



**Florida VCon**  
**8-15-20**

**Membership**



## Club Opening Event Timeline:

2-3 months prior to event

- Establish dates for the event
- Contact Lt. Governor & District Membership Coordinator (if not already involved)
- Identify site(s) of clubs to be opened
- Complete site survey

Identify sponsoring clubs

- Get commitments from sponsoring clubs & coaches
    - Meet with sponsoring clubs & coaches so they understand their responsibilities
  - Set up site(s) in the Club Opening Tool. Identify (train as needed) person to enter data into Club Opening Tool each day for each location
  - Identify team & leaders for all sites
    - Club openers
    - Club coaches
    - Governor
    - Governor-Elect
    - Lt. Governor
  - Steering committee meeting
  - Meet with Chamber(s) of Commerce
    - Get directory (may be available online) to develop spreadsheet or CP Desk
  - Order club opening kit for each location (includes membership apps & contact cards)
- 1 month prior to event
    - Determine date, time & location for training
    - Identify meeting location for organizational meeting for each community
      - Invitation cards printed for organizational meeting with time and location
    - Marketing
      - Facebook pages (and other social media: Next Door, etc.) designed and in use
      - Distribution of flyers throughout the communities
      - Marketing in each community (newspaper and radio)
      - Signs to be posted "Kiwanis is coming to town"
    - Compile list of locations/people that need to be contacted for appointments
      - Use chamber membership list
      - School district – superintendent
      - City officials
  - 2 weeks prior to event
    - Finalize list of volunteers; may need drivers for out-of-town volunteers
      - 3 teams of 2 for each location for 3 days (2 days inviting; 1 day "clean-up")
      - Prepare kit of materials for each team
    - Make appointments for 2 days (at least 36: 6 per day for each team)
      - Information on contact cards, spreadsheet, or CP Desk
  - Conduct training day before the event; assign teams
  - Days of the event
    - "Boots on the Ground" teams (3 teams of 2 for each location for the 3 days)
      - Meet each morning for instructions/materials
      - Debrief each evening: Turn in apps, checks, completed cards or update spreadsheet.

## Club Strengthening Event Timeline

- 2-3 months prior to event
  - Identify site of club to be strengthened.
  - Contact District Membership Coordinator & Lt. Governor of the Division.
  - Club completes “Measuring Membership Satisfaction” &/or “Rediscovering Your Community” (available at [Kiwaniis.Org/acetools](http://Kiwaniis.Org/acetools)).
  - Club identifies changes it is willing & able to make: Meeting time/place/frequency/structure; make-up of membership, officers, etc.
  - Establish dates for the event.
  - Identify team (must include club members).
    - Club openers, club coach, data recorder
    - Club president, secretary, officers, membership chair & committee members
    - Lt. Governor, Governor, Governor-Elect
  - Steering committee meeting.
  - Team members meet with Chamber(s) of Commerce & get advice & directory (may be available online). Ask for Chamber member to join.
  - Team members develop GoogleDoc spreadsheet or CPDesk database.
- 1 month prior to event: Openers order club strengthening materials (includes membership apps, SLP brochures, maybe contact cards, etc.)
  - Team determines date, time & location for training & meeting place for each day
  - Team Marketing
    - Facebook pages (and other social media: Next Door, etc.) designed and in use.
    - Distribution of flyers throughout the community.
    - Other community Marketing (newspaper, radio, &?).
    - Signs to be posted “Kiwaniis is coming to town”.
  - Compile list of locations/people that need to be contacted; begin making appointments
    - Suggestions from club members.
    - Chamber membership list.
    - City officials, first responders, public library, community agencies, nonprofits, Army recruiters, school district – Superintendent.
- 2 weeks prior to event
  - Finalize 3 teams for of 2 for 3 days (2 days inviting; 1 day “clean-up”).
  - Prepare kit of materials for each team.
  - Finish making appointments for 2 days (at least 20)
    - Information on contact cards or on GoogleDocs or CPDesk.
- Day before the event: Conduct training /establish texting groups.
- Days of the event
  - "Boots on the Ground" teams (3 teams of 2 for 2-3 days).
    - Meet each morning for instructions/materials/appointments/maps
    - Make sure everyone knows how much money to collect for 1<sup>st</sup> year membership.
    - Debrief each evening: Turn in completed cards, apps, checks.
- Follow-up
  - Assign each new member a mentor or buddy.
  - Plan & complete new member orientation.
  - Stay in touch with the new member about his/her new member experience.

# Community Analysis/Site Survey

After forming the new-club building team and selecting the location for the new club, a community analysis should be conducted. This is a critical part of the new-club organizing process that will determine the eventual success of the effort.

