

# Kiwanis

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## Planning Your Club's Success



This guide for Kiwanis clubs is a tool to help clubs establish goals for the year. This guide will be helpful to track general club trends and steps necessary to improve club excellence and the member experience.

**A successful Kiwanis club is able to:**

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

The strategies listed in each section are proven methods that successful clubs have implemented to achieve these goals.

# Notes

## Membership Development Plan

**Kiwanis Club of** \_\_\_\_\_

### **Membership Information**

### **Club Excellence Tool Score**

Current number of members: \_\_\_\_\_

Number of members as of September 30 last year: \_\_\_\_\_

Number of members five years ago: \_\_\_\_\_

Number of male members: \_\_\_\_\_ Number of female members: \_\_\_\_\_

Average age of members: \_\_\_\_\_

Number of members by length of service:

Less than 1 year: \_\_\_\_\_ 1-3 years: \_\_\_\_\_ 3-5 years: \_\_\_\_\_

5-10 years: \_\_\_\_\_ 10-25 years: \_\_\_\_\_ More than 25 years: \_\_\_\_\_

Number of members who have sponsored a new member in the past two years: \_\_\_\_\_

Does club membership reflect the diversity of the community?  Yes  No

Has our club sponsored a new club within the last two years?  Yes  No

If yes, has our club implemented a plan to support and mentor the sponsored club?

Yes  No

1. What makes our club attractive to new members?

2. What keeps our current members involved?

3. What club habits should be changed to enhance the club experience for all current, new, and prospective members?

## Membership Growth

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### Goals:

Our Kiwanis club will have a net gain of \_\_\_\_\_ members by the end of the administrative year.

Our Kiwanis club will have \_\_\_\_\_ members by September 30, \_\_\_\_\_.

Our Kiwanis club will have \_\_\_\_\_ members by September 30, \_\_\_\_\_.

### Our club plans to achieve our growth goals by:

Increasing the number of perspective members at meetings or events by \_\_\_\_%.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

Developing a recruitment plan. (Available resources at [www.kiwanis.org/theone/](http://www.kiwanis.org/theone/))

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

Involving \_\_\_\_% of the members in programs, projects, and fellowship activities.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

## Member Education

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**Goal:** Our Kiwanis club will develop effective strategies to educate members.

**Our club plans to achieve our education goal by:**

Delivering new member orientation within 30 days of joining.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

Communicating the opportunities of club membership and involvement at each meeting.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

Encouraging the incoming club officers to participate in a Club Leadership Education (CLE) training session (or equivalent) prior to assuming office.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

## Community Service

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**Goal:** Our Kiwanis club will provide meaningful service to our community.

**Our club plans to achieve our service goal by:**

- Identifying needs for service in the community annually. (Community analysis available at [www.kiwanis.org/theone/](http://www.kiwanis.org/theone/))

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- Conducting one additional (new) service project this year.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- Participating in a Kiwanis branded service project such as Young Children: Priority One, Read Around the World, Bring Up Grades, Terrific Kids, or Key Leader.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- Involving each member in at least one service project.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

\_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

## Marketing and Public Relations

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**Goal:** Our Kiwanis club will develop effective strategies to promote Kiwanis within our community.

**Our club plans to achieve our marketing and public relations goal by:**

- Creating a personalized club brochure. (Template available at [www.kiwanis.org/theone/](http://www.kiwanis.org/theone/))

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- Promoting upcoming club activities through print and electronic media.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- Telling our club's stories for the print and broadcast media through effective news releases quarterly.

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- \_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

- \_\_\_\_\_

Target Date: \_\_\_\_\_

Member Responsible: \_\_\_\_\_

Measurable Impact: \_\_\_\_\_

## Top 10 Resources To Help You Make a Difference

In service, recruitment and marketing!

**To order resources below or ask questions:**

Call 1-800-KIWANIS, ext. 411 or go online at [www.kiwanis.org/theone/](http://www.kiwanis.org/theone/)  
*You are just one click or call away from everything you need to grow and serve!*

1	<b>Contact Kiwanis Help Line</b>	Get personal assistance, answers to questions, information and ideas about service, growth, marketing and membership. Speak to a specially trained representative by calling 1-800-KIWANIS, ext. 411.
2	<b>Call for a Personalized Club Brochure</b>	Kiwanis will create a personalized brochure to promote your club, recruit members, and build relationships with community supporters. <b>We will print 50 copies free of charge!</b>
3	<b>Identify Who's Who</b>	Identify occupations not represented in your club.
4	<b>Request Prospect List</b>	Provide us with your zip code and we will send you a list of prospective members in the business community including addresses, phone numbers, contact names and mailing labels. (US & Canada only)
5	<b>Plan a Theme Party</b>	Invite 4 community leaders under the age of 40 to a club meeting, ask someone who has benefited from your club's service to share their Kiwanis story and celebrate Kiwanis' contributions in your community. Ask for programs 4 under 40 (Item #90032) and Club Service Project (Item #90036).
6	<b>Order Recruitment Materials</b>	Give prospective members additional membership materials. Ask for the membership development packet (Item #90005K).
7	<b>Conduct New Member Orientation</b>	Educate new members about Kiwanis and its local service impact.
8	<b>Celebrate Recruitment Success</b>	Recognize your club members for their recruitment efforts through the 1-2-3 You Hold the Key! contest.
9	<b>Reconnect with Missing Members!</b>	Connect with inactive members. Order 8 Missing Member Responder postcards <b>free of charge</b> (Item #11794). Additional quantities available in sets of 60 for \$8.
10	<b>Make a Difference</b>	Change the world one child at a time. Do a service project in your community. Use the online Kiwanis Resource Booklet to help you get started!