

5 QUICK STEPS TO MORE MEMBERS & MORE SERVICE

STEP 1

Decide to increase your club's impact in the community.

Membership growth is not a one-time campaign or event. It's a continuous club operation. Now is a perfect time to get started on that commitment — or renewing it — to help more kids in the community.

STEP 2

Download or request a Two For Two guide.

Just go to kiwanis.org/twofortwo. The Two For Two guide is filled with pages of information and ideas: who to approach, how to approach them, ways to identify prospects and more. There are cards to help you follow through on contacts and even some suggested prospects each month. Use the back cover to track your club's progress.

STEP 3

Spend a club meeting working the plan.

Identify two members to reach out to two prospects for each of the next several months. This way, members will work in pairs. After all, teams are more successful. They support each other and reach more people more rapidly. Refer to the Two For Two guide for help identifying people and personalities your club may be missing.

STEP 4

Reach out to the prospects.

People are busy, and time is precious. You will be more successful recruiting new Kiwanis members if you make an appointment to talk to them — rather than “cold calling” or simply showing up at their location. Ask for a date and time to discuss the club and its impact on the community.

STEP 5

Meet with a prospect.

Make sure the prospect understands what Kiwanis is about. Focus on impact. Potential members need to know what you do, how you do it, why the community needs them and where they can immediately fit. Invite them to join your club. The key message: Kiwanis is a global organization of members, clubs and partners who are dedicated to improving the world one child and one community at a time.



Find more resources and tools
for club strengthening at
kiwanis.org/twofortwo



PROSPECT CONCERNS? TALK MEMBERSHIP VALUE!

Every prospective member has some hesitation about joining. The good news: Most concerns can be addressed by sharing the value of membership. Here are common objections and hesitations — and ways for you to talk through them.

I'm too busy
and I have
time constraints.

Explain that most Kiwanians have additional priorities and responsibilities. In fact, that's a strength. Busy people are the best at prioritizing what matters to them. Also explain that clubs decide how often they meet, and members decide how active they will be. There are no requirements.

It costs
too much.

Dues help Kiwanis International pay for important things: leadership education for members, club membership and engagement resources, fundraising ideas, club growth support, Kiwanis youth programs such as Key Club and much more. Dues help make it all happen.

It's hard
to join.

Actually, it's easy. Tell them they only need to complete an application and pay a prorated dues amount depending on the month they join.

I'm already a member
of another organization.

Ask them to consider what Kiwanis offers — and whether any of it could complement their existing affiliation. Either way, thank them for serving the community and ask if they know anyone who might be interested in learning about Kiwanis.

In addition, Kiwanis clubs allow members to develop leadership skills that help improve careers, communities and relationships. Clubs also provide a place to network with other community leaders.

Ultimately, members are part of something bigger than themselves. Kiwanis is not just a local club, but thousands of clubs around the globe. Make sure each prospect knows that every member contributes to changing the world one child and one community at a time.

