



## Catering your Kiwanis message...

<b>25-year-old</b>	<b>45-year-old</b>	<b>65-year-old</b>
How do you share Kiwanis with a 25-year-old?	How do you share Kiwanis with a 45-year-old?	How do you share Kiwanis with a 65-year-old?
What does a 25-year-old want from a service organization?	What does a 45-year-old want from a service organization?	What does a 65-year-old want from a service organization?
What does your club offer a 25-year-old?	What does your club offer a 45-year-old?	What does your club offer a 65-year-old?
What will keep a 25-year-old engaged in Kiwanis?	What will keep a 45-year-old engaged in Kiwanis?	What will keep a 65-year-old engaged in Kiwanis?
Why are 25-year-olds not joining Kiwanis?	Why are 45-year-olds not joining Kiwanis?	Why are 65-year-olds not joining Kiwanis?
What are existing 25-year-old members not getting from their Kiwanis experience?	What are existing 45-year-old members not getting from their Kiwanis experience?	What are existing 65-year-old members not getting from their Kiwanis experience?



## Specific marketing tactics...

<p style="text-align: center;"><b>Age 61+</b></p> <p style="text-align: center;">52% of Kiwanis membership</p>	<p style="text-align: center;"><b>Ages 51-60</b></p> <p style="text-align: center;">23% of Kiwanis membership</p>	<p style="text-align: center;"><b>Ages 41-50</b></p> <p style="text-align: center;">15% of Kiwanis membership</p>
<ul style="list-style-type: none"> <li>• Retirement gifts for local teachers and administrators.</li> <li>• Check in with retirees six months after retirement.</li> <li>• What if Kiwanis was the “Welcome Wagon to retirement?”</li> <li>• Market Kiwanis five years prior to retirement to ease this major life transition.</li> </ul>	<ul style="list-style-type: none"> <li>• Parents who have sent final child off to college.</li> <li>• Couples who have disposable income after kids are out of college.</li> <li>• Host a workshop on downsizing or writing a will</li> </ul>	<ul style="list-style-type: none"> <li>• JCI “graduates.”</li> <li>• Women who stay at home.</li> <li>• Focus on enticing 40-somethings. It would be much easier to bring in several younger people at one time rather than one at a time. What if every member of your club were to bring a person younger than 50 to a meeting?</li> </ul>
<p><b>Other ideas:</b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b>Other ideas:</b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p><b>Other ideas:</b></p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



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## Think about this...

**61** – average age of a Kiwanian

**52** – percent of Kiwanis membership age 60 and older

## What's the average age of your club members?

<b>Do you want to embrace it?</b>	<b>Do you want to decrease it?</b>
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## Best practices for sharing Kiwanis with ‘strangers’ ...

*Cold calls. Those two words probably sent a shiver up your spine. Once you do it a few times, it will come naturally. After all, you are just having a conversation about an organization you know and love. Your passion about your club and its projects will show when you start talking about Kiwanis. Some tips to help you succeed:*

- **Warm up to cold calls:** The best option is to contact a potential member and make an appointment, but sometimes it pays to cold call on a business. Who should you contact? Honestly, the list is endless. But start with people who might already be familiar with the Kiwanis family such as Kiwanis partners (US Army, Boys & Girls Clubs, Boy Scouts, CMN Hospitals); your club’s service and fundraising partners and partners of your Service Leadership Programs; and general community partners.
- **Tag team:** Teams of two people work best when approaching a potential member about Kiwanis. One person may immediately connect with the prospect because of a common interest. The second person can be intently listening (or observing the person’s office) to bring up new topics the potential member has interest in discussing.
- **Prime the pump:** Warm up the prospective member before jumping right into discussing Kiwanis. Think about the person before stepping into the business. Why has this person been targeted? What makes this person a great Kiwanian?
- **Be a sleuth:** Research people online when you pull into a parking lot. Google the business. Find the staff list. Have a name or two in mind to meet with when you walk in the door (in case you have not previously contacted someone). Don't just walk in and start chatting (okay, that's the last resort). Know who you want to meet and why they are the best person at the business for the club.
- **Referrals are best:** “Joe says you would make a great Kiwanian.” Use referrals from your own club members or the chamber of commerce. That makes the prospective member feel good and provides a personal touch. They know someone (who they may know well or may only know by name) values them and their dedication to the community.
- **Use both ears:** Stop talking. Listen. The conversation is about the prospective member. Weave their interests into the needs of the club and the community. You want them to see the value they bring to, and will derive from, Kiwanis.
- **Forget the jargon:** Speak non-Kiwanian. A potential member does not need to know about districts, divisions, governors, SLPs, DCONs, etc. Learn to tweak your language.
- **Pick the right place to focus:** Perhaps a lunch meeting or coffee date would work for meeting prospective members. Maybe they want to step out of the office to discuss Kiwanis over coffee.
- **Find the right fit:** Are you too focused on getting the executive director to join and miss other potential members? How many people do you talk to before getting to the executive director? Also, in examining the staff directory, is the executive director the best person for Kiwanis membership? Will you get more from a director of community relations, outreach coordinator, or similar staff member of the organization?

