



Kiwanis[®]

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Lieutenant Governor Training Eye of the Tiger Documents

2017-2018

These materials have been written and designed by
President-elect Jim Rochford and his team of advisors.

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THE EYE OF THE TIGER

THE TIGER TEAM



Lieutenant Governor-elect

Thank you for your willingness to serve in the important job of lieutenant governor during the 2017-18 year. Frankly, no position has more impact on the success of a year than lieutenant governor. You are the primary contact for all the clubs, yet have an important relationship with your division, the district governor, and your formula team.

The criteria for being a distinguished division/lieutenant governor is very straightforward. If you open a club in your division, then you are a distinguished division/lieutenant governor. The other alternative is having 67% of the clubs in your division have a net increase of membership. Those are the only two ways in which you can become a distinguished division/lieutenant governor.

Kiwanis is at a crossroads, we are at our lowest membership number since 1953. In order to collectively open 409 clubs as a team, we need to rely upon committed lieutenant governors to get out and lead the way in their division on a site, which they can select as the best place to open a new club. You will see in the materials, steps of how to achieve success to not only opening a club, but open a club that will last many years and hopefully leave a legacy, attributable to your leadership.

At the same time, we have also enclosed many ideas to help strengthen existing clubs, so that we can continue to achieve even more service in our communities, by having stronger Kiwanis clubs. No one has a bigger impact on the strength of membership at the club level than a motivated lieutenant governor.

$1+1=3$, means that when we come together and work together under the umbrella of Kiwanis programs, what we can achieve greatly exceeds what we can do individually. Thank you for being a part of the team that will achieve many new clubs, but even more so a net increase in membership. This will guarantee even more service in our communities throughout the world.

We are asking everyone on the team to have the Eye of the Tiger, meaning that desire to achieve great things. Be better than good be best means to do the best job to leave the divisions in better shape than when we took over leadership on October 1, 2017.

Just as Roger Banister, did not listen to those who said it is physically impossible to run a mile in less than 4 minutes, I am asking each of you to have that same drive for achieving success, by working to open a new club and increase membership in all existing clubs in your division. What we can conceive and believe we can achieve. If we conceive that we can open new clubs and believe that we can strengthen existing membership in current clubs, then we can achieve a net increase in our overall membership!

Thanks again for your commitment to being a part of our team at this very important time in our history! I believe that you will hear from me on video and from a member of my Eye of the Tiger team on membership and new club opening at your training session. Thanks again for your commitment to make the world a better place through your hard work in your Kiwanis division.

Sincerely

Jim Rochford

Kiwanis International President-Elect

Formula #409

mlt2/kiwanis\lieut gov 12-15-16



Distinguished Criteria for 2017-18

(9/12/16)

Distinguished Criteria – District Level

A district and governor would be recognized as distinguished if either of the following criteria is met:

- 1) *Achieve the goal established by the Kiwanis International President-elect and governor-elect of a certain number of new clubs.

**Note: The goal established will be discussed and confirmed during individual meetings between the president-elect and governor-elect at the Governors-elect Education Conference.*

- 2) Net increase in membership; plus a minimum of two new Kiwanis clubs opened during the year.

Distinguished Criteria – Division Level

A division/lieutenant governor can be recognized as distinguished if either of the two following criteria is achieved:

- 1) Open a new club in the division.
- 2) At least two-thirds of clubs within the division achieve a net increase in membership.

Distinguished Criteria - Club Level

A club can be recognized as distinguished if either of the two following criteria is achieved:

- 1) Net increase in membership.
- 2) a) Sponsor a new Kiwanis club, AND;
b) Contribute an average of US\$10 per member to the Kiwanis International Foundation's Children's Fund, AND;
c) Club representation at the Kiwanis International Convention (ICON), AND;
d) Enter a project in the signature service project competition sponsored by Kiwanis International.

Distinguished Criteria - Member

Invite and sign up five new members into Kiwanis during the year with submission of their names and the clubs they joined.

KIWANIS INTERNATIONAL LIEUTENANT GOVERNOR TRAINING

Goal Setting:

Distinguished Criteria for 2017-18 will be based on either achieving your new club opening goal or an increase in net membership!

A few other critical needs will be promoted:

- Attendance at ICON
- Contributions to the Children's Fund
- Finishing Eliminate Pledges

YOU – as the CEO of your Division – need to be the most concerned person in your Division for membership and new Kiwanis Clubs! A goal should be like a serve in tennis, as in serving the ball as high as you can possibly touch, but not so high as to be unattainable . . . or being so low you can't get your weight behind that serve. Stretching yourself to the point where you can get your weight behind that serve makes the *best serve – and the best goal*.

Life is like the game of tennis; he or she who *serves best* seldom loses!

KIWANIS INTERNATIONAL

THE EYE OF THE TIGER

What is the “Eye of the Tiger” ?

Why have an Eye of the Tiger Team ?

First and foremost, we are at a critical point in our Kiwanis history. We are at the smallest in membership since 1953, and the opening of new clubs has been dwindling along with membership in existing clubs. Four of the six years *prior to the Formula* were our worst years in new club openings.

The Formula is making a significant impact in both membership and new clubs. The “Mega Field Effort” during President John Button’s year produced almost 40% of new clubs in the Americas that year. This was largely due to Kiwanians who went back home and opened new clubs after garnering experience in the field.

Kentucky-Tennessee was the only district in North America that had a net increase in membership during the recently completed 2015-16 Kiwanis year. That success was due largely to the efforts of Kendra Skidmore, Co-Chair of the Eye of the Tiger team. Kendra had never opened a new club before being on team Woodstock led by Jim Rochford and part of the Chicago “Mega Effort” in May of 2015. She then went home and opened a club. Later, she was co-captain with Jim Rochford on Formula club openings in Seattle and Philadelphia, where she again returned home and opened further clubs.

Because of the hard work by Kendra and the KT District, Rochford went there in October 2016 to lead a club opening effort. In 4 days, they recruited over 25 members for a new club and 8 for a second young professionals club. *A number of new club openers assisted and became trained in the process.*

Kendra and her local team scheduled 7 or 8 appointments for the first 2 days in the field; thereafter, the team worked on referrals from recruits into the new club(s). In the evenings, Jim presented membership recruiting events for existing clubs, resulting in approximately 24 new members into 3 existing clubs. The final night was spent holding an organizational meeting for the new club, including the election of officers.

The pre-work done by Kendra and her local team was a critical component of the success of this event, and along with the Formula “Mega Events” helped establish the principle of creating an Eye of the Tiger team to be a “Swat Team” to help in club opening and strengthening efforts.

The effort by Eye of the Tiger Team members (or anyone else) is similar:

A new club site is identified, and a sponsoring club is lined up in advance. The sponsoring club establishes 2 club counselors/coaches/mentors who should commit to join the new club as dues paying members and attend club meetings. Often, one of the two sponsoring club counselors serves as Charter Secretary, training a new member to eventually take on that position.

Appointments are set to begin the club recruiting effort. Typical appointments are with the mayor, school superintendents, principals, police chief, fire chief, bankers, insurance companies, investment agencies such as Edward Jones, food pantry, library, county administrator, Boys and Girls Club, Walmart, IHOP restaurant manager, etc.

The team builds on the vital preparation work done by the local team and recruits members in several days of concentrated effort, climaxed by a new club organization meeting.

In the evenings during this effort, membership nights for existing clubs can be established for one of the Eye of the Tiger team members to sell prospects on joining existing clubs, helping clubs strengthen themselves while the Tigers are in the field.

The Eye of the Tiger Team will not be able to come to every District, but **will** go to Districts which are trying to help themselves and are showing progress (perhaps they need a “shot in the arm”). The Tiger team is **not** to be looked at as the answer to all situations, but rather a way to help train folks and get results in increasing membership. The District will handle expenses for hotels, travel and meals.

Local teams should prepare club opening materials, obtain club opening kits, membership applications, new club petitions, etc. Local teams should also organize local opening teams and a coordinator to gather new call appointments and update information as it is gathered (see New Club Opening description herein).

Organization of the Eye of the Tiger Team includes two Coordinators; Kendra Skidmore as field coordinator and Past Governor Jim Dooley as administrative coordinator. President Rochford will spend as much time as possible with Kendra as they open and strengthen clubs. Each Kiwanis Area (USA Regions 1,2,3 and 4 as well as Canada, KIEF and ASPAC) will have an Area coordinator who will lead Tiger Team members.

The objective is to help Kiwanis Districts improve our membership as we open new clubs and strengthen existing clubs.

When an Eye of the Tiger team member comes to your area, it is to help local teams hone their skills at opening new clubs! Hopefully, club openings will increase exponentially as more Kiwanians develop their ability to improve membership.

NEW CLUB OPENING

SITE SELECTION

TIPS



KIWANIS INTERNATIONAL LIEUTENANT GOVERNOR TRAINING

Membership of Existing Clubs / New Clubs

Role of the Lieutenant Governor

The most important person in your Division – in terms of membership and new clubs – is you! It is vital that you have a good relationship with the Formula Team, the Eye of the Tiger Team, your Governor and the International President. *However, no one* is more responsible or has more of an impact on membership in your Division in 2017-18 than you. If the Lt. Governor and the Governor are not concerned about membership, then . . . who will be?

Statistical Comparison with other Civic Organizations:

Lions - 1.4 million members – 75% outside of North America
Rotary - 1.2 million members – 67% outside of North America
Kiwanis – 198,000 members – 70% *inside* North America
(70% of dues come from North America)

While both Lions and Rotary are primarily based outside of North America, *they both have more members in North America than Kiwanis has in the world.*

If we do not act **now** to strengthen existing clubs and open new clubs, we will cause serious harm to the best thing we do – SLPs. For example, Florida has over 22,000 Key Clubbers and just over 7,000 Kiwanis members. Alabama has almost 8,000 Key Clubbers and just over 3,000 Kiwanis members. Las Vegas has 50 Key Clubs and 7 Kiwanis Clubs, 5 of which are aging. To state the obvious, when we have more members, we give more service, and make more of an impact!

