's Cancer Project** in the fall. Consider tying in your spring recruitment with Mother's Day to draw attention to how your club is helping mothers and their children, not just in your community but around the world.*

*The 10 simple steps outlined in this document will help your club achieve real growth this year. The personal touch goes a long way – **calling** or inviting people **in person** (Step 6) to the special guest meeting – even offering them a ride – is far better than just sending an email. And remember that **following up** with every potential member both before (Step 6) and especially **after** the meeting (Step 8) is very important.*

Thank you for all you do for your club, for Kiwanis, and for the Children of the world. I look forward to hearing about your new members!

Patrick Ewing
Eliminate Co-Chair

A 10-Step Guide

1. Order Materials
2. Set Up Your Team
3. Plan Your Guest Event
4. Develop a Prospect List
5. Mail Out Information
6. Invite Personally
7. Hold Meeting
8. Follow Up
9. Welcome New Members
10. Plan Your Next Event

Club Member Recruitment Guide 2013

STEP 1

Order Materials (6 Weeks Before Event)

Recruitment is a numbers game; for example, if you invite 50 people, you may get as many as 20 guests.

- If you do not have club brochures on hand, order at least 50 by calling Kiwanis International's Member Services at 1-800-KIWANIS, extension 411, or visit www.kiwanisone.org/Pages/Resources/default.aspx?PageID=43.
- Call 1-800-KIWANIS or send an email to Campaign@TheEliminateProject.org and order at least 20 copies of the Introduction to the Eliminate Project brochure.
- Print at least 20 copies of the Kiwanis membership application, which is available at: <http://community.kiwanisone.org/media/p/105.aspx>

STEP 2

Build Your Team

(6 Weeks Before Event)

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

membership drive. Get approval from your club's board of directors – including any funds you may need for costs such as postage and printed programs, meals, etc. that need to be taken into consideration. You will need to form a membership drive committee; we suggest these positions:

Project lead: Coordinates the entire program, orients team members to their responsibilities and ensures they are working together.

Lead for attendance: Develops and secures approval of the prospect list, arranges for printing and delivering of invitations, and ensures each invitee has one member assigned to meet them and to follow up with them after the event.

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: 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 (Five Weeks Before Event)

Pick a date and time. Consider Mother's Day Weekend or the week before if you're planning a Mother's Day project for Eliminate. Don't compete with other community, high traffic events or place it too close to other club activities.

Pick a venue. Your normal meeting place should serve you well unless too small to accommodate the expected guests.

Build a timed agenda. Do not let the meeting "drag".

SUGGESTED AGENDA

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** (15 min.) Optional. Do not charge guests.
3. **Welcome:** Moderator (5 min.) Introductions and agenda. Ask each member and guest to introduce themselves.

Theme: DIFFERENCE MAKERS

4. **Club Achievements** (5 min.) Ask a dynamic person in your club to talk about the club's achievements – especially those that have helped children and families.
5. **Club Plans** (3 min.) Have your club president talk about your club's upcoming service projects and service goals.
6. **New Member Perspective** (3 min.) Ask the newest member to say a few words about being a member.

Theme: WORLD CHANGERS

7. **Main Program: The Eliminate Project** (10-15 min.) Find an inspirational speaker to touch guests' hearts. If possible, show the video "Introducing the Eliminate Project". Mention how guests could save lives by supporting the club's upcoming projects.

Theme: KIWANIS MEMBERS

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)

In developing a guest list for your meeting, you can use the Chamber of Commerce list but the people most likely to join are people your members already know such as:

- Friends
- Spouses/Family
- Co-workers
- Store Owners
- Neighbors
- Church Members
- Clients
- Professionals

10 Simple Steps

You will need each prospect's full name, address and phone number. 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 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 so they have something to consider.

STEP 6

Invite Personally (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. Again, keep a record of any follow-up communications. Assign people to make reminder phone calls to each attendee a day or two before the event (and, ideally, to offer rides to the meeting).

STEP 7

Hold 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 club brochure, and a membership application. Keep the meeting positive and keep to the times on the agenda – don't let it drag on. 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 *(One Week After Event)*

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

STEP 9

Welcome New Members (In the Month After Event)

Assign mentors. A mentor has been proven to be a stabilizing force in the process. As soon as a member has indicated their intent to join, assign them a mentor. He or she can lead the new member learn about the club, meet other members, and get involved with 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

Plan Your Next Event (June)

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. Add to your ongoing prospect list the names of those who said, "Maybe later" or who were out of town. This time, consider making the **Kiwanis Children's Cancer Project** the focus of your Special Guest meeting (in addition to an overview of your other local projects, as with the May meeting). Visit www.kiwanis-kccp.org for more information on this excellent district project.

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Planning Checklist:

- Step 1: Order materials
- Step 2: Set You T am
- Step 3: Plan Your Guest Event
- Step 4: Develop a Prospect List
- Step 5: Mail Out Information
- Step 6: Invite Personally
- Step 7: Hold Meeting
- Step 8: Follow Up
- Step 9: Welcome New Member
- Step 10: Plan Your Next Event

Mailing Supplies Checklist (Steps 1 & 5)

At least 50:

- Club Brochures
- Envelopes
- Stamps

Special Guest Meeting Item Supplies Checklist (Step 1 & 7)

At least 20:

- Club brochures
- Eliminate brochures
- Membership applications
- Pens for applications

Team Members (Step 3)

Project lead: _____

Attendance: _____

Venue: _____

Program : _____

Publicity: _____

Other: _____

Other: _____

Event Information (Step 4)

Date : _____

Time: _____

Location: _____

Menu: _____

Agenda Information (Steps 4 & 7)

Greeter #1: _____

Greeter #2: _____

	Agenda Item	Lead
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____
8.	_____	_____

MORE INFORMATION

For a host of *membership* resources, visit
For information on getting *publicity*, visit
For information on *The Eliminate Project*, visit
For information on KCCP, visit

www.kiwanisone.org/membership
www.kiwanisone.org/awareness
www.theELIMINATEproject.org
www.kiwanis-kccp.org