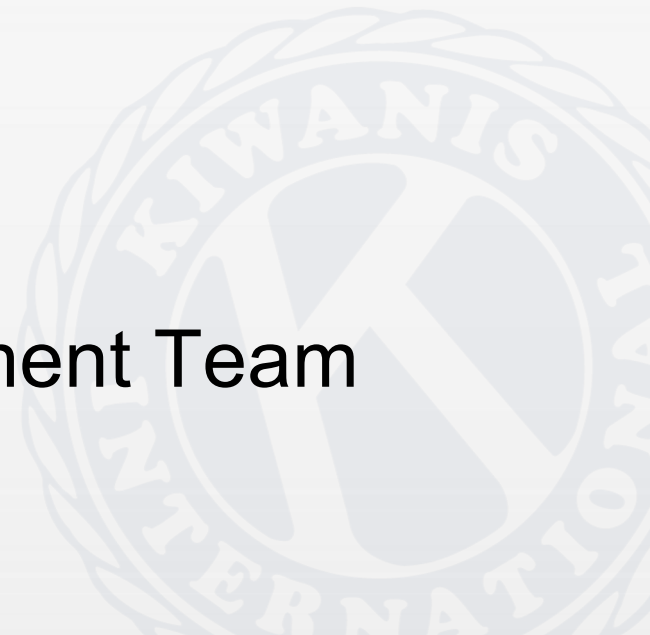


Talking to Prospective Members

Kiwanis International
Global Membership & Engagement Team



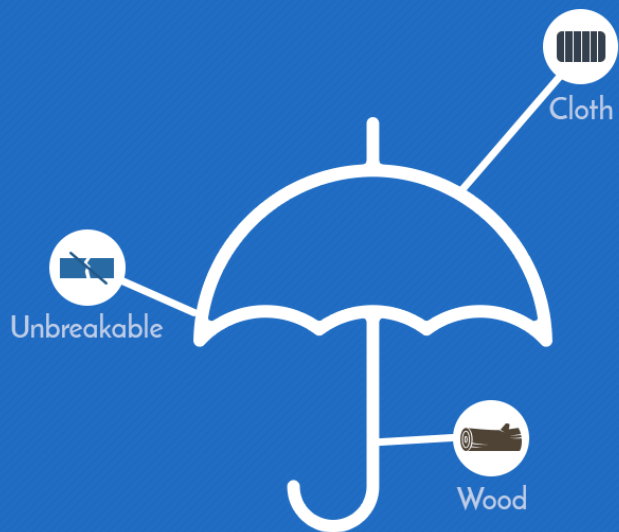
Talk less...listen more

- Active listening mode
- Ask about their interests
- Use open ended questions



Benefits of your club

FEATURES



BENEFITS



Benefits of belonging



- Support district and international projects
- Fun, fellowship and lifelong friends!
- Cultivate relationships
- Know your community better
- Pursue personal passions



What membership means

Different
motives

Members feel
appreciated



Engagement

Orientation



Strive for more members

- Specific professions
- Different skill sets
- Mirror your community



Joining vs. belonging

- Joining is what a member does. *Belonging* is how a member feels.
- Joining is a simple transaction. *Belonging* is an experience.
- Joining is rational. *Belonging* is emotional.
- Joining is episodic. *Belonging* last far longer.



Contact

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