Let’s Talk - YPs and Kiwanis Clubs

Kelly Dougherty and Katy Tylus
Background: Kelly Dougherty

- Hometown: Lake Orion
- Current Home: Auburn Hills
- Profession: Sales and Marketing Director - 3 Local Golf Clubs
- Kiwanis Family Experience:
  - Lake Orion HS Key Club
  - University of Michigan Circle K
  - Kiwanis
    - Madison Heights
      - Vice President
      - 2012-2015
    - Metro Detroit YP
      - President
      - 2015-Present
Background: Katy Tylus

- Hometown: Swartz Creek
- Current Home: Troy
- Profession: Political Fundraiser
- Kiwanis Family Experience:
  - Builders Club- President
  - Key Club- President
  - University of Michigan Circle K- Vice President
  - Kiwanis
    - Madison Heights
    - Secretary
    - Metro Detroit YP
    - President
Goals

1. Understand Young Professionals
   - Needs/Wants from Kiwanis

2. Develop a Strategy for Building YP Kiwanis Clubs

3. Expand the Idea of What a Kiwanis Club Can Be

Provide for the Longevity of Kiwanis in the Michigan District
Why Did You Join Kiwanis?

Why are you still in Kiwanis?
Why Did We Join Kiwanis?

• Key Club
• Circle K
• Love for Service
• Interest in Making New Friends
  • Hard to Meet People After College
• Desire to be a part of something bigger
  • Create Bigger Change in the World
Analyzing Young Professionals

• Age Requirement?
• Millenials
  • 47% of Millenials say the purpose of business is to improve society
  • 70% of Millenials spent at least 1 hour volunteering in 2014
  • 84% Donated Something in 2014
• The Times They are a Changing
  • Disruption of How Industries Work
    • Uber v. Taxis
  • Kick Starter
Throw Out the Playbook

Change is the Standard
Young People in Kiwanis

What to Consider

• Meetings
  • Frequency
  • Time

• Club Structure
  • Less formal
  • More fun

• Socials
  • Having Fun
  • Meeting New People
What to Consider

• Membership
  • Welcoming Atmosphere
  • Openness to new ideas
  • Easier in pairs
• Service Projects
  • Hands on Work
  • Impact
• Finances
  • YP’s are just starting out
    • Little expendable income
  • Dues structure
  • Personal Donations
Overview YP Kiwanis Clubs

• Expanding Club Model
• Flexibility
• Longevity of Kiwanis
• Service Focus
Developing Your YP Club

Club Vision
Meetings
Projects
Creating a Club Vision

• Need some future members to take the lead
  • A Pair or Small Group Works Best
  • There’s a lot to do!
  • Share the passion

• All comes back to Club Culture
  • What they Want Their Club to Be
Creating a Club Vision

- Common Themes:
  - Less Frequent and Formal Meetings
    - Monthly?
    - Quarterly?
  - Hands on Service Work
  - Frequent Club Socials
  - More Broad Location
    - Ex: Metro Detroit
Meeting Style

• Ultimately up to the members you bring together

• General Things
  • Less Formal
    • No Pledge, Prayer
    • No Songs
  • Keep Meetings Fun
    • Music
    • Games
  • Make it Social
    • Some clubs meet quarterly, but have a monthly happy hour as their regular meeting to bring people up to speed on club happenings
Meeting Style

• Develop Own Club Traditions
  • Examples from MDYP
    • My Two Cents
    • Birthdays
  • Speakers
    • Videos
  • Presentations
    • PowerPoint
    • Agenda
    • Picture Packed
Meeting Locations and Time

• Evening Meetings
  • Can’t get out during work day

• Things to Consider in Meeting Location
  • Many people are rushing from work - no time for dinner before the meeting
  • Looking for a fun atmosphere, but one to conduct business in
  • Bar and Grill Environment with separate room
  • Check the prices of meals to see if it will be feasible for members
Service Project Brainstorming

• Things to Consider:
  • Have a project planned before you have your first meeting
  • Flexible in number of volunteers
  • Weekend projects work best for majority of people
  • Find hands on work
    • People want to feel they impact they have

• Possible Ideas:
  • Tree Planting
  • Park Clean Up
  • Reading at a Library
  • Food Packaging
Social Brainstorming

• Things to Consider:
  • Have a social planned before you have your first meeting
  • Flexible in number of attendees
  • Weekend and evening projects work best for majority of people
  • Try to keep initial socials inexpensive

• Possible Ideas:
  • Happy Hour
  • Picnic
  • Movie Night
  • Brunch
How to Reach Potential Members

Now you have a foundation for a club, but how do you find the members.
Marketing/Recruitment Techniques

- Circle K and Key Club Alums
  - Reach Out to Local Universities
    - Attend their Meetings as guest speaker
  - Alumni Associations and Database
    - University Specific and CKI/KCI

You've got options.

You love to serve people. But life can be busy. Fortunately, there are several types of Kiwanis clubs—even beyond the classic club format. If you want to serve others with a group who loves service as much as you do, check out these club options.

READ MORE
Marketing/Recruitment Techniques

• Friends/Co-Workers
  • Invite people!
    • Don’t throw out this part of the playbook.
    • The number one reason people join Kiwanis is because someone asked.
Marketing/Recruitment Techniques

- Digital Marketing
  - Essential!
- Website
  - SEO - Google Search
- Social Media
  - Facebook
  - Instagram
  - LinkedIn
- Meet Up
- Craig's List
- Volunteer Match
Marketing/Recruitment Techniques

metrodetroitypkiwanis

Metro Detroit YP Kiwanis Join other young professionals serving the community. Check out our upcoming service projects, socials and meetings on our website. www.metrodetroitypkiwanis.org

17 posts 50 followers 102 following

THANK YOU for all the hours of service you’ve given to make the world better.