The new-club organizing committee should conduct the community analysis/site survey. Identify key people and service providers in the community to contact. Conduct the survey by interview, phone survey, or written questionnaire. Take notes on demographic data, community information, people contacted, and their responses. The committee should meet to review findings after the survey is completed.

Two key items the new-club organizing committee should determine after the community analysis/site survey are:

- ***What needs in the community should the new club address?***
- ***Who from the community is committing to be the core members of the club?***

## Questions to ask during interview:

1. What organizations impact the needs of children in the community?
2. What organizations need additional support with ongoing projects?
3. What new initiatives or projects should be planned in the community?
4. What are some unmet needs in the community?
5. What would make this community a better place to live, work, and play?
6. What is working and not working in the community?
7. Who else could/should we contact for further information?
8. Do you have a “wish list” of projects that should be started?
9. How do you think a Kiwanis club could address some unmet needs?
10. Who would you recommend that we contact about joining a Kiwanis club?

Allow 15–20 minutes with each interviewee to collect as much data/information about the community as possible. If not already active in a service organization, ask the interviewee to be a part of the new club. Add them to the list of prospective members. Ask them if they would be willing to assist the committee identify other potential members. Thank them for their time. Leave a marketing kit and/or other informational material about Kiwanis.

# Appointment-Making Script

2020

Hi! How are you today?

Good!

May I speak to \_\_\_\_\_  
or

Just a minute; I'll see if  
he/she is available.

Are you the owner or manager?

"No, but I'll get one." or  
"I am the manager/owner."

Ok, good!

My name is \_\_\_\_\_, and I'm calling on  
behalf of \_\_\_\_\_ Kiwanis. You've  
heard of Kiwanis, right?

"Yes" or "somewhat"

Ok, then you know Kiwanis International has been around for over 100 years and is a volunteer-based organization. The volunteers are community leaders such as yourself, who come together to help less fortunate families and children in your area. They are involved in many projects. After school programs, helping single parents, whatever the community needs.

"No."

Ok, well Kiwanis International has been around for over 100 years and is a volunteer-based organization. The volunteers are community leaders such as yourself, who come together to help less fortunate families and children in your town. They are involved in many projects. After school programs, assisting single parents, whatever the community needs.

\* \* \* \* \*

We have a team of two from your area who want to stop by sometime on \_\_\_\_\_ day and introduce themselves to you. They want to find out about community needs and share with you about Kiwanis. It takes about 10, 15 minutes.. I have 10 am and 2 pm open, which time works for you?

"Why?"

We want to get your input on community needs. Our members are leaders like you who want to keep the town strong and safe. It doesn't take long. And as I said, we will share information about Kiwanis. So how does 2 on \_\_\_\_\_ day sound?

Okay! I have you down for \_\_\_\_\_ at \_\_\_\_\_. You're located at \_\_\_\_\_. Thank you again! And have a great day! You're awesome!

\* \* \* \* \*

Desired contact not there?

Your response: Thank you. Do you know when a better time to call would be?

“Yes, call back at \_\_\_\_\_.”

Your response: In the meantime, I would like to send \_\_\_\_\_ an email to let him/her know the purpose of my call. Would that be okay? If so, what is the email address?

“abcde@gmail.com”

Your response: Thank you very much.

Or

Desired contact not there?

Your response: Thanks. Is his/her assistant there, or another person that I could speak with?

Not interested in setting appointment due to time?

Your response: I understand how valuable your time is. Kiwanis is a perfect way for busy people like you to make a difference in the community. You don't have a lot of time to give. But if you donate an hour of time, and two other people do the same, the hours add up, and you are able to make a difference in your community. Do you have just a few minutes to chat? It won't take long.

or

Not interested in setting appointment due to time?

Possible response: I understand how valuable your time is. Our goal is to ensure that this new club will be able to help with serving the needs of the community. In your position, you often come across others in your workplace that can really help with this effort. Do you have just a few minutes to chat? It won't take long.

or

Not interested in setting appointment due to time?

Possible response: Well, I really appreciate your time today. Can you refer me to an organization or community member who you think may be interested in serving the youth and children of the community? Depending on the business, you may want to cite information regarding the typical service commitment.

# Inviting a Person to Join Kiwanis

---

1. **Approach:** Talk about anything except Kiwanis. The idea is to look around and see what the person is interested in ... or in talking, find out an interest he/she has. GETTING THE OTHER PERSON talking is the key...the more he/she talks, the better it is. Look for pictures on the wall ... trophies, etc.... Be genuinely interested and show it. Build a rapport with the person.
2. **Qualify:** a.) ASK what the person knows about Kiwanis. If the person knows of Kiwanis, ask him/her to tell more and focus on the person's experience. Then move on to the questions. If the response is "I've heard of it..." (but uncertain), use the defining statement and move on to the questions. b.) ASK questions about his/her interest in children in the community or family. Find out what his/her interests are. Maybe it will be Scouts, Little League, his/her own children/grandchildren, children with disabilities, poverty-stricken children, or general children's needs. Or the person might love animals or cooking, etc. that he/she could share with children. Sometimes you may have to suggest the connection.
3. **Programs:** Now say, "I see you have a great interest in children, as I do" and begin explaining some Kiwanis programs (examples: BUG, Terrific Kids, K-Kids, Builder's Clubs, Key Clubs, Circle K). Now mention some of the needs THE PROSPECT mentioned ... about Scouts, etc. You are now demonstrating the mission, focus and goals of Kiwanis.