End of the Kiwanis Year Dump in Membership

Strictly relying on growth in existing clubs is a fallacy; it is not sufficient to result in a net increase in membership. At the end of the year, by the time you know where you stand on membership, it is too late. The only accurate accountability factor *throughout* The year is new clubs opened as you proceed through the year. You need to get a “Quick Start” and open a club in October and November *and continue to open clubs* from January through September!

Use the Kiwanis Formula Metrics information to keep yourself posted on this critical issue!

Why New Club Opening is Vital!

Four of the six years before the Formula was established were our worst years in new clubs opened. The two exceptions were Presidents Canaday and Palazzolo. One of these gentlemen was a tremendous club opener and the other a tremendous motivator.

The first two years of the Formula have seen an improvement in new clubs, but we have still not opened enough clubs to compensate for the “Dump” at the end of the year. At the same time, more clubs have closed in recent history than have been opened!

Our strongest back-to-back years in the modern era were Bo Shafer and Brian Cunat; both opened more than 300 new clubs. The best year in recent history for new clubs was 1990-91 with 408.

The Eye of the Tiger Team has committed to open 409 new Kiwanis Clubs in 2017-18 !!! (Think “Formula 409”)

1 + 1 = 3 ! When we come together and work under the umbrella of Kiwanis. What we can achieve together greatly exceeds what we can do individually. Any of us can do community service, the synergism of teamwork is powerful! *That* is why we need to work together with the tools available through the Formula and the Eye of the Tiger Team. The teams Governors and Lt. Governors must assemble with a goal of motivating their District and Division to focus on membership is vital,

HOW DO YOU DO IT? New Club Opening:

New Club Openers need to start by determining an appropriate site for a new club (see “Site Selection Factors” insert included herein).

- A. Site Selection
 - (1) “Orphan” Key Clubs in your Division
 - (2) A High School without a Key Club
 - (3) Any Community with a school

- B. Establish an Existing Club which will Sponsor the new club –
Need two Club Counselors (Mentors) from that club

The Club Counselors should be members of the new club (becoming dual club members). Their dues should be paid by the sponsoring club so they don’t have double dues personally.

One of the two Club Counselors should be the new club’s charter secretary, so they may train one of the new members to eventually take over that position.

The Club Counselors should take their job seriously, and at least one needs to be at each new club meeting.

- C. At new club recruiting events, work in teams of two (most successful method).

- D. Identify Best Prospects:
Approach schools: high schools for potential Key Clubs, grade schools for BUG, Terrific Kids . . . leading to builders Clubs and / or K-Kids.

Banks, Financial Institutions, Insurance Agents, Chiropractors, Police Departments, Fire Departments, other locally owned small businesses . . .all make good prospects.

Do Not Prejudge or be negative about whether someone is a good prospect to join.

How to make a Presentation to a Prospective Member

Build rapport. Everyone knows more about one thing than anyone else in the world (themselves). You need to build rapport quickly, and be sensitive to time constraints. Begin by asking what the prospect knows about Kiwanis; it can guide the conversation!

Elevator Speech: Kiwanis is an International Organization located in over 80 nations . . . What differentiates us from other community service groups is our emphasis on youth! Have you ever heard of Key Club? Key club is the largest youth run organization in the world . . . the goal is to plant the seeds for tomorrow's leaders by teaching them the value of doing community service so, when they are adults serving as a dental hygienist, a banker or a lawyer, they will want to continue giving back to the community.

We need 15 people to say that we think it would be a good idea to have a new Kiwanis Club here in _____. When we have that 15, we get them together and they would decide when, where, and how often they would like to meet. Most new clubs now meet twice per month (sometimes once per month)

Get the prospect to sign the petition, which simply states it is a good idea to have a club.

The next phase of the close is to give prospects the application. God gave us two ears and one mouth, because we are supposed to listen twice as much as we talk! When you give prospects the application, shut up and let them concentrate on filling it out!

The third phase is to ask for the check. "Kiwanis is a dues based organization, and your dues cover insurance so if anyone is hurt while doing a Kiwanis project, they are covered. We also cover liability insurance. Further, the Kiwanis organization offers a great deal of support for clubs, districts, publishes a newsletter of club activities and what others are doing, giving ideas.

Kiwanis gives a discounted rate of \$100 for new clubs. Thereafter, it is up to the club as to what dues they would charge Typically, clubs have dues of \$110 - \$125 depending on their local needs. *If the club is opening between January and September 2018, point out they will have a "bypass" of dues and will not have to pay bills again until October 1 of 2019.* This is to give new clubs a chance to "get on their feet".

If you are asked about dues before the third step of the close, do not dodge the question! Just give the same answer described above.

Most new club openers will talk too much! The second prevailing problem is fear of asking for the check. This saves time – and locks them in as a member.

The three-stage close is subtle and each step is more important than the prior one.

Ask for Referrals

Some of the best prospects: bankers, financial managers / investors, Insurance agencies, school personnel, law enforcement, former key clubbers or Circle K-ers, Wal Mart managers, CVS/Walgreen pharmacies, and Kiwanis Partners (Boys/Girls Clubs, IHOP, Jaycees, St. Jude, Children's Hospitals . . .

LIEUTENANT GOVERNOR TRAINING 2017-2018 NEW CLUB SITE SELECTION FACTORS

- An Area that has an ORPHANED Key Club or NO existing Key Club.
 - Some schools have their own community based service programs that are also easily transitioned into a Key Club.
- A community that has several school systems to allow continued growth once one service program is launched.
- Low visibility of other organizations present in the community.
 - Find out the existing clubs, meeting day and time so this new venture can accommodate members who might join multiple clubs.
- Identify and target community needs or risks.
 - Significant media coverage on issues targeted in the community: drugs, food pantry shortages, teen drinking, homelessness, poor school test scores, etc.
 - Many communities bordering or surrounding a larger city tend to feel significant impact but have limited or restricted support systems or finances available to assist with issues.
 - Reference the needs, because those that are community oriented are community proud and want to reflect the best version of their community.
- References from surrounding Kiwanis clubs and community members for contact points in an area.
 - Making connections in the community and using those contacts to build a list to approach for membership.
 - Many feel more comfortable when they know other's that are becoming involved.
- An area where an existing larger club is present with a need for alternative meeting time options and the area can sustain two thriving clubs.
 - Satellite club that has become large and ready to branch into an individual club of their own.

Club Opening Event Planning

Time line

- 3 Months prior to event
 - Establish dates for the event
 - Identify site(s) of club(s) to be opened
 - Complete site survey(s)
 - Identify and *get commitments* from sponsoring clubs
 - Meet with sponsoring clubs so they understand their responsibilities
 - Set up sites in the Formula Tracker
 - Identify Team Leaders for site(s)
 - Club opener
 - Club Counselor
 - District Governor
 - Lt. Governor
- 2 months prior to event
 - Steering committee meeting
 - Identify person to enter data in Formula Tracker System each day for each location
 - Train if needed
 - Determine service project for each location and where to meet
 - Identify meeting location for each community
 - Join each Chamber of Commerce
 - Meet with the chambers
- 1 month prior to event
 - Determine date, time & location for training
 - Invite cards printed for service project with time and location
 - Marketing –
 - Facebook pages designed and in use
 - Distribution of flyers throughout the communities
 - Marketing in each community (newspaper and Radio)
 - Signs to be posted “Kiwaniis is Coming to Town”
 - Compile list of locations/people that need to be contacted
 - Use chamber membership list
 - Use DDA membership list
 - School district – Superintendent
 - City Officials
- 2 Weeks prior to event
 - Finalize teams for each location
 - 3 teams of 2 for each location for 3 days
 - Make appointments for 3 days
 - Information on contact cards
- Days of the event
 - "Boots on the Ground" teams
 - 3 teams of 2 for each location for the 3 days
 - Meet each morning for instructions, organization

Club Opening Event Education Session

- 7:30 pm **Welcome & overview of Club Opening Event** Leader _____
- Vision of The Formula
 - How the event helps Kiwanis
- 7:45 pm **How to Invite/Talk about Kiwanis** Leader _____
- 25 minute presentation (videos) 20 minute role play*
- Initial visit to Mayor/highest elected official)
 - Initial visit to Superintendent of schools
 - Meeting with referrals
 - Common questions & concerns for potential charter members
- Resources:
- Club Opening Quick Start Guide
 - Engaging Potential Members Pocket Guide
 - Talking points when meeting with a community leader
 - Talking points when meeting with a superintendent of schools
 - Talking points when meeting with referral
 - Common questions & concerns for potential charter members
 - One Minute Speech
 - Just the Facts
- 8:30 pm **Logistics** Leader _____
- What can the teams do to be ready for the site?- Checklist- timeframe
 - (Chamber/maps/phone books, etc.)
 - Agenda for October 25-27
- Resources:
- Contact Card
- 8:45 pm **Club Counseling** Leader _____
- Specific to club mentoring for new clubs
 - Overview of what happens after the October 27-29 inviting days
- Resources:
- New Club Counseling Quick Start Guide
- 9:00 pm **Adjourn**

Club Opening Event Instructions

Meeting Location 1

Meeting Location 2

Meeting Location 2

- Arrive by 8:30 for morning instructions (Earlier if you want to eat Breakfast)
- Arrive by 12:30 for afternoon instructions
- Teams and schedule to be determined
- Dress business casual and wear Kiwanis logo apparel if you can
- Wear name tag
- Be respectful of the time of prospects

- Invite everyone to specific Service Event / Meeting
Example: May 12th @ 5:30 p.m. (leave invite card with each contact)
Grandville, XYZ Restaurant 900 Main St.

- Provide a box of supplies with:
 - Information that can be left with contacts
 - Tip sheets on how to approach contacts
 - Contact cards – should be filled out for each contact as much as possible
 - Business card with your contact information
 - Maps – if driver has GPS, it will be helpful
 - Schedule for the 3 days of the Opening Event
 - Stapler/ paper clips – (get prospect business card and staple to application)
 - Scratch paper for notes to attach to contact card
- Dues are \$100.00 for the first year. Check made out to “Kiwanis” and will not be cashed until club is officially organized
- At the end of your day, have someone return all the materials to starting location. If helping another day, pick up material at start of your day.

