

Achieving Club Excellence
Lt. Governor Education
May 1-3, 2009

THIS IS A SESSION THAT WILL HELP YOU TO HELP CLUBS!!!
THIS IS PART OF OUR DUTIES AS A LIEUTENANT GOVERNOR!!

I CANNOT EMPHASIS THIS ENOUGH, AS YOU MAY BE THE PERSON THAT
WILL DETERMINE IF A CLUB CONTINUES – FOLDS!!

OVERVIEW:

- All clubs can use an analysis of their club
- Good clubs can become better
- This will help us focus on the positive aspects of the club
- This will help us to look at the negatives and how to improve the club
- Goal is that the club member can have a good club experience
- Help to make the club work together for a successful club, satisfied members and encourage the new member(s)

QUESTIONS: We need to ask questions!!

“How many of you are satisfied with your club?”

“How many of you think you have a good club? Why?”

“How many of think your club could be better?” Why?”

“Who would like to have a better club?”

“**IF** you could change **one** thing about your local Kiwanis Club, what would it be?”

LISTEN: We need to listen to answers!!

Webster’s definition:

hear: “perceive a sound with the ear; be told or informed”

listen: “to make an effort to hear something; pay attention to; respond to advice or a request

The ABCs of Success for Kiwanis Leaders

Attitude

...show a positive attitude. If you believe that you can’t, you won’t!

Behavior

...develop behaviors for achievement. Cultivate effective habits.

Commitment

...understand the commitment. It takes time, dedication, planning, and hard work to attain goals.

The 7 Step Process

1. Commitment

I have a commitment
... to the Kiwanis purpose
... to each other
... to the club

2. Club Assessment and Community Analysis

I need to ask
... how good is my club?
... how can it be better?
... how can it better serve my community?

3. Action Plan

... what will be done to improve my Kiwanis Club?
... who will do it?
... when will it be done?

4. Membership Campaign

How can we involve the members of the club
... to **Intrigue** others to participate?
...to **Invite** others to attend a meeting?
... to **Inform** others about Kiwanis?
... to **Induct** new members into Kiwanis?
... to **Involve** themselves in the club?

5. Pre-Induction Orientation

Each member needs a
... good foundation of the organization
... basic knowledge of Kiwanis International
... understand of expectations
... complete before a member's induction

6. Induction

Welcome a new member with a
... meaningful ceremony
... warm welcome
... informative introduction about them to the club
.. followed prescribed format
... plan to get everyone involved

7. Post-Induction

Follow through and evaluate results of
... getting new members involved
... providing the club with a quality experience
... fun and exciting meetings
... the club and member's expectations

STEP 1: COMMITMENT

What do we want our members to do?

- Be involved with projects and fund raisers.
- Attend meetings
- Welcome visitors and new members
- Care

What does the club need to do for its members?

- Responsibility with leadership: if not a leader, help develop
- Appreciate the, and say “Thank You”
- Work beside them on projects, etc.
- Keep them informed and educated in and with Kiwanis to understand the organization.
- Help train leaders

STEP 2: CLUB ASSESSMENT AND COMMUNITY ANALYSIS:

A. CLUB ASSESSMENT:

ASSESS THE CURRENT SITUATION

WE need to know

Where we are

before we know WHERE we can go

and HOW to reach the goal we have set

* Where are we now?

*Where do we want to be?

*How will we get there?

Who does the assessment benefit?

Kiwanis International – Districts – Regions – Clubs – Club Leaders

But, ULTIMATELY, it benefits the member!

Administration often is the reason members leave a club.

Fortunately, it is the easiest to change!

- Follow a timed agenda
- Plan speakers or program

*Quality clubs offer members a quality membership experience:
good programs, new friendships, and opportunities
for meaningful and useful service.*

Note: President and Secretary have the Membership Development Manual. On pages 19-20, and 45-46 there is a Club Analysis to be completed and compile data.

B. COMMUNITY ANALYSIS:

1. Evaluate the club's current role in the community
2. GEAR committee study the Membership Development Guide
3. Identify key people and service providers within the community

Who can we contact?

