



Kiwanis clubs can contribute to the further development of Kiwanis' strength and visibility by supporting plans to organize new clubs in their area. Being an established club, there are several ways you can help and benefit from the new-club-building process. Strong existing clubs not only have the foundation to support internal growth but the strength to ensure the success of external growth as well. Along the way you just might learn new techniques that will make your club even stronger.

Trained new-club builders and designated Kiwanis staff members are authorized by Kiwanis International to organize a new Kiwanis club. New-club builders are required to follow International Policies and Procedures governing the building of new Kiwanis clubs. Therefore, it is important to follow a standard process to ensure the developing club will have a strong foundation to function and contribute to the community for many years.

The process of completing a new Kiwanis club will take between seven and 10 weeks. If it takes more than 10 weeks, you run the risk that members will lose interest and quit before the club becomes formally organized. New Kiwanis clubs are organized based on community needs, so if you find the need, you find the club.

Phase 1: Preparation and Planning

Steps in Building a New Kiwanis Club

1st Month

Request New-Club Building Kit
Community Survey
Get Support of Sponsoring Club(s)
Develop Prospect List
Secure Recruiters
Prepare Letter
Recruitment

2nd Month

Request Organizational Kit
Conduct 1st Pre-Organizational Meeting
Conduct 2nd Pre-Organizational Meeting
Conduct Official Organizational Meeting
Set Date for Charter Night

Site Selection

The initial step of new-club building is site selection. Site selection is crucial in club building and should be addressed as a two-step process:

Discussion of Potential Club Sites

The new-club builder will receive a list of possible sites for new Kiwanis clubs from the district new-club-building chairman. All new-club sites must be identified and incorporated into the district growth plan. The governor will share the list of sites in the plan with the appropriate new-club building teams in the district.

Key leaders involved in site discussions should focus primarily on the needs of the targeted communities and improvements that Kiwanis can make. It is important to take into consideration:

- Other service organizations and Kiwanis clubs that exist in the community
- Size and population diversity
- Number of schools and their community support and parental involvement
- Number of local businesses
- Accessibility to a meeting area
- Common interests or trades in the community
- Proximity to other active Kiwanis clubs

Conducting the Site Survey

The purpose of the site survey is to evaluate the needs of the community and to gauge support for the target site. A successful franchise would not invest in land and a building to sell its products before completing a thorough analysis to determine if the community will support its business.

A site survey is not a visit to recruit or sign up members. Its purpose is to collect information. However, contacts made during the survey should be noted for a later visit during the recruitment phase.

The new-club builder, the lieutenant governor, and preferably two other Kiwanians should spend a day visiting the community leaders, including:

- **Chamber of commerce executive director:** Pick up a list of chamber members. Ask about other service clubs. How active are they? Are they open to men and women? Where do they meet? Is there a contact person for them? What might be a good place to have a meeting? What major project would improve their community?
- **School administrators, the superintendent, and senior high, junior high, and elementary school principals:** Are they familiar with Key Club, Builders Club, and K-Kids?
- **College, university, and technical school administrators:** Are they familiar with Circle K?
- **Bank presidents**
- **City administrators, township and county officials**
- **Law enforcement officials** such as the police chief, D.A.R.E. officer, and fire chief
- **Clergy** (ministerial alliance)
- **Newspaper editors and radio, television, and cable TV executives**
- **Human-service agency representatives**, especially local chapters of organizations represented on the Young Children: Priority One Advisory Council
- **Hospital administrator and the staff of the pediatric unit**
- **Real estate and insurance brokers**
- **Postmaster**
- **Librarian**
- **Hotel, restaurant, apartment, and community-center managers.** Examine possible meeting locations. Inquire about availability, private rooms, prices, etc.

Spend 10 to 15 minutes with each community leader, and explain that you are gathering information to make a decision on a possible new-club site. Ask for business cards and names of other people to contact. Tell them you will be making a decision soon and will keep them informed. Thank them and give them a marketing kit or Kiwanis brochure as well as a business card or your name and telephone number.

Benefits of Being a New-Club Sponsor

Being a sponsoring club will not only help Kiwanis grow as an organization, it will increase your club's visibility in the community and the service being performed in your area and around the world. More members in more clubs increase Kiwanis' strength, fellowship, and service.