***Enjoy your experience of opening a
New Kiwanis Club!***

Date:

Acting in the belief that a Kiwanis Club established in _____ would be in the best interests of this community, we as citizens and as initial prospective members, give our unqualified endorsement to the action of petitioning Kiwanis International to establish a Kiwanis Club here.

It is our understanding that Kiwanis is dedicated to improving the world one child and one community at a time, and we support that goal.

Check if membership app/check submitted		Name	Occupation	Email address
1	A <input type="checkbox"/> C <input type="checkbox"/>			
2	A <input type="checkbox"/> C <input type="checkbox"/>			
3	A <input type="checkbox"/> C <input type="checkbox"/>			
4	A <input type="checkbox"/> C <input type="checkbox"/>			
5	A <input type="checkbox"/> C <input type="checkbox"/>			
6	A <input type="checkbox"/> C <input type="checkbox"/>			
7	A <input type="checkbox"/> C <input type="checkbox"/>			
8	A <input type="checkbox"/> C <input type="checkbox"/>			
9	A <input type="checkbox"/> C <input type="checkbox"/>			
10	A <input type="checkbox"/> C <input type="checkbox"/>			

Basic information:

Membership in chartered Kiwanis Club is limited to individuals over eighteen years of age who satisfy the qualifications for active membership, senior membership or honorary membership.

Give that Kiwanians are volunteers, if a person intends to join the new Kiwanis Club as a member, it is very helpful if the application for membership and an original membership fee is collected at this time.



Kiwaniis®

Permanent organization roster

Club name: _____

Address: _____

Province (if applicable): _____

Country: _____

Permanent organization date: _____

District: _____

Number reported: _____

Key number:
(for office use only)

The new club will receive a club roster from Kiwanis International once the club has been processed.

Signed: _____
Club president or secretary

Signed: _____
Club opener

Members (please complete as much as possible)

*All Kiwanis International correspondence will be sent to the primary address.

	Salutation	First name	Last name	Suffix	Nickname	Gender	*Primary address	Primary city	Primary province (if applicab)
	Mrs. Ms. Mr. Dr. Fr. Etc.					Male or Female			
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Kiwanis®

Standard Form for Club Bylaws and Policies As revised by Kiwanis International – October 2012

ARTICLE 1. NAME AND OBJECTS

- 1.1 This organization is the “Kiwaniis Club of _____” which is a member of Kiwanis International and exists only by charter granted by Kiwanis International.
- 1.2 The primary purpose of this club is to improve the quality of life for children and families worldwide by adhering to the Objects of Kiwanis International, which are:
 - To give primacy to the human and spiritual, rather than to the material values of life.
 - To encourage the daily living of the Golden Rule in all human relationships.
 - To promote the adoption and application of higher social, business, and professional standards.
 - To develop, by precept and example, a more intelligent, aggressive, and serviceable citizenship.
 - To provide, through this club, a practical means to form enduring friendships, to render altruistic service, and to build a better community.
 - To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism, and goodwill.

ARTICLE 2. MEMBERS

- 2.1 Adults of good character and good community standing may be admitted to membership in this club by invitation or by transfer from another Kiwanis club upon no less than a majority vote of the board.
- 2.2 Members in good standing are entitled to all rights and privileges of the club. To be in good standing, members are obligated to pay the dues and fees provided in club policy and comply with any other criteria provided in club policy.
- 2.3 Members not in good standing may be suspended or removed by no less than a majority vote of the board. At least fourteen (14) days previous notice of such pending action must be provided to the member. The member will have the right to appear to present his/her case to the board on or before the meeting at which action will be determined.
- 2.4 A member may resign by submitting written notice to the club. Any member who resigns or has been removed from club membership forfeits all interest in any club funds or property and all rights to use any Kiwanis marks.

ARTICLE 3. OPERATIONS

- 3.1 The administrative and fiscal year of this club is the same as Kiwanis International, which is October 1-September 30.

- 3.2 The board will determine the frequency, day, time, and place of regular club meetings, no less than once each month. Special club meetings may be called, and scheduled meetings may be cancelled or rescheduled, by a majority vote of the board or club members, provided at least 48 hours previous notice is given. Subject to laws of local jurisdiction, club members may meet and conduct business by any method that allows all participants to simultaneously communicate with each other or as otherwise allowed by law. Participation constitutes attendance. Normal club meeting rules apply. If any votes taken verbally are unclear, they should be taken by roll call.
- 3.3 One meeting each year between January 1 and May 15 will be designated as the annual meeting for club elections. At least 30 days previous notice of the annual meeting must be given to members.
- 3.4 This club may have standing committees as determined by a majority vote of the board and defined in club policy. The president may create and appoint additional committees as desired to conduct club goals and activities, subject to approval by the board, with their purpose, term, and duties defined upon creation.
- 3.5 At least one-third (1/3) of the club members in good standing constitutes a quorum, and no less than a majority vote of the members present and voting is required to approve all business unless otherwise provided in these bylaws or club policy. At least fourteen (14) days previous notice of any pending vote must be given to the members.
- 3.6 This club may host activities to inform club and community members about matters of public interest. However, this club will not express any opinion or take any action regarding any candidate, legislation, or other matters of a political nature.

ARTICLE 4. OFFICERS AND DIRECTORS

- 4.1 The officers will be a president, immediate past president, president-elect, treasurer, and secretary. The officers may also include one or more vice-president(s), if so defined in club policy. This club will also have a minimum of three (3) directors as stated in club policy. No offices may be held by the same person except those of secretary and treasurer, and no person shall simultaneously serve as an officer and a director. This club may also have such other offices as may be required by the laws of local jurisdiction. The names, terms, and duties of such offices, as well as the processes for elections and filling of vacancies, will be included in relevant provisions of the club's bylaws and/or policies.
- 4.2 Officers' duties are as defined below and as may be additionally provided in club policy:
 - The president acts as the club's executive officer; presides at all meetings of the members and the board; and regularly reports to both groups.
 - The secretary keeps the club's records; promptly reports membership changes to Kiwanis International; keeps minutes of club and board meetings; files required reports (if any) with local, national, and other government authorities; and regularly reports to the members and board.
 - The treasurer handles and accounts for all club funds on authority of the board; maintains club financial records; and regularly reports to the members and board.
 - The president-elect, immediate past president, and vice president (if any) have duties as usually pertain to the office or as may be assigned by the president or board.
- 4.3 Directors have such duties as usually pertain to the office or as may be assigned by the president or board.

ARTICLE 5. ELECTIONS AND VACANCIES

- 5.1 Each officer and director (and nominees for same) must be a member in good standing with this club. Any qualified, consenting member may be nominated either in advance or from the floor, according to club policy.
- 5.2 The immediate past president is the most recent president willing and able to serve. The secretary may be either appointed or elected, as provided in club policy. All other officers and directors, including the secretary unless he/she is appointed, will be elected at the club's annual meeting by a majority vote, following a process provided in club policy.
- 5.3 The president, immediate past president, president-elect, treasurer, secretary, and vice president(s), (if any) will serve one-year or two-year terms as provided in club policy, beginning October 1 of each year. Directors may serve up to three-year terms, as provided in club policy, with each term beginning October 1 after election.
- 5.4 Vacancies will be filled as follows:
 - President: by the president-elect, immediate past president, or vice president (if any), as provided in club policy.
 - Immediate past president: by the most recent president willing and able to serve.
 - For all other officers and directors, new elections will be held within 60 days, provided at least fourteen (14) days previous notice of the meeting and nomination(s) is given to the members. However, if the secretary is appointed, the president will appoint someone to fill the vacancy, subject to approval by the board.

ARTICLE 6. BOARD OF DIRECTORS

- 6.1 The club board of directors (referred to in these bylaws as "board") consists of the president, immediate past president, president-elect, treasurer, secretary, vice president(s) (if any), and all directors, and such other positions as may be required by the laws of local jurisdiction.
- 6.2 The board has the following responsibilities:
 - Provide general management of the club not otherwise delegated to the membership in these bylaws or club policy.
 - Assure the club complies with applicable governmental rules and regulations.
 - Determine the good-standing status of members in accordance with club policy.
 - Perform other duties as provided in these bylaws and club policy.
- 6.3 A majority of the members of the entire board constitutes a quorum, and a majority vote of the board members present and voting is required for all business unless otherwise provided in these bylaws or club policy.
- 6.4 The board will meet regularly at a designated place and time that it determines. The board may hold special meetings at the call of the president or a majority vote of the board, provided at least forty-eight (48) hours previous notice is given to board members of the date, time, place, and topic(s). Subject to laws of local jurisdiction, the board may meet and conduct business by any method that allows all participants to simultaneously communicate with each other or as otherwise allowed by law. Participation constitutes attendance. Normal board meeting rules apply. If any votes taken verbally are unclear, they should be taken by roll call.
- 6.5 The board may take no action in conflict with an action of the membership. Other than disciplinary measures, an action of the board may be rescinded or amended by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the members.

ARTICLE 7. DISCIPLINE

7.1 “Conduct unbecoming a member of the Kiwanis family” is defined in Kiwanis International Policy as any conduct that:

- is incompatible with the best interests of the public or of members of the Kiwanis family; or
- tends to harm the standing of Kiwanis in the local or global community.

