1.) **HAVE MEANINGFUL MEETINGS**
   - Start/end club and board meetings on time.
   - Breakfast clubs and lunch clubs need timeliness.
   - Have an agenda for club meetings and board meetings.

2.) **FOCUS ON SERVICE PROJECTS**
   - Assess current projects of your club. See if they are still meeting the current needs of your community.
   - Conduct a community analysis to see what *new* needs exist, then get your club involved in meeting those needs.

3.) **FOCUS ON MEMBERSHIP**
   - Bring in new members – have at least one concentrated membership drive.
   - Retain current members by keeping them involved and following up on what they want out of their Kiwanis membership. Conduct a membership analysis to learn the wishes of your membership.
   - Delegate authority to get more members involved. It’s better for you and your club if you delegate.
   - **Establish a New Member Orientation that’s held before every induction of new members. THIS IS THE KEY TO RETENTION.**
   - Constantly be aware of your club’s net gains and losses of membership. Get ahead of the curve.
   - FACT: You will lose members through attrition i.e. death, moving, job change. New members are needed to replace those lost through natural attrition.
   - Cover the attrition loss & bring in even more members to **achieve positive growth**.
   - More Members = More Service

4.) **UTILIZE CLUB BOARD OF DIRECTORS FOR GUIDANCE**
   - Make sure the club board meets once a month.
   - Use the board to help set goals for the club.
   - During board meetings, use a short time for evaluation of progress.
   - The club is the team, the members of the board of directors are the coaches.
5.) FOSTER RECOGNITION AND FELLOWSHIP!
- Keep in mind that Kiwanians are volunteers. Recognize members for their efforts.
- Any small gesture of thanks or recognition will go a long way. Create good feelings for members’ time.
- Fellowship brings the club closer together & makes Kiwanis fun. As club leaders, foster this sense of fun spirit by conducting club business in a way that allows your members to enjoy the meeting. Happy $, Two Truths/One Lie, Guess Who?, etc.

6.) BE AWARE OF PROPER FINANCING FOR YOUR CLUB
- Set a budget for administrative and service activities.
- Estimate revenues and expenditures for administrative and service accounts.
- Budgeting allows you to determine what you need to do in terms of fund raisers and what you’ll be able to do in terms of service.

7.) FOSTER LEADERSHIP DEVELOPMENT
- Allow members to gain experience through chairmanships.
- Team current/veteran chairmen with new members who are potential chairmen.
- Nurture future leaders and portray the offices of President and Secretary as POSITIVE EXPERIENCES.
- Does your club have a progression of steps to the office of President?
- Does your club have too many retreats in the office of President?

8.) INCLUDE THE KIWANIS FAMILY (Circle K, Key Club, Builders Club, K-Kids, Aktion)
- Plan/do fun things – mini-golf tournament, bowling, volley ball, family picnic
- Share service projects
- Schedule Inter Clubs and make them fun
- Include the president(s) of your sponsored club(s) as ex-officio members of your club board of directors.

9.) UTILIZE PUBLIC RELATIONS (P.R.)
- INTERNAL PUBLIC RELATIONS – Keep your members informed with a club bulletin and encourage members to read Kiwanis Magazine and the district’s bulletin. (spot quiz at meetings)
- EXTERNAL PUBLIC RELATIONS – Spread news about the fantastic things your club is doing for your community. Promote fund raisers in the newspaper. Good P.R. helps your club because the community will be more receptive to your fund raising efforts when they see the great things being done with the money. It also helps your club because potential members will be more receptive to joining.
- Troubles getting the media to be receptive? Have an annual Media Appreciation Day as a club program.

10.) FOLLOW UP WITH CLUB EVALUATION
- Constantly assess how your club is doing during the year.
- Club monthly report copied, distributed & reviewed at monthly board meetings.
- Are you moving toward achieving service & membership goals. If not, ask “Why?”
- Be aware of club strengths and accentuate them.
- Be aware of club weaknesses. Bring them to the attention of the Club Board to develop ways to eliminate them.