Ultimately, it will also strengthen your membership. Participating club members helping as recruiters will learn several techniques and gain experience and confidence in using them simply by being involved in the new-club-building process.

Members will learn the entire process from trained recruiters, including how to:

- ✓ Develop a prospect list
- ✓ Prepare a recruitment letter
- ✓ Utilize the local media resources
- ✓ Use successful recruitment tactics
- ✓ Follow up with prospective members

All of these skills will benefit your own club in future membership recruitment efforts. You must enjoy Kiwanis to recruit, and recruiting gets you more excited about Kiwanis. Therefore, sponsoring a new club is a win-win situation because the enthusiasm is contagious.

Responsibilities of the Sponsoring Club

The success of a new club depends on the support and nurturing of the sponsoring club and the lieutenant governor for at least the first year. If you are interested in having your club act as a sponsor, contact your lieutenant governor for specific information about a new club planned in your area or to suggest a site where a new club might be organized. Once the site survey is completed, the lieutenant governor will contact the president of a potential sponsoring club and ask if the club would consider being a sponsor.

The sponsoring club is an active Kiwanis club, which is able to assist in the building and development of a new club. In accordance with the New-Club Sponsorship Agreement, the sponsoring club is responsible for the US\$100 charter fee. Oftentimes the sponsoring club and other clubs in the division or area will present the new club with charter gifts such as a banner, gong, gavel, and flag.

A New-Club Sponsorship Agreement, signed on behalf of the sponsoring club, is necessary to proceed with building the new club. By signing the agreement, the club pledges to do the following:

- Pay the charter fee of US \$100.
- Designate one new-club coordinator and name three additional members as core team members.
- Discuss the possibility of designating seed members.
- Assist in compiling a prospect list.
- Assist the district new-club builder and the core team during the recruiting by providing recruiters from the sponsoring club and other clubs in the division to call on prospective members.
- Provide inter-clubs for the first and second pre-organizational meeting and the official organizational meeting.

- Follow the Program Outline for sponsorship.
- Help plan the first service project for the new Kiwanis club.
- Continue to monitor the new club for one year and help it maintain the necessary membership level.

All members of the sponsoring club should be informed of the club's commitment to the new club. The sponsorship agreement will include the name of a new-club coordinator from the sponsoring club who will work with the new-club builder to attract three or more individuals to act as the core committee. The sponsoring club may also assist with the club development through the use of seed members.

Seed Members

The new-club builder may identify current members, as well as former members, who are willing to become members in the new club for the specific purpose of assisting the club during its first year to establish sound operations. New-club builders should give seed members guidance about their role in the new club. There should be no more than five seed members.

If seed members are former Kiwanians, they may be included in the minimum number required for the new club. If seed members are moving their active membership from another club, they are counted outside of the minimum number of members required. Those transferring to the new club are exempt from paying the new-member-application fee, and the new club will not pay for other prorated dues and fees for that seed member for the first semiannual period. Existing clubs, which lose a member to provide a seed member for a new club, shall not be penalized for loss of that member for one year.

Phase 2: Recruiting New Members

The new-club builder contacts the sponsoring club's new-club coordinator to meet with other core committee members and determine a written timetable. Building a strong new club takes an entire team effort. The team includes the lieutenant governor, new-club builder, new-club coordinator, and recruiters. If seed members from the sponsoring club have been designated to join the new club for one year, they will also become involved in the recruitment team. Consider including Kiwanians who have computer and communication skills to help generate letters and maintain the prospect list.

Develop A Prospect List

The new-club coordinator has the responsibility of working with the sponsoring club to secure names for the new-club-building effort. Use the chamber of commerce list from the site survey. The lieutenant governor can help find prospects by visiting other clubs in the division and informing their members that a new club is being organized.

A local newspaper is also an excellent source of names. Scan the paper for persons who may not be members of the chamber. Not all business people join the chamber of commerce, and not all good prospects are business people. There are many nontraditional members, such as day-care providers and hospital personnel, who may be attracted to the Young Children: Priority One program.

Other possible sources of names are phone directories, Jaycees, sales tax records, new residents (Welcome Wagon), previous Key Club and Circle K members and their parents, and sports-league rosters.