- 7.2 a. If a written allegation of “conduct unbecoming a member of the Kiwanis family” is made against a member of a Kiwanis club, the club president shall immediately request from Kiwanis International a copy of the detailed procedures to be followed by clubs and shall appoint a special investigator to investigate the matter (or, if the club president is accused, the immediate past president shall act).
- b. The Board shall consider the investigation report and determine whether to hold a hearing on the matter. The President shall notify the accused member of the investigation results and whether the Board intends to pursue the allegation(s). If a hearing is held, the board shall then meet and report its decision, whether the member did or did not engage in “conduct unbecoming” and, based on that decision, the appropriate disciplinary action, if any, as follows: informal counseling, a verbal reprimand, written reprimand, suspension from office or club membership, or removal from office or club membership. The determination-of the discipline should be based on the seriousness of the unbecoming conduct. All disciplinary actions shall be documented in club records.
- c. If either the accused member or the investigator believes that some part of the investigation process was faulty or the determination was incorrect, either party has the right to appeal in writing the board’s decision(s) to the club membership. The appeal shall be heard at a special meeting of the club members in good standing. The decision of the club membership to uphold, reverse or change the board’s decisions(s) shall be final.
- d. If, at any point during the “conduct unbecoming” process, possible criminal wrongdoing is discovered, the matter shall be reported to the proper authorities.
- e. All materials, facts, and information related to the investigation, determination, and appeal (if any) shall be kept confidential at all times by any parties or persons involved in any part of the process.
- f. The club shall retain all official records on the matter (allegation report, investigation report, hearing record, board report, and appeal record if any) in a confidential file as long as required by applicable law, and shall send a copy to the Executive Director of Kiwanis International, to be retained in a confidential file.
- 7.3 A club shall discipline any member whose conduct is determined by the club to be “conduct unbecoming a member of the Kiwanis family,” or else the club shall be considered out of compliance with acceptable standards of Kiwanis International and may have its charter suspended or revoked as provided in the Kiwanis International Bylaws.
- 7.4 If an officer or director is alleged by the president or a majority vote of the board to be failing to perform his/her duties, the board will investigate the allegation and determine the matter at a special meeting in executive session held within forty-five (45) days after the investigation is complete or as soon as reasonably possible. Written notice of the allegation, investigation, and meeting must be given to the accused member at least thirty (30) days prior to the hearing. The accused member will be permitted to attend the hearing and present a defense. If the allegation(s) is sustained by no less than a two-third (2/3) vote of the entire board, the position will be declared vacant.

ARTICLE 8. FUNDS AND ACCOUNTING

- 8.1 Monies received for club service activities, regardless of source, may be used only for service activities. Separate accounting records must be maintained for service funds and administrative funds.
- 8.2 By October 15, the board will adopt separate budgets of estimated income and expenses for the administrative and service funds of the club.
- 8.3 The club's financial records will be examined annually by either (a) a qualified accounting firm; or (b) a standing financial review committee, as provided in club policy. The club's accounting records will be available for inspection by the accounting firm or the committee and, upon request, by the president or board. A written report of the annual financial examination shall be submitted to the board.
- 8.4 The board determines the official depository/ies of club funds and designates the person(s) authorized to pay club charges.
- 8.5 Club membership dues, fees, and other assessments, as provided in club policy, must be approved by two-thirds (2/3) vote of the members present and voting, provided at least fourteen (14) days previous notice of the vote and proposed amount is given to the members.
- 8.6 The club board will provide for the prompt payment of all dues, fees, and other obligations to Kiwanis International and to its district and federation (if any).
- 8.7 If this club ceases operations for any reason, the club board will provide for proper distribution of club funds or other assets, in accordance with applicable law. Funds or assets not otherwise designated will be transmitted to the Kiwanis International Foundation or the district foundation.

ARTICLE 9. AUTHORITIES

- 9.1 This club's bylaws and policies will comply with all applicable laws in its local jurisdiction.
- 9.2 For authority on all matters not covered by these bylaws, the following documents will apply, in this order of priority:
 - First—Kiwanis International bylaws;
 - Second—Kiwanis International policies and procedures;
 - Third—Federation bylaws (if any)
 - Fourth—District bylaws (if any)
 - Fifth—*Robert's Rules of Order Newly Revised* (latest edition)

ARTICLE 10. BYLAWS AND POLICIES

- 10.1 This club will incorporate or register as required by law with the proper government authority(ies) within one (1) year from its charter date and maintain such incorporation or registration.
- 10.2 These bylaws will only be amended to comply with the Standard Form for Club Bylaws, as approved now or in the future by Kiwanis International. Amendments may be adopted by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the members. These club bylaws and any amendments thereto are not effective unless approved by Kiwanis International.
- 10.3 If any provision of these bylaws is determined to be invalid, all other provisions still remain in effect.

10.4 The club membership shall consider and adopt the mandatory club policies required by Kiwanis International, which complete provisions stated in the bylaws. Adoption shall be by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the club members.

10.5 The club board may adopt other club policies that are not in contravention of the applicable laws, club bylaws, Kiwanis International bylaws, and district and federation bylaws (if any) by at least a majority vote of the club board members present and voting, provided at least fourteen (14) days previous notice is given to the board members. *(Note: Optional Policy L has special requirements for adoption.)*

Mandatory Club Policies

As stated in the club bylaws (Sec. 10.4): “The club membership shall consider and adopt the mandatory club policies required by Kiwanis International, which complete provisions stated in the bylaws. Adoption shall be by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the club members.”

Policies A- F must be considered, completed, and adopted by the club and submitted to Kiwanis International for approval with the club’s bylaws.

A. CLUBS DUES AND FEES

Notes: Use this policy to state the current amount of dues and other fees (if any) for your club.

(a) The dues and new member enrollment fee amounts should include the current Kiwanis International dues and fees, district dues and fees (and federation dues and fees, if any). (b) If new members are alumni of Service Leadership Programs, clubs should not charge them for Kiwanis International dues for two years after joining the club. (See Bylaws Section 8.5 regarding how club dues and fees are set.

Members will pay the following financial obligations to the club:

1. Currency: _____
2. Annual dues amount: _____
3. New member enrollment fee amount: _____
Note: If the enrollment fee is graduated or pro-rated, then state that, listing the minimum and maximum amounts. Example: “Graduated monthly, from \$10 to \$40.”
4. Other amount, if any: Item: _____ Amount:

Note: Repeat line 4 for each ‘other amount’ and complete as appropriate.

B. MEMBERS IN GOOD STANDING

Note: Per Bylaws Section 2.2, this policy provides uniform definition of ‘member in good standing’ for all members of the same club.

A member is not considered in good standing with the club if he/she:

1. Is more than [*choose one or both of the following by filling in the blank:* ___ months -or- ___ (amount) in arrears on dues or fees owed by that member.
2. *Optional:* Other requirement(s):
_____.

Note: This is where your club may list requirements, if any, which are not related to dues or fees. However, be cautious about listing other requirements, which must be enforced uniformly among all members.

C. OFFICERS AND DIRECTORS

Note: Complete the fields listed below as appropriate. (The provisions in this policy refer to Bylaws Sections 4.1 and 5.4.)

1. This club has [*state number*] ___ offices of vice-president. *Note: If your club has one or more offices of vice-president, state the number. If your club does not have the office of vice-president, state "0" (zero).*
2. This club has [*state number, three or more*] ___ directors. *Note: A minimum of three directors are required. There is no maximum number.*
3. A vacancy in the office of president shall be filled by [*check only one*] ___ the president-elect -or- ___ immediate past president -or- ___ the vice president*. **Note: If your club has more than one vice president, this shall be assumed to be the first vice president.*

D. OFFICERS AND DIRECTORS TERMS

Note: Per Bylaws Section 5.3, choose the appropriate number of years as the term for each officer or set of officers.

Officers and directors terms are as follows:

1. President, president-elect, immediate past president, and secretary (if appointed by the president): [*check one*] ___1 year -or- ___2 years.
2. Secretary: [*check one*] ___1 year -or- ___2 years. *Note: If appointed by the president, the secretary should have the same length of term as the president.*
3. Treasurer: [*check one*] ___1 year -or- ___2 years
4. Vice-president(s) (if any): [*check one*] ___1 year -or- ___2 years
5. All directors: [*check one*] ___1 year -or- ___2 years -or- ___3 years. *Note: If either 2- or 3-year terms are chosen, the directors will be elected so that only one-half or one-third of the terms are elected each year.*

E. OFFICERS AND DIRECTORS ELECTION PROCESS

Note: Per Bylaws Article 5, each club must adopt a written process for nomination and election of club officers and directors. The following process states the basic requirements for nominations and elections. The club may add requirements at its discretion (deadlines, special forms, nominating committee, etc) or as may be required by local law.

The election process for this club is as follows:

1. The club secretary will be [*check one*] ___appointed by the president and approved by the board -or- ___elected by the membership. If the club secretary is not elected, he/she will be appointed within one (1) week after elections are held. *Note: If the secretary and treasurer position are combined, the position should be elected, not appointed.*

2. Volunteers will be appointed to prepare the ballot, count the votes, and certify the results.
3. Nominations may be made in advance or from the floor during the annual meeting, with the consent of those nominated.
4. Cumulative voting is not allowed. Absentee ballots [*check one*]: __are -or- __are not allowed. Proxy ballots [*check one*]: __are -or- __are not allowed.
5. Ballots are only necessary when there are more nominees for an office than offices to be filled. If any ballot does not reflect a majority vote for one nominee, the nominee receiving the fewest votes will be dropped and a new vote taken for the remaining nominees; the same process will be followed until one nominee receives a majority of the votes. If there are more nominees for directors than offices to be filled, those receiving the highest number of votes will be declared elected without additional voting.
6. Electronic balloting is permitted for club elections. Secure website balloting is recommended to ensure privacy and accuracy. Use the KiwanisOne Club Management System or consult Kiwanis International for guidelines.
7. The club secretary will certify the election results to Kiwanis International (and to the district and federation, if any).
8. Incoming officers and directors are referred to as “-designate” (examples: president-elect-designate, secretary-designate, etc).
9. Additional requirements (if any) used by this club are:

_____.

Note: Repeat line 9 for each additional requirement and complete as appropriate.

F. ANNUAL FINANCIAL REVIEW

To perform its annual financial examination as stated in Bylaws Section 8.3, this club: [*check one of the following*]

1. ___Hires a qualified accounting firm; or
2. ___Has a standing financial review committee composed of two or more qualified* club members, excluding any board members. Selection of the members will be determined by vote of the [*check one*] ___ club board or ___ club membership. Committee members’ terms shall be for one year each, October 1 – September 30. It is recommended that no person serve more than three (3) consecutive terms.

Note: An annual examination of financial records should include, but not be limited to, bank reconciliations, income, disbursements, budgets, balance sheets and income and expense statements for both the administrative and service accounts, budgets, and any other financial records or reports of the club.

