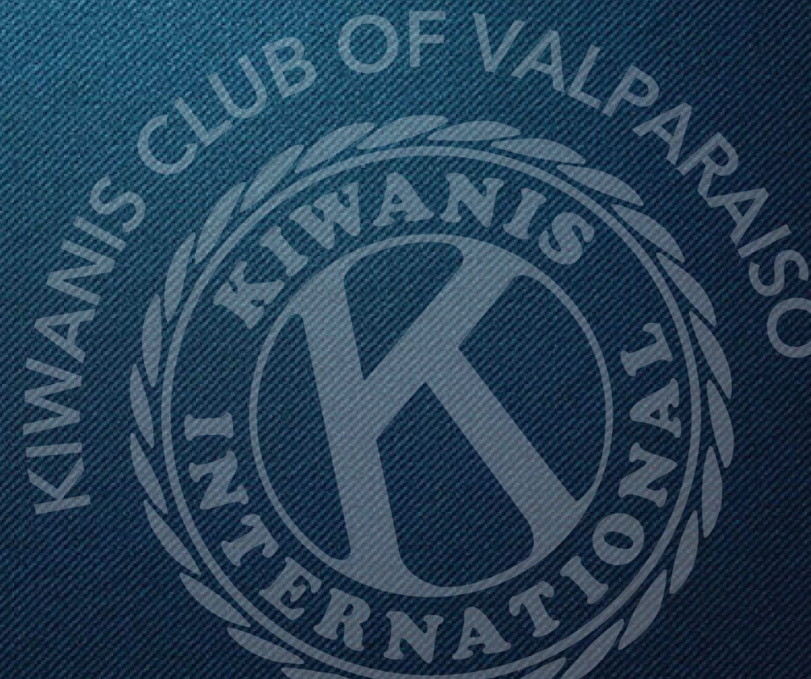


Reflecting on Member Engagement

Indiana Dist. Mid-Year

March 19, 2022



Contact Me!

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THE WHY

We want to build healthy, strong, thriving Kiwanis Clubs that serve our members, our community, and our world.

HOW DO WE ACCOMPLISH THIS?

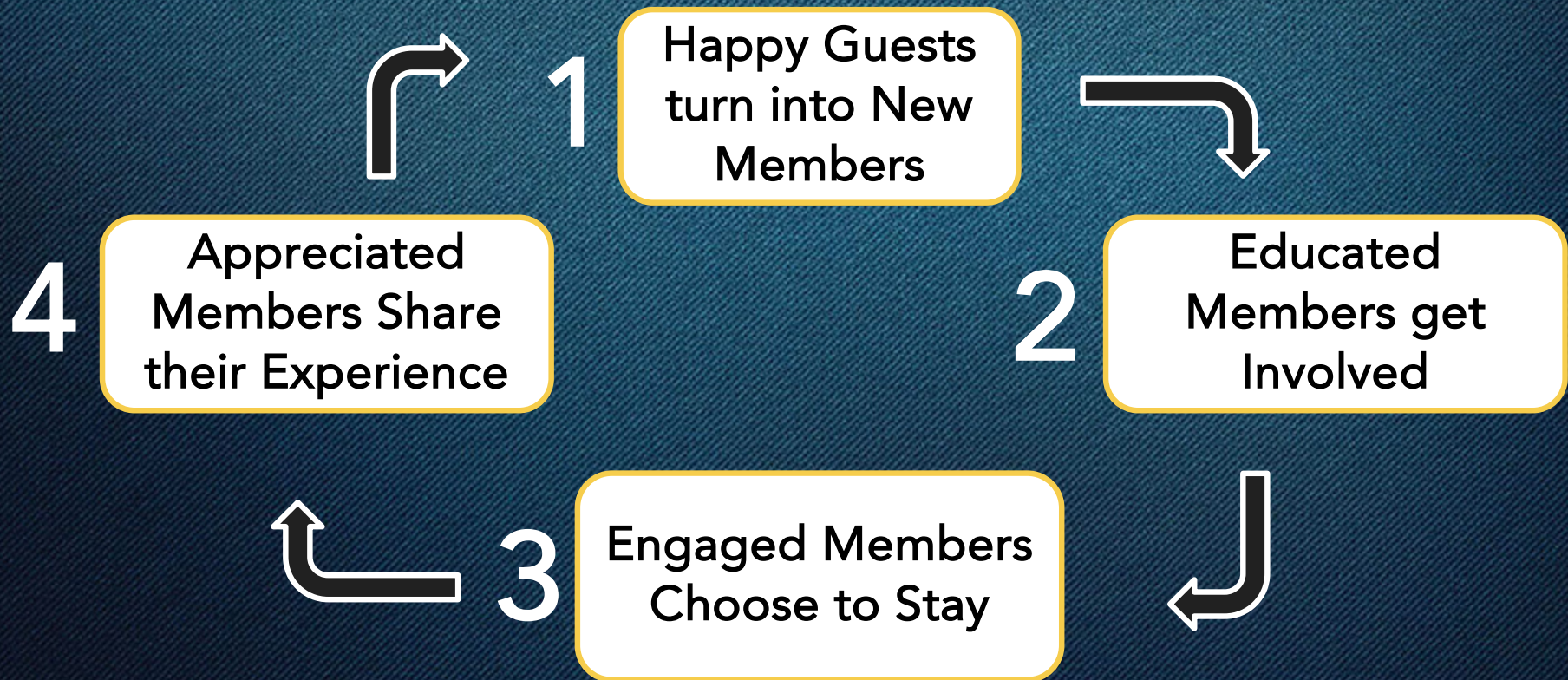
As a club leader, focusing on Engagement is a higher priority than focusing on Recruiting.