Call and ask for membership lists from club presidents of other groups like Lions, Rotary, and Optimist and remove them from the list. Though it is permissible for a Kiwanis club to include members of other service organizations, the core of a new club should not be these individuals. Don't forget to contact former or current Kiwanians who may be beneficial for this program.

In preparing a prospect list, the goal is to narrow the list down to a manageable 150 to 200 names for the recruitment mailing and follow-up visits. Use the Prospect Profile form, or create a database to record and maintain the list.

The new-club-building team needs to create awareness of the effort to organize a Kiwanis club by sending letters to prospective members and using local news media to publicize the new-club building initiative.

Prepare the Letter

Customize the standard recruitment letter to fit the situation. It is ideal to have a letter signed by a prominent local person who is joining the club. If not, the letter should come from the president of the sponsoring club, the new-club builder, lieutenant governor, new-club coordinator, or a combination of any of the above. You can have multiple signatures.

The letter should be prepared well in advance so all letters can be personally signed and sent in a timely manner. The letters should be mailed on Tuesday or Wednesday prior to the recruiting week. This will ensure that the prospects will receive the letters before the recruiters make their calls.

Publicity

✓ NEWSPAPERS

Most weekly newspapers have a Monday deadline for copy. They generally go to press on Wednesday and distribute the paper on Thursday. Have the news release to them before Monday of the week preceding the week of recruitment.

Example: If you were scheduled to be recruiting on Tuesday, March 20, then you would want the community to read about your new club on Thursday, March 16. You should then have the news release to the paper by Monday, March 12. Larger newspapers usually require more advance time, and the amount of coverage will be less, as will the impact. Deliver the news release personally if at all possible.

✓ RADIO

Radio stations generally will be very supportive of your efforts. A spokesperson for Kiwanis should be someone who can articulate the focus of Kiwanis. The spokesperson must have the ability to present the organization in a positive manner. Leave a prepared news release at the station, but be prepared to do an interview for future airing. Take a Kiwanis fact sheet for a quick reference during a radio interview.

RECRUITING TIPS

- ✓ Wear the appropriate business attire for the area.
- ✓ *Recruit in pairs for support and safety.*
- ✓ Be familiar with the materials in the recruitment packet: prospect list, map of area, brochures, membership applications, and petition for charter.
- ✓ *Wear a name badge and introduce yourself as a Kiwanian.*
- ✓ Be aware of wall plaques, pictures, and awards, which may help identify interests or hot buttons.
- ✓ *If someone is busy at the time you arrive, schedule a time to return. Make sure another recruitment team can make the appointment, if needed.*
- ✓ Be positive, courteous, and respectful of their time.
- ✓ *Make it a fun experience for all involved.*

✓ TV/CABLE

Most cable and TV stations are required by law to include a certain amount of public-service announcements. Contact them well in advance and supply them with brochures and public-service announcements regarding Kiwanis and the new-club-building effort.

Secure Recruiters

When searching for recruiters, look for “sales” personalities. Enthusiasm and excellent communication skills will appeal to those being invited to join the Kiwanis club. There are good recruiters in every club, and you can never have too many.

Pair accomplished recruiters with recruiters who have little experience but who have local Kiwanis experience. This strong team will enhance recruitment by playing on each other’s strengths. The accomplished recruiter will be able to teach recruiting techniques that will have long-term benefits for the inexperienced recruiter while the inexperienced recruiter will bring a local Kiwanis appeal to the approach.

Tuesdays and Wednesdays are the best days to recruit. Use half-day shifts on Tuesday morning, Tuesday afternoon, Wednesday morning, and Wednesday afternoon. Thursdays may also be used to recruit or as a wrap-up day.

The morning shift should meet at breakfast for a training session prior to recruiting. The morning shifts will be making calls from about 9 a.m. to 11:45 a.m. and then return to the designated meeting place to turn in applications and checks. They may want to stay and have lunch with the new shift to share information. The afternoon shift will have a training session and recruit from 1 p.m. to 4 p.m. and return to the meeting place at the end of the day.

Preparing for Recruitment Days

To make recruiting days successful, divide the prospect mailing list among the recruitment teams. Consider providing names on index cards and include a map of the area. Information regarding each contact can then be noted and follow-ups, if necessary, can be scheduled more successfully.