**If the accounting firm is affiliated with a club member, a conflict of interest form should be completed. Contact Kiwanis International for a sample form.*

***Qualified club members are those in good standing with the club who have financial or accounting experience.*

Optional Club Policies

As stated in the club bylaws (Sec. 10.5): “The club board may adopt other club policies that are not in contravention of the applicable laws, club bylaws, Kiwanis International bylaws, and district and federation bylaws (if any) by at least a majority vote of the club board members present and voting, provided at least fourteen (14) days previous notice is given to the board members.”

The policies listed below are for consideration by the club because they may assist in club operations. However, they are not mandatory and may or may not be adopted, at the club’s discretion. Optional policies do not require approval by Kiwanis International.

G. OPTIONAL POLICY: CLUB MEETING INFORMATION

Check here if the club wishes to have this policy.

Check here if the club does not wish to use this policy.

Note: Per Bylaws Section 3.2, each club is required to meet no less than once per month. The club board determines the frequency, day, time, and place of regular club meetings. The club may use this policy to list club meeting information. However, this is not a reporting mechanism; if your club’s meeting information changes, please report it separately to Kiwanis International.

1. This club meets [**select one**]: weekly twice per month monthly, as follows:
Examples: “Every Monday at 11:30 am”; or “1st and 3rd Wednesday at 7:30am.”

2. Club satellite meeting (if any):

Note: If the club has more than one satellite meeting, repeat line 2 and complete as appropriate.

H. OPTIONAL POLICY: ADDITIONAL DUTIES (if any) OF OFFICERS AND DIRECTORS

Check here if the club wishes to have this policy.

Check here if the club does not wish to use this policy.

Note: Per Bylaws Section 4.2, additional duties are not required, but may be added at the club’s discretion.

Officer’s and directors’ duties, other than those defined in the club bylaws, are as follows:

1. President: _____
2. President-elect: _____
3. Immediate past president: _____
4. Secretary: _____
5. Treasurer: _____
6. Vice president (if any): _____
7. Directors: _____

I. OPTIONAL POLICY: STANDING COMMITTEES (if any)

 Check here if the club wishes to have this policy.

 Check here if the club does not wish to use this policy.

Notes: (a) Per Bylaws Section 3.4, list all relevant standing committees. Kiwanis International recommends each club have standing committees on Membership (covers growth, retention, education, and public relations); Programs (covers club meetings and special events); and Service and Fundraising (covers community services, Service Leadership Program, and the Kiwanis International global campaign for children). These topics may be divided into separate committees. (b) If the club has opted for a standing Financial Review Committee in Policy F, you do not need to re-state that committee here.

This club has the following standing committees:

1. Committee name: _____
 Purpose: _____
 Duties: _____
 and such other duties as may be assigned by the board.
2. Committee name: _____
 Purpose: _____
 Duties: _____
 and such other duties as may be assigned by the board.
3. Committee name: _____
 Purpose: _____
 Duties: _____
 and such other duties as may be assigned by the board.

Note: If your club has additional standing committees, repeat the name, purpose, and duties lines above and complete as appropriate.

J. OPTIONAL POLICY: OTHER CLUB POSITIONS (if any)

 Check here if the club wishes to have this policy.

 Check here if the club does not wish to use this policy.

Note: Per Bylaws Section 6.1, use this policy to list any non-officer positions the club normally utilizes. If the club does not have or want any additional positions, disregard this option.

In addition to officers and directors specified in the bylaws and standing committees stated above, this club has the following other positions (such as administrative secretary, assistant treasurer, etc):

1. Position: _____ Term: ___ year(s)
 Duties: _____
 Who appoints or elects the position: _____

Note: If the club has more than one 'other position,' repeat the lines above and complete as appropriate.)

K. OPTIONAL POLICY: SPECIAL VOTE REQUIREMENTS (if any)

 Check here if the club wishes to have this policy.

 Check here if the club does not wish to use this policy.

Notes: (a) If the club wishes to require a vote on something not specified in the bylaws or mandatory policies, it should list it/them below. (b) Or, if the club wishes to require a higher vote than that stated in the bylaws or mandatory policies, it should list it/them below. (c) The requirement for such votes must first be adopted by each body they pertain to: the club board and/or the club membership. (d) If the club does not have any special items or higher vote requirements, disregard this option. This policy pertains to the Bylaws generally.

The vote required for particular types of business not covered in the club bylaws is as follows:

1. Type of business: _____
 requires [*check one*: majority -or- two-thirds -or- (other vote: state it here) _____] vote of the club [*check one* board -or- members] upon [*add number*] _____ days previous notice.

Note: If the club has more than one special vote requirement, repeat the lines above and complete as appropriate.

L. OPTIONAL POLICY: SPECIAL MEMBERSHIP TYPES (if any)

 Check here if the club wishes to have this policy.

 Check here if the club does not wish to use this policy.

Note: Use this policy to state any special types of membership the club may establish. If the club has no special membership types, disregard this option.

Clubs are urged to use caution and give thorough advance consideration before adopting any special types of membership. Adoption of special types of membership requires a three-fourths (3/4) vote of the club membership present and voting. Be aware that the only membership type recognized by Kiwanis International for dues, voting, or any other purposes is active (regular) membership and that full dues and fees must be paid by the club to Kiwanis International and the district (and federation, if any) for all members reported on the annual club roster, regardless of any discounts the club may grant for some membership types. All dues-paying members have the right of voting on club issues and holding club office or director positions, as provided in Section 2.2 of the club bylaws.

This club has the following special types of memberships with the stated criteria and benefits for each.

1. Special membership type (name): _____
 Special criteria: _____
 Special benefits: _____

Note: If the club has more than one special membership type, repeat the lines above and complete as appropriate.

M. OPTIONAL POLICY: ADDITIONAL TOPIC(S)

 Check here if the club wishes to have a policy on an additional topic(s).

 Check here if the club does not wish to have a policy on an additional topic(s).

Note: A club policy on an additional topic(s): (1) may not be in contravention of other Kiwanis governing documents or applicable local laws; (2) should assist club operations in a strategic way; (3) should be long-term, lasting multiple years, until or unless changed or rescinded; (4) must be properly adopted as stated in Section 10.5 of the Standard Form for Club Bylaws.

POLICY TITLE: _____

POLICY CONTENT: _____

Note: Repeat the two lines above for each additional club policy and complete as appropriate for each.

**Adoption and Approval
of Club Bylaws, Mandatory Policies, and Optional Policies**

If you have reviewed your edited bylaws and policies and are ready to submit this version to Kiwanis International for review and approval, choose the date the bylaws and policies were adopted by your club and hit Submit. Once you hit Submit, your new bylaws and policies will display under Pending Approval on the Club Bylaws Management Center dashboard until they are approved by Kiwanis International. If you need to make unexpected changes after submission, you'll have the option to unsubmit this version, edit it, and re-submit it.

Submitting these bylaws certifies that the club has properly adopted them. Proper adoption requires a two-thirds (2/3) vote of the club members in attendance at a meeting announced for that purpose and at which at least a quorum of members was present.

CLUB ADOPTION **KIWANIS INTERNATIONAL APPROVAL**

Date adopted by the Club:

Date approved by Kiwanis International

Club President or Secretary:

By:

CLUB STRENGTHENING



KIWANIS INTERNATIONAL

CLUB MEMBERSHIP GROWTH TIPS

- **START WITH A REVIEW OF YOUR CLUB – ANALYZE IT’S EFFECTIVENESS!**

It is *vital* to make sure your club is both inviting and rewarding to new members, and allows “membership satisfaction” soon after joining! If not, those new folks won’t stay.

USE THE “MEASURING MEMBER SATISFACTION” and “ANALYZING YOUR IMPACT” tools available on-line to facilitate a realistic review of what the club might look like to a new member!

- **PLAN A MEMBERSHIP DRIVE:**

Make sure the Club Board and Membership “Buy into” the Member Drive!

Within the Club, appoint a Membership Chairman AND a Membership team that is committed to growing the club; they should be folks who are positive . . . *and have good people skills!* Don’t pick folks who don’t relate well with others!

- **MAKE A PROSPECT LIST.**

This list should include neighbors, friends, acquaintances, professionals (lawyers, accountants, doctors, dentists, bankers, etc.). ANYONE who is a good citizen interested in kids and the community should be a good prospect!

- **GUEST EVENTS:**

SOME CLUBS have success with a “GUEST EVENT” at which they invite member prospects. This usually involves a “Draw” event which will entice people to attend. At the event, members should match up with guests so time is spent together and the sale can be made (It doesn’t work if guests are segregated from the current members)! Schmooze them!

Movie Party? St. Patricks Party? Trivia Night? Local coach to talk about team prospects? Sporting Event? Local Political Speaker?

The attached list of **Successful Membership Campaigns** which have worked for other clubs should be helpful. It gives some good examples!

Inviting Prospective Members to Service Events can be a great recruiting tool as well!

(Fix up the playground, have a Kids event, Food Pantry, Reading {literacy} programs, etc.)

- **MEMBERSHIP CAMPAIGNS:**

OTHER CLUBS take the Prospect List they have compiled, split into teams of two, and go talk to those prospects face-to-face! You can see a *lot of people* if you’re organized.

Often, this effort is made into a competitive contest - local prizes for the most members brought in by the team, a “Steak or Beans” dinner at the conclusion, etc.

PICK THE METHOD YOUR CLUB IS THE MOST COMFORTABLE WITH!

CLUB MEMBERSHIP GROWTH TIPS

Continued

- **BEFORE TALKING TO PROSPECTS:**

Practice your Kiwanis Story. Make sure it's upbeat and positive! You don't want to invite people by asking: "you wouldn't want to join our Kiwanis Club, would you? We need help!"

A **better approach** is to find out what interests your prospective member and tailor your conversation to those interests, communicating good reasons for joining Kiwanis like the community playground, the food pantry, etc. . . . *obviously emphasizing your club's most meaningful projects.*

- **IMPORTANT NOTE:**

DO IT! DON'T PROCRASTINATE!

Scarlett O'Hara from "Gone with the Wind" said, "I'll think about that tomorrow."