***Pause for responses; don't talk too much.***

## **Rochford 3-Step Close**

1. Ask the person how a Kiwanis Club will benefit the community and its children. Then ask the person to sign a petition endorsing the formation of a new Kiwanis club to support the children of \_\_\_\_\_.
2. Give the person an application form to become a member of the Kiwanis club in the community and support children, saying "Here is how you become a member of Kiwanis."
3. Explain that Kiwanis is a dues-based organization; explain what the dues are; ask the person for the member fee.

If the individual is unable to join Kiwanis, be sure express thanks for his/her time. You want everyone to know about this great organization, and when he/she hears about the Kiwanis club, he/she will know its purpose and what others are talking about. Ask permission to stay in touch. Last, ASK, "Do you know anyone else that loves children and would be interested in joining Kiwanis to help children have a better life?" Get names, addresses, phone #s. Thank the individual for his/her time and interest in Kiwanis. Be sure to get a business card!

*After each call, reflect. How much of the time did YOU spend talking? How much of the time did the prospective member spend talking? The goal is for the prospective member to spend more of the time talking than you do. You are trying to engage that person in telling you what he/she likes to do to serve children, to learn as much as possible about him/her and ways that Kiwanis would be a good fit, to build rapport and a relationship.*



# Kiwaniis®

## New Member Dues Special Categories

### Former SLP members

#### First Year

- KI new member add fee (US\$50) waived.
- Districts decide if they will waive their new member add fees.

#### Second Year

- KI portion of dues (US\$52) waived for second year (still need to pay US\$25 for insurance and magazine; districts or clubs sometimes pay).
- Districts decide if they will waive their portion of annual dues.
- Clubs decide if they will waive their portion of annual dues.

#### Membership Presenters

Alan Guire: [aguire@portnaz.com](mailto:aguire@portnaz.com)

Gary Levine: [glevine@docpc.com](mailto:glevine@docpc.com)

Joe Meyer: [onesud1@gmail.com](mailto:onesud1@gmail.com)

Jim Rochford: [jrochford@rochfordlaw.com](mailto:jrochford@rochfordlaw.com)

Barb Thompson: [barbthompson4kiwanis@gmail.com](mailto:barbthompson4kiwanis@gmail.com)

# SUCCESSFUL CLUB MEMBERSHIP CAMPAIGNS

from Jim Rochford, Kiwanis International President 2017-18

The following is a list of 12 extremely successful membership campaigns. The single most important thing a club coach can do is to help a club keep its eye on the fact that they need to continue to attract new members. The single biggest reason that a club fails is from stagnant membership and lack of new blood . . . and new ideas.

1. **KIWANIS BUCKS:** Make a “play” \$100 bill with the governor’s picture on it and a \$50 bill with the club president’s likeness on it. Use your imagination and change the bills as you wish!

**TWO WAYS TO EARN KIWANIS BUCKS:** (a) recruit a member and get \$100 in K-Bucks (b) donate an item for an auction. For a donation of an item worth more than \$50, the donor receives \$100 in K-Bucks; a donation of \$50 or less is worth \$50 in K-Bucks. At the auction, members can only bid with K-Bucks. The auction could be a social at the end of the campaign (perhaps the Kiwanis year), with guests (perhaps the Lt. Governor). Items that have been donated are bid on with K-Bucks. This event has worked at the club or Division level successfully.....

**Successful Examples:** This event has led to 33 new members in one club and over 200 new members in a division!

2. **STEAK AND BEANS CHALLENGE:** Anyone who recruits a new member gets a reward at the end of a specified membership campaign . . . steak, along with new members recruited. Steak recipients sit at specified tables to provide recognition. Everyone else, i.e. those who *did not* bring in a new member, gets beans! In many cases, the restaurant which hosts normal meetings provides the steak without additional cost.

**Successful Examples:** This event has led to 17 new members recruited in a 2-month period.

3. **GIFT CARDS:** Every member who recruits a new member receives a \$25 gift card. Collections of various types of gift cards are assembled, and the successful member can choose the card he/she

wants. The cards are presented at club meetings so everyone can see the receipt of the gifts, hopefully motivating them to bring in a new member themselves!

