

Aiming for the BEST Kiwaniis Club Experience

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2009-10 Kiwanis International President



PURPOSE OF THIS VOLUNTEER ASSOCIATION STRUCTURE



VISION & VALUE



**SERVICE
FUN
MARKETING
MEMBERSHIP
KIWANIS FAMILY**



FOCUS ON SERVICE PROJECTS





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- Assess current projects of your club.
 - See if they are still meeting the current community needs.
- Conduct a Community Analysis to determine new needs
 - Get your club involved in meeting those needs.

FOCUS ON MEMBERSHIP STRENGTH





FOCUS ON MEMBERSHIP STRENGTH

- Have at least 1 concentrated membership drive
- A Successful Membership Drive has:
 - focused time frame
 - focused goal
 - FUN
- **RETAIN** current members by keeping them involved
 - Conduct a membership analysis



FOCUS ON MEMBERSHIP STRENGTH

- Establish a NEW MEMBER ORIENTATION
- Have a meaningful NEW MEMBER INDUCTION
- RETAIN current members by keeping them involved
 - Always be aware of club's gains and losses.

**USE THE CLUB BOARD
OF DIRECTORS FOR
GUIDANCE**





USE CLUB BOARD FOR GUIDANCE

- VISION – September 30, 2024
- BOARD BRAINSTORM (with donuts)
- Ensure the club board meets once/month
 - Evaluate progress toward the vision

RECOGNITION & FUN





RECOGNITION & FUN

- Kiwanis Thank-you's from the Club Leadership
- FUN at meetings
 - Happy dollars
 - Two Truths and One Lie
 - Guess Who?

**INCLUDE THE KIWANIS
FAMILY**





INCLUDE KIWANIS FAMILY


- Plan/Do Fun Things
 - Miniature golf, bowling, volley ball, family picnic
- Share service projects
- Schedule Inter-Clubs and make them fun
- Include presidents of your sponsored clubs as ex-officio members of your club's board of directors

PUBLIC RELATIONS & SOCIAL MEDIA





PUBLIC RELATIONS & SOCIAL MEDIA

- CONSISTENCY IN BRANDING!! i.e.  
- INTERNAL P.R. – Keep your members informed
 - Website, Facebook, Newsletters, Emails
- EXTERNAL P.R.
 - Roadsigns, Facebook, PICTURES, Radio, Newspaper, TV
- Media Appreciation Day

FOLLOW-UP & CLUB EVALUATION





FOLLOW-UP & CLUB EVALUATION

- Persistent assessment throughout the year
- Always ask “WHY” and “HOW”

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VISION & VALUE



**“What will you do
with this?”**

impact@kiwanis.org