## Prospective members abound simply from looking at other areas of your community...

*Linda Brinkerhoff of the Kiwanis Club of Wooster, Ohio, admits that the club does not have a magical formula for adding new members, but there have been several reasons for the club's success in recent years. Many of the new members have arrived from looking at other areas of the community and extending an invitation. A few ideas you may want to try in your own club:*

- **Go back to the company:** The Wooster club examined a list of the members it lost (and their employers) over the past five years. Current members followed-up with the company for which the former member had worked. If the person was still employed with the company, the club invited them back. If not, the club assumed if the company was open to supporting someone previously, they would do so again and asked them to identify good candidates for membership.
- **Watch for newsmakers in your newspaper:** When there is an article or photo highlighting someone who has done something special for children, the club sends the person a “thanks for all you do for the children” letter and information about getting involved in the club.
- **Other organizations or boards where members are serving:** The Kiwanis club has gained new members from key contacts members make in other community service organizations or boards on which members serve.
- **Other servant leaders and volunteers:** This past year, there was a parent who was involved chairing the design and fundraising efforts of a new playground at one of the elementary schools. The club reached out and invited her to join. Membership recruitment is identifying a good prospective member and asking.
- **Community leaders:** The Wooster club already has the mayor in its club, but just gained one of the county commissioners. One of the club's members simply asked her to join him at a meeting; she attended and completed her application before she left. Two Fishers, Indiana town council members visited the club there, and shared that they had a special needs child; this prompted the new club to launch and sponsor an Aktion Club.
- **Local child advocacy organizations:** Send letters to the executive director and/or board members sharing with them the mission of Kiwanis and how you impact the local youth. As they already are part of a child-based organization, Kiwanis may be of interest. Invite them to a meeting. You also can get them exposed to your club by asking them to be a speaker at your club to share their organization's mission before extending an invitation to join Kiwanis as a corporate member.
- **Places of worship:** Local churches, synagogues and mosques often have programs targeted for children and youth. While it may be tempting to target the top lay person, you may want to seek out those staff and volunteer leaders who oversee their ministries and activities for young people.

***Please remember to keep track of those you invite and when you contact (and reconnect with) your prospective members.***



# Kiwanis®

## 12 steps to excite members, impress prospects, and enhance everyone's Kiwanis experience...

1. **Make your purpose known:** Create a vision with your club and mention it in every meeting, newsletter, news release, fundraising ticket, and advertisement.
2. **Stress the importance of bringing guests:** At every meeting ask, "Who have you invited to come to Kiwanis this week?" Remind every member to look for prospective members and invite someone to come to your meetings. Yes, at every meeting, talk about growing your club! And before you depart, ask who's planning to bring a guest next time.
3. **Give them a reason:** Host a contest: Why? It gives everyone an excuse to ask others to come and to join Kiwanis. If you get your club excited and they just ask people to join, you will grow.
4. **Promote friendliness:** Compile an accurate membership list with names, addresses, phone numbers, cell phone numbers, and e-mail addresses, and distribute copies to every member. Follow that up by e-mailing them a copy. Keep the list updated and redistribute copies at least every three months. This is a must—the club members must be able to communicate with each other before the club will grow.
5. **Speak their language:** Communicate often and in many formats. At least monthly, publish a club newsletter, and mail and e-mail a copy to each member. Have additional copies at meetings for guests and prospective members. Send weekly e-mails to remind members of programs, special projects, fundraisers, etc., and include past club visitors in your distribution.
6. **Plan your program:** Have a set agenda every meeting. This is a huge component of the member experience. Your members will more readily invite prospective members when they know there is a good program planned. Programs should be planned at least two months in advance. Don't just meet and talk over fundraisers.
7. **Stay young:** Invite kids to be part of your programs! Remember, we are an organization dedicated to helping youth so keep young people as the focus of your program agenda.
8. **Don't forget the fun:** Every two months or so host a "fun" program to which members invite their friends and family. Also, consider a monthly program where two members share more about themselves.
9. **Show them you care:** Send a "we miss you" card or note to members who have missed two meetings in a row, even if you know why they've been away (vacation, etc.). Especially send one if you know someone is sick. If a member goes into the hospital, take up a collection and send flowers. No matter why they've been absent, send a note telling them they are important and missed.
10. **Extend a warm welcome:** Greet new visitors at the first of the meeting and introduce them to the club. In the three weeks following the prospective members' visit, send a follow-up letter or postcard...even if they don't come back immediately.
11. **Make it personal:** Send a letter of invitation to every prospective member who has been invited to join. Each month compose a prospect list of names and addresses and share this list with current members, asking them to contact those on the list. A personal invitation to come and join can be very effective.
12. **Show appreciation:** Send thank-you notes for every donation, no matter how small. Include a picture of your fundraiser or project that they were a part of, particularly any news coverage; it is easy and impressive to the community and prospective members. Brag on your team every chance you get!