

Reflecting on Thriving Member Engagement Worksheet

This worksheet contains the questions from both segments of the above titled education session offered by the Indiana District of Kiwanis. Please complete this worksheet while watching the session!

Key Area #1: 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?
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- Are there any “cliques” in your club?
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- What does your club do to make sure guests are welcomed and comfortable?
-
- How much attention do guests receive?
-

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?
-

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?
-

Key Area #2: Education

Onboarding

- Who is responsible for processing and onboarding new members at your club?
-
- Do you require Orientation?
-
- Do you offer Welcome Packets?
-
- Do you utilize and help members get onto the Online Portal?
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Club Level

- How does your club educate its members (especially the new ones)?
-
- Do you schedule Club-focused programs at your meetings? (ie committees as programs)
-
- 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)
-

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?
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Key Area #3: 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?
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Non-Traditional Engagement

- Do you host alternate meetings for members with scheduling conflicts?

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- Do you host social gatherings to build relationships between your members?
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- How many Inter-Clubs do you participate in on a monthly basis?
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- Do all your members get invited to Inter-Clubs?
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Remote Engagement

- Do you offer virtual participation at your meetings?
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- 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?
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Key Area #4: Appreciation

Involvement Appreciation

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

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

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