

Achieving Club Excellence



Participant's Guide

Start changing the world by improving your own club. Lead the way to a stronger, more vibrant club. Help your members connect to the Kiwanis mission to prepare your club for substantial growth.

Children in your own back yard and around the world have many needs, and there are people right in your community who have the desire to help. By creating a dynamic Kiwanis club, you can bring them together.

Follow the steps in this workbook, implement the process, and transform your club's future.

About this workbook

Achieving Club Excellence presents a dynamic process each club needs to follow routinely to remain viable in today's culture and to attract and keep active members.

In this workshop, club members learn how to explore new approaches to increase service and apply new strategies for membership growth. This process is presented in two formats.

First, guidance is available from Kiwanis International staff or TAG team facilitators in their districts in a workshop format. These three-hour workshops should be scheduled by the lieutenant governor as division events during the year. A facilitator will conduct the workshop guiding club leaders in the basics of defining their commitment to Kiwanis, good club operations, proper club administration, membership recruitment, Kiwanis orientation and education, and member involvement.

The second format is to work with your division's club counselor to apply the process within your club. Lieutenant governors are asked to appoint club counselors to assist clubs with membership development. The club counselors have been trained in this seven-step process and will work individually with clubs.

Clubs benefit by:

- Assessing club projects and activities
- Engaging club members in club improvement
- Enhancing the membership experience
- Increasing the active membership base
- Augmenting service impact in the community
- Creating public awareness of the Kiwanis mission

Other resources are available through:

www.KiwanisOne.org

1-800-KIWANIS, ext. 411 (US and Canada) or 1-317-875-8755, ext. 411

Other printed materials available through Kiwanis International

Defining Statement:

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

Motto:

Serving the children of the world.™

Ideas for my club:

Keys to success:

1. _____
2. _____
3. _____

Achieving Club Excellence

A seven-step process

Step 1: Commit to excellence

Step 2: Assess club vitality

Step 3: Plan your club's success

Step 4: Share your story

Step 5: Inform members

Step 6: Welcome new members

Step 7: Enhance the member experience

Step 1: Commit to excellence

The first step toward having a great club is to renew the members' commitment to Kiwanis:

- to the Kiwanis purpose
- to each other
- to the club

Ideas for my club:



How do our club members contribute to a great club?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

What does a great club do for its members?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 2: Assess club vitality

How good is your club?

How can it be better?

How can it better serve your community?

A. The Club Excellence Tool

Assess the current situation.

- Provide club members a quality membership experience!
- Make your Kiwanis club a great Kiwanis club!

Club excellence is about delivering a meaningful and fulfilling club experience to all members. By providing a positive club experience, and educating and inspiring members, you ensure your club's vitality and strength and help grow Kiwanis!

You can help your club and your members by evaluating your club experience. Creating an excellent club experience is everyone's responsibility! Review and discuss your answers with club leaders and members and determine how you can make the most of your club meetings.

The club assessment is not a test! It is a self-evaluation tool designed to monitor the health of your Kiwanis club. There is no pass or fail. Based upon your responses, you will be encouraged to evaluate your club, recommend improvements, and implement them.

B. The community analysis

The purpose of a community analysis is to identify important unmet needs in the community and to determine how your club might contribute toward meeting those needs. A community analysis may be done through personal interviews, telephone interviews, or written surveys.

Conducting a community analysis:

- Develop a list of community leaders to be contacted.
- Use the community analysis form provided by Kiwanis International.
- Contact the community leaders and conduct the survey.
- Collect and review the information from the survey. List suggested action items with cost estimates as potential projects.
- Recommend to club leaders/board of directors specific projects to be undertaken based on the information collected. Expenses associated with each project should be incorporated in the club project budget.

Ideas for my club:

Who will be responsible to complete the community analysis?

Whom should we contact?

When will this be done?

Step 3: Plan your club's success

Use your plan to prioritize strategies and create a timeline for implementation.

A successful Kiwanis club is able to:

- Increase and sustain club membership base.
- Implement successful and meaningful service projects.
- Market Kiwanis to the community.
- Inform members and enhance the member experience.

Ideas for my club:

My commitment:

Goal: _____
Person responsible: _____
Target date: _____
Measurable impact: _____

Goal: _____
Person responsible: _____
Target date: _____
Measurable impact: _____

Goal: _____
Person responsible: _____
Target date: _____
Measurable impact: _____

Step 4: Share your story

Inviting someone to join your Kiwanis club is simply a matter of telling the Kiwanis story. Many situations allow only one or two minutes for you to make your point. Take a few minutes to write your “elevator speech.” Be prepared to tell your story the next time you have the opportunity to share the Kiwanis experience.

- The three-foot rule
- Your elevator speech

Identifying and inviting potential members:

Your audience of prospective members is all around you. People you come in contact with almost daily could be good members of your club ... if you only ask. Friends, relatives, neighbors, and business associates should be considered as potential members.

Ideas for my club:

Who is the one?

Friend _____

Relative _____

Neighbor _____

Business associate _____

Ideas for my club:

Step 5: Inform members

New-member orientation:

A well-presented orientation will give a new member the basic information needed to become involved in the club. Questions pertaining to a Kiwanis member's responsibilities should be addressed. The new member should be made to feel welcome and a part of the group. Members who have been properly informed about Kiwanis are more involved, more active, and more likely to remain Kiwanis members.

Who?

What?

When?

Where?

Kiwanis education:

The education of members should not end at their orientation. An ongoing education program that is incorporated into the club meetings and/or bulletins will continue to develop connected members and a great club.

Guest speakers:

Club bulletins and newsletters:

Club Web site:

Kiwanis minutes at club meetings:

Step 6: Welcome new members

New members need a solid foundation. This includes a basic knowledge of the organization before they are formally inducted into the club.

Make sure to consider these important points when inducting new members:

- Plan a meaningful ceremony
- Give new members a warm welcome
- Introduce new members
- Follow a prescribed format
- Get others involved
- Include sponsor, spouse, and friends of the new member

Ideas for my club:

Who will conduct new-member inductions?

What will make our inductions special?

How will the inductions involve other club members?

Step 7: Enhance the member experience

Club excellence is about delivering a meaningful and fulfilling membership experience to all the members. Involvement in relevant, rewarding projects and recognition for achievement are important aspects of the member experience.

- New-member involvement
- Member satisfaction
- Member recognition

Ideas for my club:

Ways to get members involved:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Notes

Serving the children of the world.™

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