

# Kiwanis

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## Club Excellence Tool



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 take important steps to 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.

This is not a test. It is a self-evaluation tool designed to help you monitor the health of your Kiwanis club. You do not pass or fail. Based upon your responses, you will be encouraged to evaluate your club, recommend improvements, and implement them.

Please take a few minutes to review each statement, and select the response that best represents your club experience. Place the number that corresponds to your answer on the line next to the statement. The questions are divided into categories to help you evaluate all components of the club experience. Add the total for each statement at the end of the tool.

### **Club Meeting**

\_\_\_\_\_ 1. Personal reminders of “why” we serve are shared at meetings.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 2. Meetings are well-planned and considered a valuable use of time by most members.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 3. Members look forward to meetings and invite guests to join them.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 4. Club and member accomplishments are celebrated at meetings.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 5. Programs and speakers are excellent. Messages are compelling and motivate action.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 6. Meeting place location is attractive.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 7. The meals are reasonably priced and of high quality.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 8. Members appreciate rotating seat assignments on a regular basis as a way to build new relationships. There is an open chair at a table for a guest.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 9. Most members attend club meetings. Members who miss more than two consecutive meetings are contacted to assess well-being.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 10. Members and guests are greeted by a majority of the club's members.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

\_\_\_\_\_ 11. Club traditions are enjoyed by most members and explained to guests.

1. Never
2. Rarely
3. Occasionally
4. Frequently
5. Always

**Community Service and Kiwanis Branded Service (Circle K, Key Club, Builders Club, Terrific Kids, Bring Up Grades, Read Around the World, and Kiwanis One Day)**

- \_\_\_\_\_12. The club provides significant service in the community. Service projects yield a high level of community visibility.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_13. Club sponsors more than one Service Leadership Program as is relative to club membership. Kiwanis members and service leadership members attend each other's meetings and participate in each other's projects.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

**Club Fellowship**

- \_\_\_\_\_14. The club plans a social activity each quarter
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_15. Club publishes a high quality club newsletter and regularly communicates with members electronically.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_16. Club has a high quality web site that is consistently updated.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

## Club Fundraising

- \_\_\_\_\_17. Club earns enough money to provide significant service and add value in the community. The visibility of the organization is enhanced by the fundraising events.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

## Club Leadership

- \_\_\_\_\_18. Club officer succession plan is in place. Strong leaders step up to lead the club toward vision.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_19. Energetic members serve on the board and attend meetings. A summary of the board meeting is provided to all members.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_20. Committees have defined objectives, meet regularly, and celebrate progress.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_21. Members participate in an annual Member Education session
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

## Membership Growth and Retention

- \_\_\_\_\_ 22. Club has a very active membership committee, and as a result, the club's membership increases every year.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_ 23. Club has prospective members at meetings.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always
- \_\_\_\_\_ 24. Club's membership reflects the diversity in its community
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

## Club Strategic Plan

- \_\_\_\_\_ 25. The club strategic plan drives club activities, is reviewed annually and contains measurable outcomes.
1. Never
  2. Rarely
  3. Occasionally
  4. Frequently
  5. Always

# Evaluate the Results

One of the benefits of Kiwanis is that clubs are unique in their service and culture.

But in the end, the goal is the same for all of the Kiwanis family—to provide significant service to your local community.

Record your club excellence score and begin to evaluate your club, recommend improvements, and implement them.

**Club Excellence Score:** \_\_\_\_\_

Is your score one hundred (100) or above?

Congratulations! You're overall club experience is a great representation of how your club impacts your community. Celebrate your many successes and think strategically how your successes can cross into your opportunities for improvement. What are you doing well? And how can those traits bridge the gap between your strengths and your opportunities for improvement?

Is your score between 75 and 100?

This is a great scenario! While your club has a few opportunities for improvement, you can build on the momentum of current strengths. Not sure where to start? Look at the club meeting! The first impression of your club to a guest is probably the first club meeting they attend. If the club meeting isn't a good use of their time, they may think twice before visiting again. Review those questions you honestly answered 1, 2, or 3 and think about how you can implement change.

Is your score less than 75?

Thank you for your honesty! The first step to implementing change is acknowledging that change needs to occur. Now that you're ready to think about improving your club experience, you need to decide where to start. Before you actively recruit new members to a meeting, let's figure out how to make the meeting experience more meaningful. Look through the first 10 questions. If answer 5 is the goal, creating a Game Plan will help lead the way.

If your club needs assistance creating a Game Plan to target a specific area for improvement, call the Kiwanis Help Line at 1-800-549-2647 extension 411. The Help Line has tools, resources, and a working knowledge about many of the areas you are considering. Tools and resources are also available in the "Planning Your Club's Success" workbook.

# Notes