Why? If you establish systems to create an atmosphere of highly engaged members, they will recruit new members naturally.

4 KEY AREAS

1. **Guest Conversion** — Happy Guests turn into Members
2. **Education** — Educated Members get Involved
3. **Engagement** — Engaged Members Choose to Stay
4. **Appreciation** — Appreciated Members Share their Experience

4 KEY AREAS



Ground Rule: Be Honest!

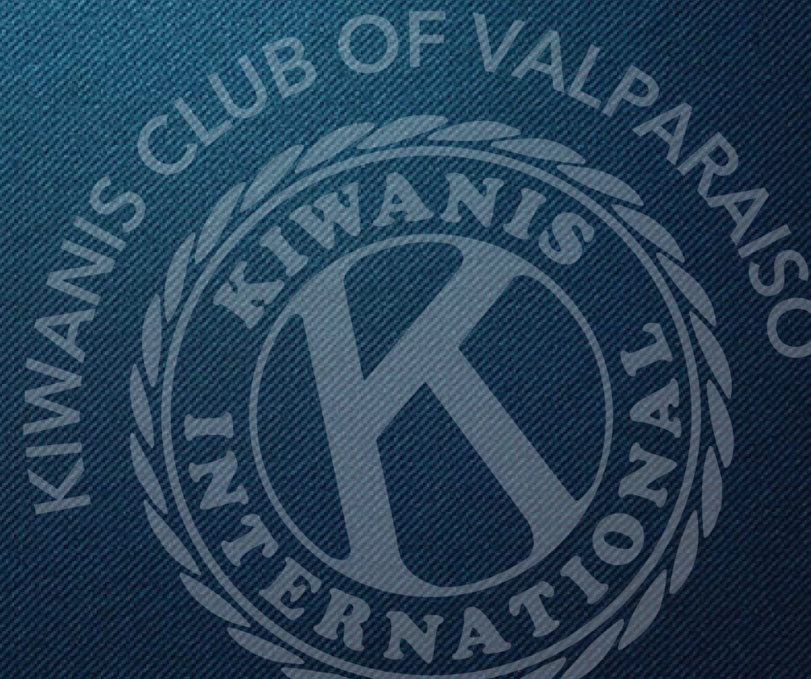
- I'll be asking some hard questions to help you think about your club effectively.
- Please answer these questions to yourself as honestly as possible.
- If you find that you are not happy with some of your answers, take these concerns to your board of directors to help you fix them!

Key Area #1

GUEST CONVERSION

Happy Guests
turn into New
Members

- Club Meetings
- Onboarding Process
- Club Atmosphere



GUEST CONVERSION

Welcoming Club Meetings

- Does your club host meetings in a good location for the type of members you want to attract?
- How does your club treat its guests and new members?
 - Are there any “cliques” in your club?
- What does your club do to make sure guests are welcomed and comfortable?
- How much attention do guests receive?
 - Too little or too much can cause an uncomfortable experience.

GUEST CONVERSION

Easy Onboarding

- What is the process for a new member to apply with your club?
 - Can you make the process easier?
- Is the process clear to everyone in the club?
- Do you have applications readily available?

GUEST CONVERSION

Club Atmosphere

- How do you describe the mood at your club meetings?
- Are your meetings productive AND enjoyable?
- If you came as a guest to your last meeting without knowing about Kiwanis, would you want to come back?
 - If you're not sure, check out the ACE tools from KI for a member survey and learn from your members!

Key Area #2

EDUCATION

Educated
Members get
Involved

- Onboarding
- Club Level
- District & International Level



EDUCATION

Onboarding

- Who is responsible for processing and onboarding new members at your club?
- Do you require Orientation?
- What do you provide in your Welcome Packets?
- Do you utilize and help members get onto the Online Portal?

EDUCATION

Club Level

- How does your club educate its members (especially the new ones)?
- How do the committees share their goals, struggles, successes, and activities with the members?
- Do your members share their Kiwanis Moments?
- Do you keep regular communication with your members through at least 3 channels? (ie meetings, emails, social media, newsletters, phone calls, postcards, letters, etc)

EDUCATION

District & International Level

- Do you promote the Conventions & Conferences to your members?
- Have you used the ACE Tools for club leaders?
- Have you promoted the Amplify Program to your members?
- Do you participate in Kiwanis Facebook Groups?
- Do you promote the Kiwanis Magazine to members?