Thankful to be part of an organization that makes a difference in the world every day.

Our club had a great time last night at our December social at Campus Martius. A big thank you to Preston, the Michigan District Information and Technology Chair, for giving us a tour of Quicken as well. Great tour and what an amazing view of Campus Martius too! #ypkiwanis

500 people reached

Like Comment Share

Boost Post
Marketing/Recruitment Techniques

- Flyering
  - Fun and Eye Catching Design
  - Local Coffee Shops, Eateries, Etc.
  - Set Up as a Club Activity
- T-Shirts
  - Fun for Members
  - Promotes your Club!

www.metrodetroitypkiwanis.org
You have some members, now how does your club function
Club Structure

• Up to the members to set their structure
  • MDYP Example
    • Minimum 2 Service Projects per month
    • Minimum 1 Social Event Per Month
    • 1 Meeting per Month
    • Fundraisers periodically
  • Develop a Signature Project
    • Sense of Ownership
    • Something to take Pride in
Club Structure

• Executive Board
  • President
  • Vice President
  • Secretary
  • Treasurer
  • Directors:
    • Service
    • Social
    • Development
  • All Positions are 1 Year Terms
  • Meet Once a Month
Utilizing Technology

- Website
  - Online Calendar of Events
  - Availability to see upcoming projects and sign up right online
  - Available publicly so non-members can try out the club

Join Us for our Upcoming Club Events

World Medical Relief with Metro North Troy Kiwanis
Saturday June 4, 2016
9:00 AM - 11:30 AM
21725 Melrose Ave, Southfield, MI 48075

We will be joining Metro North Troy Kiwanis for one of their signature service projects. Every month they volunteer with World Medical Relief and this June we will be joining them! World Medical Relief is an organization that provides those in need with medical supplies, equipment and prescription. We will be helping to sort through all of the donations and surplus medical supplies that they receive. It is through the work of volunteers that World Medical Relief is able to reach more people both locally and across the globe with the medical supplies that they need.

Email Katie at kcarbin@gmail.com with any questions.

Sign Up For This Service Project!

Name *
[Input field]
First
[Input field]
Last
[Input field]
Email *
[Input field]
Phone Number *
[Input field]
Notes to Project Leader
[Input field]

Submit
Utilizing Technology

• Other Online Mechanisms
  • Facebook Events
  • Online Membership Form and Dues Payment
  • Member Spotlights
    • Get to know your members better and recognize everyone
  • Member Birthdays too
Communication

• Regular Communication to Members
  • Emails
    • Meeting Reminders
    • Projects Sign Up Reminders
    • Thank You for Attending Emails
  • Social Media Posts

Next Meeting
This Thursday
7:00 - 8:30 pm
Lockhart's BBQ
Royal Oak
Communication

- Club Overview
  - Informational Sheet or Brochure for New and Prospective Members
  - Learn More About Your Specific Club
    - Not just about Ki

Metro Detroit Young Professionals Kiwanis

Who are we?
As a young professional organization, we emphasize hands-on service work and club socials that fit around the busy lives of our members. We are part of Kiwanis International, a global organization dedicated to serving the children and communities of the world.

Service
We average 3 service events per month. You can sign up for as many or as few as you like. Previous events have included working with Books for Kids, the Boys and Girls Club, Grace Centers of Hope, etc.

Social
We average one social per month. Socials have included bar nights, a cider mill visit, and Zoo Brew.

How can you participate?
Come to a meeting, social, or service event
All upcoming events are located on the calendar on our website: www.metrodetroitykiwanis.org

Wondering if the club is for you?
Try us out for up to 60 days before paying membership dues.

Membership benefits:
Benefits include resume building, networking opportunities, the chance to go a number of local and international conferences, and insurance coverage while at service projects.

WWW.METRODETOITYPKIWANIS.ORG
What challenges will YP clubs face?

And how do you tackle them...
Struggles of YP Clubs

• Membership Retention
  • Members lives are in constant flux
  • Moving for Jobs, Grad School, Etc.
  • Need to double your membership every year to sustain the club

• Fundraising and Banking
  • Dues won’t be able to bolster a large administrative account
  • Need a strong sponsoring club to provide kick start cash
  • Initial Dues Payment to KI
    • Before Bank Account is Opened
Struggles of YP Clubs

• People who want to serve but not pay dues
  • Highlight Membership Benefits
  • 60 Day Trial Period

• Board Positions and Elections
  • Committing for an extended period of time is hard when life is in flux
  • Elections are very early every year
    • Hard to see that far in the future
Struggles of YPs in Traditional Clubs

• Immediate Leadership Expectations
  • Fresh Meat

• Closed Mind to New Ideas
  • Projects
  • Charities

• New Member Hazing
  • Admission Process
  • Immediate Tasks for New Members
Q & A Time

Fire Away!
Final Thoughts

UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.

—The Lorax
Metro Detroit Young Professionals Kiwanis

Website:  [www.metrodetroitypkiwanis.org](http://www.metrodetroitypkiwanis.org)

Meetings: Second Thursday of Every Month from 7:00 - 8:30 pm
Granite City - Troy, MI

Facebook: [MetroDetroitYPKiwanis](https://www.facebook.com/MetroDetroitYPKiwanis)