Recruiter Training

Recruiters should meet at the designated place to discuss recruiting tips and the day’s schedule. Kiwanis International provides a new-club-building kit, which includes an outline of the recruitment presentation, letterhead, envelopes, posters, marketing kits for the site survey, brochures for the mailing and face-to-face meetings, membership applications, and a petition for charter. Each recruiter should be familiar with these materials and have a supply on hand when recruiting.

As mentioned before, the best days for recruiting are Tuesday, Wednesday, and Thursday. Thursday should be used as a wrap-up day to close recruiting for the week, to collect checks from prospects who did not previously pay their application fee, and to collect the remaining signatures and fees required for organization.

ORGANIZATIONAL MEETING TIPS

- ✓ Arrange to have as few distractions as possible. No programs. Do not order from a menu. Try to have a simple order for everyone.
- ✓ *Give yourself extra time (1 hour and 15 minutes) if this is the first time you have conducted an organizational meeting.*
- ✓ Rehearse.
- ✓ *Have a written agenda to follow.*
- ✓ Be familiar with the material in the organization kit.
- ✓ *Have the lieutenant governor involved in the meeting.*
- ✓ Have others play a role. Ask members from other clubs to assist in the distribution of pins, etc.

Recruiting Week & Follow-up

The success of building a new club depends on how effective you are on recruiting days. If you have followed all the previous steps in the process, the recruiting step will be relatively easy.

The sales process is simply a matter of numbers: The more contacts you have, the more members you will sign up. Therefore, if you have mailed between 150 to 200 letters and have teams of Kiwanians working three solid days, then you should have between 20 and 30 people signed and paid as new members.

You will find that not all the people who received letters can be contacted in person. On Thursday, your wrap-up day, send letters to all those who signed up for the new club, those who are still undecided, and those who were unable to be contacted in person. Let everyone know the first pre-organizational meeting will be conducted the following week.

PHASE 3: Organization and Strengthening

The Organizational Kit

After a minimum of 10 signed and paid members are listed on the petition for charter, the new-club builder should call the Field Operations Department at Kiwanis International and request the organization kit.

This kit provides all the material necessary to assist the new club with its first year. Familiarize yourself with its contents and keep all the materials together so they are readily available when the club reaches each step in the organization process.

First Pre-Organizational Meeting

The first pre-organizational meeting should be conducted when at least 20 members have signed the petition for charter, completed the application form, and paid the application fee. In preparation, reminders should be sent to all members informing them of the time, date, and place of the meeting, as well as a brief explanation of what the meeting will cover. These letters should be mailed once the core membership has been recruited.

The first pre-organizational meeting should include the following items:

- Introductions of all those present.
- Selection of a nominating committee.
- Explanation of what will take place in the process of forming their club.
- Getting commitments from any prospects who are there but who have not yet joined.

Second Pre-Organizational Meeting

At the second pre-organizational meeting, conduct a short program on the overview of Kiwanis' Young Children: Priority One program. Set aside ample time to answer questions concerning Kiwanis, specifically questions regarding the agenda for the official organizational meeting the following week.

The purpose of the two pre-organizational meetings is to prepare the club to be officially organized as a Kiwanis club. This happens at the official organiza-

COSTS INVOLVED IN FORMING A NEW KIWANIS CLUB

One hundred Dollars (US\$100)

Charter Fee

Traditionally, the sponsoring clubs take responsibility for this cost. If not, the new club will incur this cost.

A Minimum of US\$35 From Each New Member

This money will go initially in the new-club treasury. Keep in mind that part of this US\$35 will be used to pay the pro-rated dues to Kiwanis International, payable at the time of new-club organization. If the charter fee is not paid by the sponsoring clubs, this also will be paid out of the initial US\$35 member fee.

Charter Gifts

The banner, gong, gavel, and flag traditionally are provided to the new club by the sponsoring club and other clubs in the division or area and are presented at the charter ceremony. The supplies, however, are not mandatory for new-club organization.

tional meeting when the club elects the club's officers and adopts its bylaws. The organizational meeting marks the "birthday" of the new club.

The importance of the next organizational meeting should be stressed. Committee members should be prepared to call potential members who have signed the petition and prospects who have not yet signed.