We need to get it done today.

FOLLOW UP IS CRITICAL TO A MEMBERSHIP CAMPAIGN:

- **AS YOU BRING IN NEW MEMBERS, don't ignore them!**
- **USE A "BUDDY SYSTEM"** to ensure they come into the fold. (existing members mentor new members, ensuring they feel welcome – and needed).
- **Give new members a job! SOON!** They didn't join just to sit around!
- **GIVE NEW MEMBERS an orientation**, so they fully understand Kiwanis and how the club functions.
- **HAVE AN INDUCTION** ceremony, giving new members a Kiwanis pin. Recognition for accomplishments is important!

HELP IS AVAILABLE!:

- **Your District Formula Team has members who are Club Counselors trained in Membership programs for existing clubs.**
- **Lt. Governors or your District's Formula Chairperson can help clubs contact local Club Counselors!**
- **There are many helpful tools for Club Strengthening available on line!**

KIWANIS INTERNATIONAL

LIEUTENANT GOVERNOR'S IMPACT

CLUB MEMBERSHIP

Lieutenant governors visit or speak to clubs often, and have a substantial impact on the attention clubs pay to membership. Kiwanians listen to their lieutenant governor, and you can use this natural respect to convince clubs to strengthen themselves through membership. Remember, more members mean more community service!

It is *vital* to make sure your clubs create a welcoming and rewarding atmosphere for members, allowing “membership satisfaction”.

Officer Installation presents an unusual opportunity for lieutenant governors to speak about the responsibilities of club officers, directors, membership committees *and regular members* for strengthening their club through membership improvement. They are *all* responsible for membership, and this is a superb opportunity to remind them of that fact. The need for strengthening the club can be interwoven into the installation comments, underscoring the importance of membership if the club is to remain (or become) strong and a positive influence on the community.

Division Council Meetings offer another opportunity to stress the importance of club membership, perhaps including *education and or club membership planning programs* as a part of this important meeting. Division council meetings are a wonderful vehicle for club sharing of ideas on membership growth campaigns. You, as lieutenant governor, have a substantial impact on steering meetings toward important and helpful subjects (including membership campaigns).

Focus on membership at each club visit and at division council meetings. Recognize new members and their sponsors; praise the membership chair and committee; praise the president for leadership and the secretary for getting new members processed promptly.

Lieutenant governors might initiate a club membership campaign by quarter, enlisting the governor to recognize divisions which win the quarterly campaigns in visits, the district magazine or the district website. Perhaps a big prize can be offered for the divisions which have the best membership record.

Five main topic suggestions to consider:

1. Membership
2. Sponsoring a new club
3. Attending convention
4. Supporting the Kiwanis Children's Fund
5. Signature projects

Lieutenant governor visits to clubs also offer a great way to focus on membership; take “Successful Membership Campaigns” on the road, and expose club members to ways they can get the job done! This is a good time to offer the assistance of the lieutenant governor, the Formula team club counselors, or the Eye of the Tiger team ideas on membership.

Remember, you as lieutenant governor are the representative of Kiwanis to clubs, and your leadership is critical to the success of clubs; you *can make a difference!*

SUCCESSFUL CLUB MEMBERSHIP CAMPAIGNS

The following is a list of extremely successful membership campaigns I have seen. I fully believe the single most important thing a club counselor can do is to help a club keep its eye on the fact that they need to continue to attract new members. The single biggest reason that a club fails is from stagnant membership and lack of new blood. The following are 12 membership campaign ideas that have been successful:

1. **KIWANIS BUCKS:** Make a “play” \$100 bill with the governor’s picture on it and a \$50 bill with the club president’s likeness on it. Use your imagination and change the bills as you wish!

TWO WAYS TO EARN KIWANIS BUCKS:

- (a) recruit a member and get \$100 in K-Bucks
- (b) donate an item for an auction . A donation of an item worth more than \$50, the donor receives \$100 in K-Bucks; a donation of \$50 or less is worth \$50 in K-Bucks. At the auction, members can only bid with K-Bucks.

The auction would be a social at the end of the campaign, perhaps the Kiwanis year, With guests (perhaps the Lt. Governor). Items that have been donated are bid on with K-Bucks. This event has worked at the club or Division level successfully.....

Successful Examples; This event has lead to 33 new members in one club and over 200 new members in a Division within one Kiwanis year!

2. **STEAK AND BEANS CHALLENGE:** Anyone who recruits a new member gets a reward at the end of a specified membership campaign . . . steak, along with new members recruited. Steak recipients sit at a specified table(s) to provide recognition. Everyone else, i.e. those who *did not* bring in a new member, gets beans! In many cases, the restaurant who hosts normal meetings provides the steak without additional cost.

Successful Examples: I have seen this event lead to 17 new members recruited in a 2 month period.

3. **GIFT CARDS:** Every member who recruits a new member receives a \$25 gift card. Collections of various types of gift cards are assembled and the member can choose the card he/she wants. The cards are presented at a club meeting so everyone can see the receipt of the gifts, hopefully motivating others to bring in a new member themselves!

Successful Examples: I have seen clubs get gift cards donated by restaurants at no cost to the club. Some clubs purchase a mixture of \$25 gift cards. Other ”twists” could be a \$25 discount on annual club dues, or a club Kiwanis shirt, or a donation to the club foundation, or a donation to the Kiwanis Children’s fund in the member’s name(s).

4. **POKER:** A member who recruits a new member gets to draw one card from a deck. At the end of the Kiwanis year, whoever has the best poker hand out of their five best cards

receives a \$100 gift card. The second best hand receives a \$50 gift card, and the third best hand receives a \$25 gift card. While the cards are being handed out, they are kept track of and posted at club meetings so attention is brought to the program and members stay engaged. Payoff can come at new member installation meeting(s) or annually at officer installation. The program creates enthusiasm and interest whenever a new member is brought into the club, building excitement over the drawing of cards.

5. **PING PONG BALLS:** Have a jar which has a Ping Pong ball for every member with an assigned number on it. At each meeting a ball would be drawn from the jar. If the member drawn has either signed in a new member *or* brought a prospective member as a guest, he/she will receive the next meeting's meal at no charge. This approach helps attendance at meetings and creates fun. **More guests will lead to many prospective member-guests being invited!**

6. **DESSERTS:** Anytime a new member is brought into the club, the sponsoring member and the new member receive a special dessert. A "big deal" can be made of it, perhaps served by the club president or membership chairperson. This gives recognition and emphasizes the importance of bringing a new member into the club.

7. **600 POUND GORILLA:** At the club level, a member's name is drawn at each meeting and if they have not brought into the club a new member *or* brought a prospective member to a meeting, they must take a "600 lb" stuffed gorilla home with them, bringing it back to each meeting until they bring a guest or recruit a new members. This is more of a "retribution" type of program, but can be enjoyable if it is done in a good-spirited way.

Successful Examples: This program has also worked well on a Division level, where the Lt. Governor delivers the Gorilla to a club, which must keep it at their meetings until they have signed on a new member. Once that happens, the club interclubs with another club in their Division, delivering the Gorilla to the target club, which must keep the Gorilla until they sign a new member into *their* club! This gets repeated throughout the year, and can be emphasized at Division Council meetings. Clubs want to "get the monkey off their back", so it encourages them to bring in new members more quickly.

8. **SOCIAL:** This approach works in many different ways, such as a wine and cheese event in the evening with a person good at "sale closings" highlighting the good things about Kiwanis and the club. All members are encouraged to bring prospective members they know.

Successful Examples: This has worked on two occasions I saw where 9 new members were recruited at one event and 7 at another. Also, I have seen a new club do this, recruiting 4 additional members! In some cases, entertainment has been featured as a draw – one event had a music impersonator and another had a country/western singer.

9. **MEMBER RECRUITMENT MEETING WITH A CUTTING EDGE PROGRAM:** Have a congressman, mayor, football or basketball coach from the local high school, etc. The program should be one which a prospective member would *really want to hear*. Have the best salesman in the club work at closing people on joining the club, giving an overview on the impact the club has had in the community.

10. **BASEBALL TEAM:** Have a one or two-month competition and divide the club into teams with a baseball team as the name of each team. Club members wear hats or shirts to show their support for their particular team. Whichever team recruits the most new members during the contest receives a team prize, such as special food and recognition at the club meeting. Each team captain or a representative would say a few words at each meeting to build enthusiasm and let the competitive juices flow!

11. **KEY CLUB PARENT SOCIAL:** Invite Key Clubbers and their parents to come to a meeting just for them and provide Pizza and a presentation on what the Key Club has done, perhaps event involving a Key Club member to speak as well. Have a gifted Kiwanis member close the Key Club Parents on the need to support / join the efforts of the Kiwanis Club in helping the local SLPs (particularly Key Club).

SUCCESSFUL EXAMPLES: I have seen it result in five or more members on three separate occasions.

12. **DISTRICT CONVENTIONS:** Have convention attendees sign a “contract” to recruit a member between the convention and the end of the current Kiwanis year. For signing this pledge, they receive a special prize.

SUCCESSFUL EXAMPLES: Many different things have been used successfully as a prize giveaway for signing the pledge. Some examples of prizes:

- A T-shirt that says . . . “I would give the shirt off my back for a new Kiwanis member”
- A Kiwanis mug where the sitting governor is pictured as a pilot and the mug says:
“Needs a co-pilot, recruit a new member”

This approach works best if those who pledge get their prize up-front *and* there is a plan to follow up with emails and phone calls to get the name of the new member ultimately recruited. I have seen as many as 200 members added between the convention and the end of the Kiwanis year!

All Lt. Governors should recognize the clubs that have added the most new members and sponsored new clubs. The individuals doing that job should also be recognized. Perhaps the Governor could have a special coffee time with the Lt. Governor and clubs who added the most new members (or sponsored new clubs) . . . OR perhaps the Governor would visit the Divisions with the largest increase in membership. The same could be true for Lt. Governors visiting the clubs with the largest increase in membership. Members like spending time with their Governor and Lt. Governor, and it does not cost much to give this kind of recognition!