Key Area #3

ENGAGEMENT

Engaged Members
Choose to Stay

- Structured Engagement
- Non-Traditional Engagement
- Remote Engagement



ENGAGEMENT

Structured Engagement

- What % of your members are attending your regular meetings?
- What % of your members are serving on a committee?
 - How about 2 or more committees?
- What % of your members are participating in your organized service projects?
- What % of your Club Leadership is “new blood” this year?

ENGAGEMENT

Non-Traditional Engagement

- Do you host alternate meetings for members with scheduling conflicts?
- Do you host social gatherings to build relationships between your members?
- How many Inter-Clubs do you participate in on a monthly basis?
 - Do all your members get invited to Inter-Clubs?

ENGAGEMENT

Remote Engagement

- Do you offer virtual participation at your meetings?
- Do you check in with members who have not been involved recently?
- Do you have consistent and informative virtual communication with your members?

Does your club ask your members directly to get involved?

Key Area #4

APPRECIATION

Appreciated
Members Share
their Experience

- Involvement Appreciation
- Emotional Support
- Personal Appreciation



APPRECIATION

Involvement Appreciation

- How does your club recognize highly active members?
- How does your club recognize long-standing members?
- In what way does your club appreciate highly involved NEW members?
- How does your club appreciate committee chairs?

APPRECIATION

Emotional Support

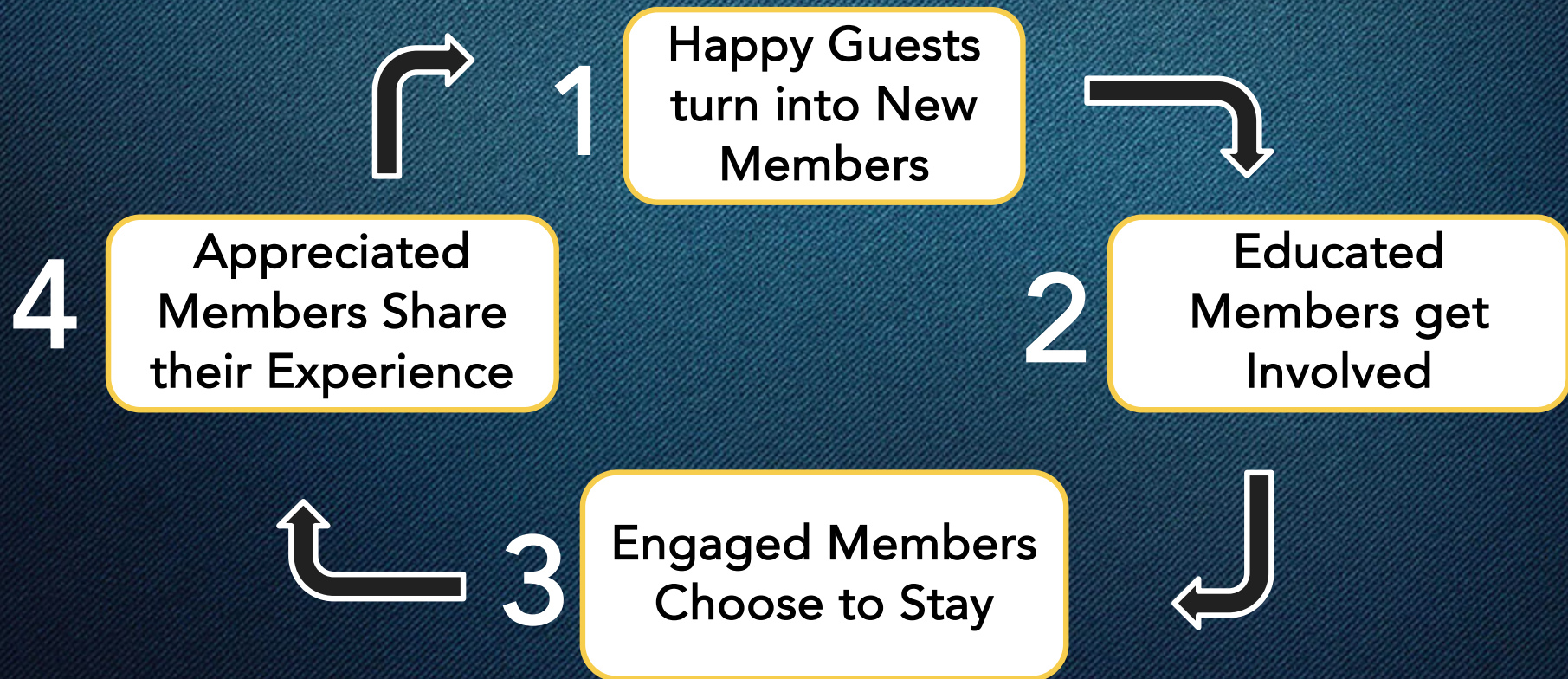
- What does your club do for your members' birthdays?
- What does your club do when a member becomes ill?
- What does your club do when a member loses a loved one?
- How does your club celebrate your member's professional & personal successes outside of Kiwanis?

APPRECIATION

Personal Appreciation

- As a club leader, how do you thank members that do extraordinary things?
- As a club leader, how do you support your BOD & committee chairs?
- As a club leader, how do you show personal appreciation for members?

WRAP UP



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