

THE FORMULA

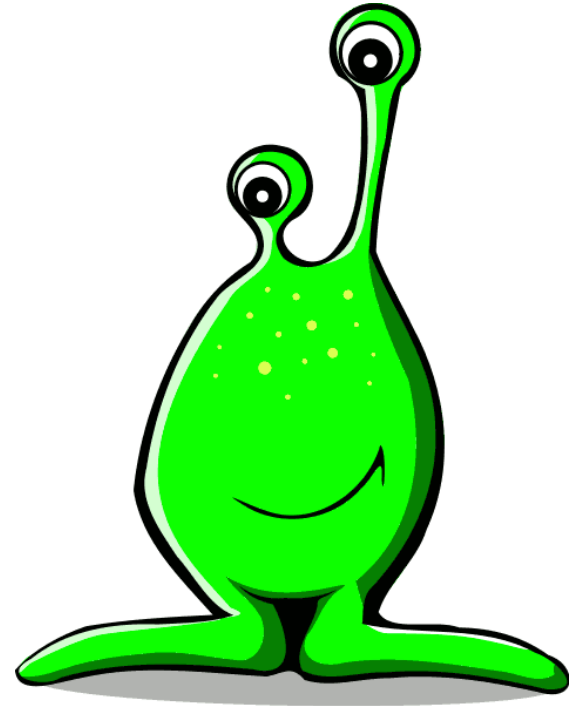
Satellite Membership for Young Professionals

*Adapted from work by:
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Charlotte, Carolinas District*



What is a YP?

- Ages 21-40(ish)
- Technologically savvy
- Like instant gratification
- Thrive on recognition
- Open to change
- Multitaskers
- Seek spontaneity and flexibility
- Not “Joiners” but still “Doers”
- Value their community



LOVE IT. SHARE IT. LIVE IT.



History of Kiwanis Uptown

- Chartered in 2008 by 6 former SLPs
- Membership:
 - 2008: 106
 - 2009: 63
 - 2010: 16
- Merged w/ Kiwanis of Charlotte in '11



Which would you join?

Uptown Club

- 36 members
- Dues \$150 annual
- Meet 5:30-7p monthly at a bar
- Free appetizers*
- 4-5 service projs
- 2-3 social/month
- Pin, sticker, koozie

Lunch/"Main" Club

- 41 members
- Dues \$700 annual
- Meet 12-1:15p weekly for lunch
- \$17 lunch (dues)
- 0-2 service projs
- 1 social/quarter
- Pin, certificate



Barriers to Joining Trad Clubs

- No 2 hour lunch break
- “Lose” missed meals
- Dues too expensive
- Not enough service
- Not enough social
- Too many meetings
- Additional costs (donations, etc)
- No peers!



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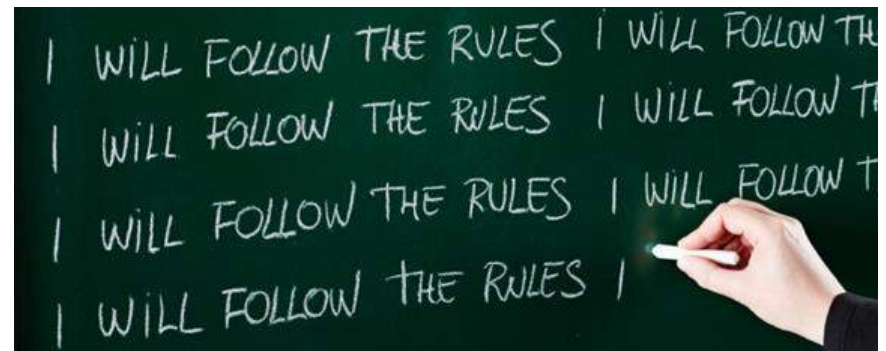




- Q: What is the hardest young professional to get to join your club?
- A: The FIRST one

What we don't do

- Meet often or when we don't have to
- Have the same projects every month/year
- Stand on ceremony



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What we do

- Satellite approach
- “3-2-1” Model
- Emphasize service
- Vary meeting location
- Service events trump meetings
- Simplified service

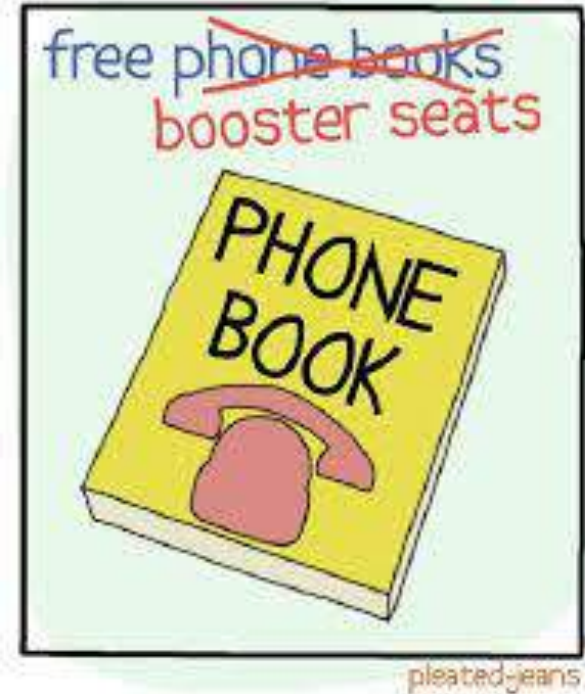


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Ways we don't communicate

- On the phone
- From 8-5pm
- Lengthy newsletters
- Physical paper
- Outdated social media pages and websites



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What we don't do

- Include meals in our dues!
- Make members feel obligated to buy a meal
- Send around money *jars*
- Use checkbooks
- Have "cash only" functions



What we do

- Be flexible!
- Online membership application
- Offer a “family membership”
- Forms of payment
 - PayPal
 - Venmo
 - Square/card scanner
 - Cash/Check (rarely used!)
- Easy renewal
- *Offer discounts for multiple-year sign up
- *Offer decreased dues for best recruiters



What we don't do

- Mandatory meeting attendance
- “All hands on deck” projects
- Make members feel guilty
- Force members to take on extra responsibility
- Force members to recruit others



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What we do

- Maintain positivity
- Respect all types of contributions
- Solicit feedback for club improvements and potential project ideas
- Understand different priorities
- Make leadership roles fun and easy
- Member pin initiative
- Starbucks Giftcards!



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What we don't do

- Keep paper files
- Refuse to change or try something new
- Let a project become stale
- Negative in front of guests or prospects



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What we do

- Brief meetings
- Internet-based files
- Leadership meets *as needed*
- Online sign-ups (Meetup)
- Co-leaders on projects
- Simplified succession plans



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WHERE COMPLACENT CLUBS GO



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Thank you!

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