CLUB STRENGTHENING TECHNIQUES TO SELL YOUR CLUB

Presenters:
Sarah Zulueta,
District Membership Chair, 2019-2020

Matt Wise,
Region 4 Trustee

August 17, 2020
7:00 pm
- Introduce your Crew
- Purpose
- Where do you start?
- Fixing the infrastructure
- Curb appeal
- Tools and Resources
- The “Blueprint”
- Covid-19 Impacts
The Membership Crew
Purpose

• Do you find that your club is stagnate?
• What would your community lose if your club disappeared?
• Selling your house or “Club” to the community
• Are there things in your club that could be “fixed” or “improved” within your club?
Where do I start?

- Decide to “Sell”
- Member Buy In
- Develop a plan
“Fix” the Infrastructure

• Fixing the “plumbing” and “foundation” of the home

• Are any of these need to be “fixed” in your club?
  • Leadership
  • Meeting date, time, format
  • Service
    • Relevant and Impactful
  • Club Operations
Curb Appeal

• What is your club known for in the community?

• Power of Branding
  • Do you brand your club properly?
  • Publicity is key to “selling”
    • Wearing Kiwanis apparel out.
    • Regional and local newspapers
    • PSAs local TV
    • Movie Theatre preview
    • Church Bulletin ads
    • Flyer at your local coffee shop

• Use of Technology and Social Media

2020 Virtual Kiwanis Pennsylvania District Convention
Tools and Resources

- Boost Workshops
  - A virtual format is being developed.

- Member surveys

- ACE Tools (Achieving Club Excellence)

- KI tools and resources already available:
  - [https://www.kiwanis.org/clubs/member-resources/training/division-leader/club-strengthening](https://www.kiwanis.org/clubs/member-resources/training/division-leader/club-strengthening)
The “Blueprint”: Club Strategic Planning

- We created a Coaching tool that clubs, Lt. Governors or any leaders to help evaluate the clubs:
  - Strength, Weakness, Opportunities, Threats
  - Short-Term Goals
  - Action Steps to achieve those short-term goals with due dates
Covid-19 Club Impacts

• Connecting with Members during this time is key
  • Be creative – phone, email, zoom, social distancing visits

• Engaging Members

• Membership Drives during this time
  • Virtual Open Houses or Membership Drives

• Evaluating existing signature projects – what would have to change to ensure everyone is safe?
Covid-19 Club KI Resources

- KI new Covid-19 resources for clubs available online:
  https://www.kiwanis.org/clubs/member-resources
What’s next for Membership?

• Tiffany Callaio will be the new District Membership Chair for 2020-2021 starting Oct 1st

• Initiatives for next year include:
  • Supporting clubs that are below charter strength (< 15 members)
  • Develop Virtual Boost sessions
  • Engaging members through Member Contests
  • Working with District Team on Membership goals.
Questions?

• Please place all questions in the Q&A box or RAISE YOUR HAND via zoom
THANK YOU

• Sarah Zulueta, Governor Elect Designate
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• Matt Wise, Region 4 Trustee
  Email: matthew.j.wise@outlook.com

• Tiffany Callaio, District Membership Chair 2020-2021
  Email: tcallaio@outlook.com
Next Forum Wed 8/19 @ 7 pm

TECH TALK

Presenters:
Tiffany Callaio, Secretary, Kiwanis Club of Wyoming Area
Sarah Zulueta, District Membership Chair

Let's talk Technology! There are so many tools and resources that you can use to organize your club. Technology can be daunting, but we break down efficient uses of existing technologies and websites. We will introduce you to platforms to help you operate your club during the Covid-19 pandemic.

August 19, 2020
7:00 pm