Jim Rochford

LIEUTENANT GOVERNOR TRAINING 2017-2018

12 TRAITS OF SUCCESSFUL CLUBS

1. Have Meaningful Meetings

- a. Start, End on time – Use an Agenda!
- b. Concentrate on meaningful programs
- c. Include Member Recognition

2. FOCUS on Service Projects

- a. Do a regular “Community Analysis” to focus on community needs
- b. Use Kiwanis Service Projects (BUG, Terrific Kids, etc.)
- c. Assess Service Projects to review their effectiveness

3. FOCUS on MEMBER RETENTION

- a. Conduct a “Member Survey” as part of annual club assessment
- b. Conduct new member orientations regularly for those who have recently joined
- c. Assign *everyone* a job
- d. Coax members into service projects (instills sense of responsibility)

4. FOCUS on MEMBER RECRUITMENT

- a. Set a goal
- b. Make a definite time frame
- c. Make recruiting FUN!

5. USE the Club Board of Directors

- a. Establish goals with the whole board participating.
- b. Review progress toward established goals - *regularly*.
- c. Review monthly secretary report at board meetings.

6. CELEBRATE AND RECOGNIZE accomplishments

- a. Keep some inexpensive “rewards” on hand.
- b. Say Thank You – OFTEN! Recognize soon after the accomplishment.

7. Generate FUN and FELLOWSHIP

- a. Don't be afraid to “banter”.
- b. Happy Dollars, Two Truths and a Lie, Other?
- c. Visit www.KiwanisOne.org for ideas

8. Be AWARE of Proper FINANCING for the Club

- a. Set, follow a budget.
- b. Keep administrative, service (charity) accounts separate.
- c. Review fundraisers for effectiveness.

9. ENCOURAGE LEADERSHIP DEVELOPMENT

- a. Team current (new) and veteran committee chairmen together.
- b. Encourage new members, give them a job!

10. FULFILL PROMISES of Kiwanis Family (SLP) Sponsorship

- a. Plan fun events, share service projects with Kiwanis family members.
- b. Schedule interclub visits with Kiwanis family members . . .
- c. Include the Presidents of sponsored clubs in board meetings.

11. TELL THE KIWANIS STORY – LOUDLY!

- a. Build, maintain a club website.
- b. Do a Club bulletin; use email “blasts” as reminders.
- c. Have annual media appreciation day to build relationships.

12. FOLLOW UP – make Club Evaluations and Assessments

- a. Spend time at board meetings evaluating.
- b. Review the Secretary’s Report for missing actions.
- c. Analyze club strengths and weaknesses, at least annually.

KIWANIS INTERNATIONAL

Inviting a Person to Join Kiwanis

1. Approach: At first, talk about anything except Kiwanis. The idea is to look around and see what the person is interested in . . . or, in general talk, discover an interest the prospect has. GETTING THE OTHER PERSON TO TALK is the key. The more he/she talks, the better! Look for pictures or trophies on the wall; be genuinely interested and show it. The objective is to build rapport.

2. Qualify: Ask what the person knows about Kiwanis. If the prospect has some knowledge, ask him/her to tell more, focusing on the person's positive experience. Then move on to the questions. If the response is "I've heard of it but . . ." (uncertain), use the defining statement and move on to the questions below.

Ask questions about his/her interest in children, the community and family. Find out what trips their trigger with children. Maybe it will be Scouts, Little League, children, grandchildren, special needs children, hungry children, or general children's needs. Perhaps the person might have a special talent or interest he/she would enjoy sharing with children.

3. Programs: When that connection is made, you can say, "I see you have a great interest in children, as I do" and begin explaining Kiwanis programs like K-Kids, BUG, Builders Clubs, Key Clubs, Circle K, Aktion Clubs, etc. Then mention some of the needs the *prospect* mentioned . . . Scouts, Boys/Girls Clubs, etc. You are now demonstrating the mission, focus, and goals of Kiwanis. ***Pause for responses; don't talk too much!***

4. Trial Close: Ask the prospect if he/she is ready to join the greatest organization for helping young people in the world. At this point, the prospect may offers excuses or objections. The objections will usually be along three lines: not enough time . . . not enough money . . .too committed to other things right now. If you answer these things satisfactorily, you will have a new member!

- Time: What is the life of a child worth? Explain that Kiwanis is comprised totally of volunteers. Each of us does what we can, when we want to do it. NO ONE will push a member to do more than they can.
- Money: For less than the cost of a golf club, fishing rod, purse . . . you can be a member of Kiwanis and help change lives.
- Commitment . . . We are *all* committed to *something*, but what can be greater than helping children? Now that you have nicely answered the objections . . .

5. Close: Say something like: "There are so many children who need us, and our Kiwanis Club needs people like YOU. Won't you come and join us in helping children?" Then say nothing. Let the prospect respond . . . hopefully with a yes.

OR the Rochford 3-Step Close:

- Show the Petition form (enclosed) endorsing the formation of a new Kiwanis club in the community in support of the goal of improving the world one child and one community at a time.
- Ask the person if he/she will complete an application form to become a member/charter member of the new club in the community and work toward that goal.
- Ask the person for a \$100 charter member fee. Explain that the check will not be cashed until there are enough members to charter the club and that we will keep him/her informed in the interim.

If by chance, the prospect is unable to join Kiwanis, be sure to thank him/her for taking the time to talk about Kiwanis. You want everyone to know about this great organization, and when he/she hears about a new Kiwanis club in town, he/she will know its purpose and what others are talking about. Ask permission to stay in touch. Lastly, ask, “Do you know anyone else who loves children and might be interested in joining Kiwanis to help children have a better life?”

Get names, addresses, phone numbers, email addresses and check your prospect list to ensure they are new. Thank the prospect for his/her time, interest and support of Kiwanis.

GOVERNOR VISITS TO DIVISIONS



LIEUTENANT GOVERNOR ELECT TRAINING

GOVERNOR VISITS AND MEMBERSHIP EVENTS

LIEUTENANT GOVERNORS often get caught in a plethora of “diversions” which keep them from their main task – strengthening their division!

That is accomplished by strengthening clubs, and clubs are strengthened by having an active program - - - with enough people in the club to do the job effectively!

A lieutenant governor can carry that message, and help his/her clubs get stronger by bringing in new members (with new ideas) – or can get distracted by all the many ceremonial things demanded of them! In short, to be blunt, you MUST remain focused on opening new clubs and strengthening existing clubs!

INSTEAD OF MAKING A GRAND TOUR ala the first visit by a new “Royal Regent” with ceremony, pomp and circumstance, wouldn’t it be more productive to make that tour a series of Divisional Club Strengthening Seminars focused on doing more to make the clubs – *and the Division*, do a better job for the kids?

This carries a HUGE message to Clubs, and their officers – about what is important!

Many of us remember being told consistently that membership was important, and then, immediately afterwards, being bombarded with a huge pile of demands which literally *prevents doing the job*. Don’t get distracted!

FOR INSTANCE . . . what if the annual governor visit to the Division was made a “Member Recruitment Talk” encouraging folks to join Kiwanis? You as lieutenant governor, club presidents and membership chairs could do preliminary work to attract prospective new members to the governor visit, make it a fun event, and get new folks sold on joining Kiwanis that night!

THIS WOULD BE MUCH MORE EFFECTIVE – and useful – than having a “Baby Kissing” event to glorify the governor!

Clubs follow the lead of their governor and lieutenant governor; they’ll get the message about what is important!

The documents enclosed do two different things:

- **The “Traits of Successful Clubs” help you – and your clubs – appraise strong vs. weak clubs**, allowing you (and your club boards) to prioritize where the most help is needed. It’s a summary of priorities spoken of by Past Presidents Paul Palazzolo and Alan Penn.
- **“Successful Club Membership Campaigns” is a summary of membership campaigns made by President Rochford** which have been used successfully by clubs all over the Kiwanis world. The common theme is their concentration on the job of getting new members, getting those new members into active participation, and *having fun in the process!*

It is important for the lieutenant governor to take the membership lead in all division activities, setting an example for their clubs . . . and, perhaps, changing the culture so the future will allow your division to remain focused on its job of getting stronger!

Use these documents as guides, but don’t be limited by them! Don’t be afraid to try new things and then analyze them!

If ALL your division and district events included orientation on how to strengthen individual clubs, more clubs would participate because they would gain specific ideas and be motivated by them!

KIWANIS INTERNATIONAL

GOVERNOR VISIT / MEMBERSHIP RECRUITING CHECKLIST Guide to holding a Club or Division Membership Event at Governor Visit

(Paraphrased from “Hosting a Membership Drive” in Kiwanis Membership Committee workbook,
which offers other membership event suggestions)

_____ **Two months before the scheduled governor visit, each club should build a team responsible for:**

- ___ Confirming the date of the governor visit
- ___ Establishing a venue; usually entails selecting a menu
- ___ Arrange for a short entertainment or other program as a recruiting tool (if you wish)
- ___ Write, publish press releases, promote the event to surrounding businesses and organizations
- ___ Order copies of the “Join us” brochure from the Kiwanis Family Store to be used when calling on prospects / invitees
- ___ Develop similar brochures featuring the activities, service projects of each club
- ___ Develop a “Prospective Member” List – folks clubs should ask to join!

_____ **Six weeks before the scheduled governor visit,**

- ___ Begin recruiting! Designated members of the club team should start talking to folks on the prospect list, inviting them to come to the big event!
(Clubs should pay for the meal of their invited guests)

___ **RECRUITING IS CRUCIAL! THE SUCCESS OF THIS EVENT DEPENDS ON POTENTIAL NEW MEMBERS COMING!**

_____ **As the event nears:**

- ___ **FOLLOW UP IS ALSO CRUCIAL!** Don’t just assume folks will show up! Send Invitations, and make calls! Don’t just email! Everybody ignores emails!
- ___ Perhaps club members should be assigned to picking up, delivering, and entertaining prospects to ensure they have a good time (and sign an application . . . and a check!)

___ The team should regularly check all of the above to ensure everything is in order.
Preparation and follow-up are the keys to success!

___ Make sure prospect/guests are well attended; make sure applications are on hand!

A member should host and be with each guest to ensure they have a good
experience at this event.