In preparation for the official organizational meeting, this is an ideal time to review key decisions that will be made: club name and meeting time, place, and day. This will help the official organizational meeting run smoothly. At this time, appoint a chairman for the membership, retention, and education committees, and choose committee members.

Important Information Concerning the Official Organizational Meeting

A majority of the members of a new Kiwanis Club shall be present at the organizational meeting of that club for the meeting to be officially recognized as the club's organizational meeting. (reference Procedure 304.1) Example: If you have 30 signed, 16 members must be present. The first meeting of the board of directors is conducted immediately after the organizational meeting.

All new clubs must be reported by phone or fax within 24 hours to the Kiwanis International Field Operations Department.

All necessary paperwork and fees must be submitted within 30 days of the organizational meeting to Kiwanis International. This includes the US\$100 charter fee and pro-rata dues.

The organizational paperwork can be found in the organization kit supplied by Kiwanis International. Refer to the large envelope marked "required fees and paperwork to be sent to Kiwanis International within 30 days of organization date."

Dues and Fees

Kiwanis International dues are billed to the club October 1 and April 1, along with fees for the Kiwanis magazine subscription and liability insurance.

District dues are billed to the club October 1 and April 1.

Club dues are set by the club and include the above fees for Kiwanis International and the district, as well as whatever is necessary for the club's administration.

Official Paperwork

Upon the completion of the proper paperwork and submission of fees, Kiwanis International will assign a key number, issue a charter certificate, and present the club with appropriate awards.

The necessary paperwork is as follows:

✓ PETITION FOR CHARTER

This should arrive prior to the official organizational meeting with the governor's signature of approval (minimum of 10 signatures).

✓ **PERMANENT ORGANIZATION ROSTER**

The roster contains the names and addresses of those who have joined as of the organizational meeting. Their total number must exceed the minimum number of members required to organize a new club. If the club has seed members, those members must be clearly identified on this roster. Seed members must be in addition to the minimum number of members.

✓ **STANDARD FORM OF CLUB BYLAWS**

The official form should be completed and signed by the new-club's president and secretary. A photocopy will be returned to the club upon approval of Kiwanis International.

✓ **CHARTER FEE**

The US\$100 charter fee helps defray the costs of materials provided by Kiwanis International to build, organize, and support the new club.

✓ **PRORATED FEES**

The club immediately owes fees for those members who joined by the end of the organizational meeting. The amount is based on the prorated schedule. The club submits a new-member-add form with fees for any members who join after the organizational meeting.

Reimbursement of Expenses

Kiwanis International will reimburse a new-club builder up to US\$100 for expenses incurred in the formation of a new Kiwanis club. Reimbursement will be made only after notification of official organization of the club and receipt of all club papers to the Kiwanis International Office. Only one new-club builder will be reimbursed for the development of each new club. Expenses will be paid upon receipt of a properly completed and signed expense report form.

The usual limit of reimbursement for building a new club is US\$100. If a new-club builder leads the efforts to build and the club is located more than 300 miles from his or her residence, the maximum reimbursement will be US\$300. Such an exception must be requested and approved in writing by the Director of Field Operations. This exception will not be granted if a Kiwanis field staff person has also provided on-site assistance.

Kiwanis Resource Materials:

<i>Timetable</i>	<i>Appendix, page 60</i>
<i>New-Club-Building Kit</i>	<i>Field Operations Department</i>
<i>New-Club Sponsorship Agreement</i>	<i>Appendix, page 61</i>
<i>Sample Recruitment Letter</i>	<i>Appendix, page 62</i>
<i>Sample Press Release</i>	<i>Appendix, page 63</i>
<i>Petition for Charter</i>	<i>Appendix, page 64-65</i>
<i>Organization Kit</i>	<i>Field Operations Department</i>
<i>Pre-Organizational Meeting Agenda</i>	<i>Appendix, page 66</i>
<i>Organizational Meeting Agenda</i>	<i>Appendix, page 67-68</i>
<i>Board of Directors Meeting Agenda</i>	<i>Appendix, page 69</i>
<i>Program Outline for First 13 Meetings</i>	<i>Appendix, page 70-71</i>
<i>Charter Presentation Ceremony Outline</i>	<i>Appendix, page 72-73</i>