**Successful Examples:** Clubs sometimes get gift cards donated by restaurants at no cost to the club. Some clubs purchase a mixture of \$25 gift cards. Other "twists" could be a \$25 discount on annual club dues, or a club Kiwanis shirt, or a donation to the club foundation, or a donation to the Kiwanis Children's fund in the name(s) of the member(s).

**4. POKER:** A member who recruits a new member gets to draw one card from a deck. At the end of the campaign or the Kiwanis year, whoever has the best poker hand out of their five best cards receives a \$100 gift card. The second-best hand receives a \$50 gift card, and the third best-hand receives a \$25 gift card. Cards are tracked and posted at club meetings, so attention is brought to the program, and members stay engaged. Payoff can come at new member installation meeting(s) or annually at officer installation. The program creates enthusiasm and interest whenever a new member is brought into the club, building excitement over the drawing of cards.

**5. PING PONG BALLS:** Have a jar which has a Ping Pong ball for every member with an assigned number on it. At each meeting a ball is drawn from the jar. If the member drawn has either signed in a new member *or* brought a prospective member as a guest, he/she will receive the next meeting's meal at no charge. This approach helps attendance at meetings and creates fun. **More guests will lead to many prospective member-guests being invited!**

**6. DESSERTS:** Anytime a new member is brought into the club, the sponsoring member and the new member receive a special dessert. A "big deal" can be made of it, perhaps served by the club president or membership chairperson. This gives recognition and emphasizes the importance of bringing a new member into the club.

**7. 600 POUND GORILLA:** At the club level, a member's name is drawn at each meeting, and if that member has not brought into the club a new member *or* brought a prospective member to a meeting,

he/she must take a “600 lb” stuffed gorilla home, bringing it back to each meeting until he/she brings a guest or recruits a new member. This can be enjoyable if it is done in a good-spirited way.

**Successful Examples:** This program has also worked well on a Division level, where the Lt. Governor delivers the Gorilla to a club, which must keep it at their meetings until they have signed on a new member. Once that happens, the club “interclubs” with another club in the Division, delivering the Gorilla to the target club, which then must keep the Gorilla until *they* sign a new member into *their* club! This gets repeated throughout the year, and can be emphasized at Division Council meetings. Clubs want to “get the monkey off their back,” so it encourages them to bring in new members more quickly.

**8. SOCIAL:** This approach works in many different ways, such as a wine and cheese event in the evening with a person good at “sale closings” highlighting the good things about Kiwanis and the club. All members are encouraged to bring prospective members they know.

**Successful Examples:** On one occasion, 9 new members were recruited at one event, and 7 at another. Also, a new club did this, recruiting 4 additional members! In some cases, entertainment has been featured as a draw – one event had a music impersonator, and another had a country/western singer.

**9. MEMBER RECRUITMENT MEETING WITH A CUTTING EDGE PROGRAM:** Have a congressman, mayor, football or basketball coach from the local high school, etc. The program should be one which a prospective member would *really want to hear*. Have the best salesperson in the club work at closing people on joining the club, giving an overview on the impact the club has had in the community.

**10. BASEBALL TEAM:** Have a one or two-month competition and divide the club into teams with a baseball team as the name of each team. Club members wear hats or shirts to show support for their particular team. Whichever team recruits the most new members during the contest receives a team prize, such as special food and recognition at the club meeting. Each team captain or a representative

should say a few words at each meeting to build enthusiasm and let the competitive juices flow!

**11. KEY CLUB PARENT SOCIAL:** Invite Key Clubbers and their parents to come to a meeting just for them and provide pizza and a presentation on what the Key Club has done, perhaps involving a Key Club member to speak as well. Have a gifted Kiwanis member close the Key Club Parents on the need to support/join the efforts of the Kiwanis Club in helping the local SLPs (particularly Key Club).

**SUCCESSFUL EXAMPLES:** It has resulted in five or more members on three separate occasions.

**12. DISTRICT CONVENTIONS:** Have convention attendees sign a “contract” to recruit a member between the convention and the end of the current Kiwanis year. For signing this pledge, they receive a special prize.

**SUCCESSFUL EXAMPLES:** Many different prizes have been used successfully as a giveaway for signing the pledge. Some examples:

- A T-shirt that says . . . “I would give the shirt off my back for a new Kiwanis member” - A Kiwanis mug where the sitting governor is pictured as a pilot and the mug says: “Needs a co-pilot, recruit a new member.” βssss

This approach works best if those who pledge get their prize up-front *and* there is a plan to follow up by emails and phone calls to get information on the new member ultimately recruited. As many as 200 members have been added between the convention and the end of the Kiwanis year! Clubs that have added the most new members and sponsored new clubs should be recognized. The individuals doing that job should also be recognized.