___ **FOLLOW UP! FOLLOW UP! FOLLOW UP!**

Kiwanis Children's Fund

As lieutenant governor, you're an important part of helping fulfill the mission of the Kiwanis International Foundation: to financially assist Kiwanis International in serving the children of the world. You'll be an advocate for our foundation within your division. So it's important to know what the foundation does and how gifts help the Kiwanis family reach children in need. The foundation makes different kinds of gift opportunities available to Kiwanians—and each makes a difference in ways that would otherwise remain beyond the resources of Kiwanis clubs and districts.

TODAY. With gifts to the Kiwanis Children's Fund, donors extend their impact immediately by supporting programs and initiatives that help Kiwanians change the lives of children today. From foundation grants to scholarship programs, our foundation reaches children in communities near and far. Grants to clubs, districts and district foundations are only the start of the Kiwanis impact. A donor's generosity to the Kiwanis Children's Fund also supports our foundation's grants for Kiwanis family programs.

TOMORROW. With our Global Campaign for Children, the Kiwanis family makes a positive impact on the health and welfare of children worldwide. The campaign gift a club or person makes now will change the world tomorrow. Currently Kiwanis has joined forces with UNICEF through 2015 for The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus. Our goal is to raise US\$110 million—helping the Kiwanis family save or protect 61 million mothers and babies. It's a monumental effort ... to protect one of the most intimate bonds on Earth.

FOREVER. With a planned gift to our foundation, a donor can change children's lives even beyond his or her own lifetime. A donor's estate doesn't have to be large to make a difference. The Kiwanis International Foundation can help people explore gifts that make sense for their circumstances—and make kindness a part of their legacy.

Tip: Find the sponsorship toolkit at www.KiwanisOne.org/sponsors.

10 KIWANIS-CLUB OBLIGATIONS OF SLP SPONSORSHIP

1. Appoint a Kiwanian or a committee of Kiwanians to be SLP advisors.
2. Attend SLP club meetings and events.
3. Maintain an expense line item in the service account.
4. Meet with the school principal or facility manager each year.
5. Ensure all dues and fees are paid.
6. Make sure SLP club officers receive proper training.
7. Schedule an annual meeting with Kiwanis and SLP club leadership.
8. Host or participate in joint activities.
9. Invite SLP club members to attend Kiwanis meetings.
10. Ensure SLP members are provided training opportunities beyond the club level.

www.kiwanisone.org/advisor

Service Leadership Programs overview

Kiwanis has been sponsoring youth programs since the first Key Club was chartered in 1925. Since then, other programs have been added—including Aktion Club for adults with disabilities—and each has enjoyed tremendous growth. Around the world, these Service Leadership Programs (or SLPs) have become core projects of sponsoring Kiwanis clubs. Each SLP belongs to one of two categories: service clubs or programs/initiatives.

Service clubs

AKTION CLUB

Established: 1987

Mission: To provide adults living with disabilities an opportunity to develop initiative, leadership skills and to serve their communities

Members: Adults (18 and older) who have a disability

Statistics: 12,000 members, 490 clubs, 8 nations

Notes: Since this is a club for adults with disabilities, be careful not to identify SLPs collectively as “youth programs.” Aktion Club has seen tremendous growth in the last 10 years.

CIRCLE K INTERNATIONAL (CKI)

Established: 1936

Mission: To develop college and university students into a global network of responsible citizens and leaders with a lifelong commitment to service

Members: Students enrolled at an institution of higher education

Statistics: 13,500 members, 450 clubs, 19 nations

Note: CKI is governed by a student board comprised of current members

KEY CLUB

Established: 1925

Mission: Key Club is an international, student-led organization providing its members with opportunities to perform service, build character and develop leadership.

Members: High school students ages 14–18

Statistics: 270,000 members, 5,000 clubs, 31 nations

Notes: Key Club has seen a progressive growth trend for many years. Like CKI, Key Club is governed by a student board of current members.

BUILDERS CLUB

Established: 1975

Mission: Builders Club is an international, student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Middle school students ages 11–14

Statistics: 46,000 members (estimated), 1,500 clubs, 18 nations

Notes: Builders Club has also seen positive growth in the last several years. Currently, Kiwanis tracks the number of clubs worldwide with corresponding estimates of membership numbers.

K-KIDS

Established: 1990

Mission: K-Kids is an international, student-led organization providing members with opportunities to perform service, build character and develop leadership.

Members: Elementary school students ages 6–12

Statistics: 37,000 members (estimated), 1,200 clubs, 8 nations

Note: As with Builders Club, Kiwanis tracks the number of clubs worldwide, with corresponding estimates of membership numbers.

Programs/initiatives

KEY LEADER

Key Leader is a weekend experiential leadership program for students ages 14–18. The curriculum focuses on “service leadership” and has modules on five major Principals: integrity, personal growth, respect, community and pursuit of excellence. The weekend experience includes full group sessions led by a trained lead facilitator and small discussion groups called “neighborhoods.” A challenge course of team-building activities is also a featured component. Since 2005, there have been more than 21,000 graduates around the world. A team of Kiwanis volunteers from the district coordinates marketing and on-site logistics and generates financial support for students to attend. That team is led by a district chair and site coordinator (for each event) appointed by the district governor.

BRING UP GRADES (BUG)

Bring Up Grades (or BUG) is designed to provide recognition to students who raise their grades into an acceptable range and then maintain or continue to raise them from one grading period to the next. Recognition includes placement on the school's BUG Honor Roll; a pizza, ice cream or other food-themed party; and presentation of certificates and buttons. Kiwanis clubs provide financial sponsorship for the program and help to plan and develop the recognition ceremony.

TERRIFIC KIDS

Terrific Kids is a student-recognition program that promotes character development, self-esteem and perseverance. "Terrific" is an acronym for Thoughtful, Enthusiastic, Respectful, Responsible, Inclusive, Friendly, Inquisitive and Capable. Students work with the classroom teacher to establish goals to improve behavior, peer relationships, attendance or school work. All students who achieve their goals after a specified time are recognized as Terrific Kids. Recognition includes receiving a pin as a Terrific Kid; a pizza, ice cream or other food-themed party; and presentation of certificates and other giveaways. Kiwanis clubs provide financial sponsorship for the program and help to plan and develop the recognition ceremony.

(The following information can be found in the Leadership Guide p. 87-92)

Division council

PURPOSE

Kiwanis International encourages every lieutenant governor to organize a division council. Through regularly scheduled council meetings, the lieutenant governor has an opportunity to work with club and division leaders to:

- *Address common club concerns*
- *Share ideas and successes*
- *Evaluate progress in achieving club, division and district goals*
- *Resolve minor club problems before they become serious*
- *Track report filings*
- *Promote division, district and Kiwanis International programs*
- *Coordinate implementation of division-wide projects and events such as the district governor's visit and the opening of a new Kiwanis club*

Also, at a division council meeting held before April 15, a new lieutenant governor and his or her successor must be elected. Consult your district bylaws for the proper procedure and allow time for that process on the agenda.

SIZE AND MAKEUP

In most Kiwanis divisions, council membership includes the lieutenant governor and club presidents. Many councils also include club secretaries, the lieutenant governor-elect, division appointees, and the lieutenant governors or representatives of CKI and Key Club.

MEETINGS

Ideally a council would meet monthly. If monthly meetings are not feasible, plan at least one council meeting per quarter. Periodic electronic communications are encouraged.

At least two council meetings can be conducted in conjunction with other activities club presidents are expected to attend:

1. **Club president education (May/June).** *This is your first opportunity to meet with the incoming club presidents. Take advantage of this time to discuss the details of club, division and district goals and seek input on location(s) for a new club in the division. Their support will be important in the club-opening process.*
2. **Division elections.** *Carefully review district bylaws for requirements such as written notification, the definition of a quorum and the deadline for completion. The immediate past lieutenant governor will usually preside during the conference.*

SUGGESTED AGENDA ITEMS FOR DIVISION COUNCILS CONDUCTED THROUGHOUT THE YEAR

- *Progress report on club, division and district goals*
- *Reports by each club on major accomplishments, upcoming events and current concerns*
- *Promotion of upcoming division, district and Kiwanis International events and projects*
- *Discussion of membership efforts: Have each club report progress in their invitation and retention of members. Connect clubs needing assistance with stronger clubs in the division and devote a segment of the meeting to sharing ideas and strategies to enhance the quality of the club experience.*
- *Promotion of upcoming Kiwanis Kids, Builders Club, Key Club, CKI, Aktion Club and Key Leader events and projects*
- *Brief reports by division appointees (when appropriate)*
- *Update of division calendar*

Club president education

PURPOSE

To prepare the incoming club presidents to successfully carry out their responsibilities

PEOPLE RESPONSIBLE

A certified instructor has been selected by your district and educated by Kiwanis International to facilitate this education program in each division. The incoming lieutenant governor coordinates date, location, invitations and other logistics.

WHO ATTENDS

Incoming club presidents and the incoming lieutenant governor. Those who are absent from the education session are encouraged to complete the requirement through the online education course at www.KiwanisOne.org/cle. If possible, the incoming leader may also attend a makeup session with the certified instructor or at the district convention if it is offered at that event.

TIMEFRAME

The classroom session should be conducted in April, May or June. Any makeup sessions or online course completions should be completed before October 1.

RESOURCE MATERIALS

- *Club president education instructor guide*
- *Club president education participant workbook*
- *Other information and materials from your district*

EQUIPMENT NEEDED

The instructor may need an easel pad and markers, an LCD projector and a screen.

SETUP

The ideal setup for maximum participation is an arrangement of tables so participants face each other, encouraging interaction.

PLANNING

- *Determine date, time and location with your Kiwanis certified instructor.*
- *Arrange a planning meeting with the certified instructor at least three to four weeks before the session to discuss the topics to be covered and the role of the lieutenant governor in the agenda. The certified instructor will take the lead, however there may be opportunities for you to be involved.*
- *Send invitations to the incoming club presidents and request an RSVP at least one month before the education session.*
- *Make follow-up telephone calls to the invited attendees one week before the education session.*