- Chamber of Commerce
- City Office
- Schools
- Churches
- City Council
- Mayor
- Senior Center
- Service providers such as hospital personnel, health, child-care providers

Why do we want to contact these entities?

1. Is there a program that they need to help with?
2. Is there an area that isn't being addressed in the community?
3. What are their needs?
4. Is there a way that the club can help?

How do we decide who contacts them?

- Divide the club members that are willing to participate and let them select those individuals within your community that they may know
- Conduct the survey by interview, phone survey or written questionnaire.
- Make a follow-up phone call to those who have not returned the survey, or stop back with a personal visit in case they have questions.
- Meet to compile the data received from members

STEP 3. THE ACTION PLAN

What are the most serious barriers preventing growth in your club?

Then, of which of these barriers need immediate priority?

- What will be done to improve the club?
- Who will do it?
- When will it be done?

Write the answers down and develop a plan with club participation.

STEP 4. THE MEMBERSHIP RECRUITMENT CAMPAIGN

ABC RECRUITMENT SYSTEM

A Members of the club

Provide prospective members' names and invite them to a club meeting

B Club recruiters

Prepare the presentation and contact prospective members to "close the sale"

C Prospective Members

Note: Membership Development Manual: Pages 23-26 and Pages 50-52

REASONS FOR GROWTH

1. Increased opportunity for sponsored youth clubs and programs
2. More service hours each year
3. More fund raising ability
4. Generates future leadership
5. Larger networks, more friendships

"If we are to GROW, we must SERVE. If we are to SERVE, we must GROW!"

STEP 5. NEW MEMBER ORIENTATION

International has an on-line New Member Orientation. OR someone in the club maybe can put one together. Also guidelines are given in the Membership Development Manual, page 53.

Building a Foundation for Kiwanis Membership

An orientation to Kiwanis:

- will give a new member a solid foundation.
- should be done prior to the official induction ceremony
- usually is done following the board's approval of the member's acceptance into the club

Pre-induction information should include:

History and structure of Kiwanis International

- Club History
- Benefits and responsibilities of membership
- Expectations
- Cost of belonging to a Kiwanis Club

WHY??

- Gives the new member basic information needed to become involved in the club
- Questions pertaining to a member's responsibilities should be addressed
- New member should be made to feel welcome and a part of the group
- Members who have been properly informed about Kiwanis are:
 - more involved
 - more active
 - more likely to remain a Kiwanis member

STEP 6: THE INDUCTION

- Special time for the member
- Meaningful and organized induction ceremony
- Present the new member with their Kiwanis pin
- *Note:* Induction Script is on page 53 of the Membership Development Manual

STEP 7: NEW MEMBER INVOLVEMENT

Ways to get members involved:

- ✓ Sponsor and new member be greeters
- ✓ New member missed a meeting – let them know they were missed
- ✓ Give the new member a simple task
- ✓ Let the new member feel and know “they’re counting on me”
- ✓ Current member ask and take the new member on a service project or fundraiser
- ✓ Visit with the new member to find out what his interests are and what brought them into the club
- ✓ Bring out their strengths and make them feel part of the club
- ✓ Consider the new member's talents, but don't assume what they want to do within the club
- ✓ Find out what the new member expects from their membership
- ✓ REMEMBER: all of our members change over time, so be patient with a new member as they find out just where they fit and feel comfortable

New Member Feedback:

- First year of membership is delicate
- Stay in touch with them
- They are valued
- Couple of the board members meet with them
- Give you a new perspective on the club
- Awareness of the club's strong and weak points
- Help make improvements within the club

MEMBER SATISFACTION:

- * Make it worth their time to be part of the club
- * Oftentimes, simply doing the little things will make a difference

“Every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ If you can do that, you’ll be a success not only in business but in life as well.” - Mary Kay Ash, founder of Mary Kay Cosmetics

- * **Keep members informed!!!!**

SUMMARY: ASK THE QUESTIONS

- “What have you learned that will benefit your club?”
- “What areas are you determined to discuss and change with your members?”
- “Will you have cooperation with your members to reach your goals?”
- “Who, specifically, will you ask to cooperate with you? Discuss the points? And execute?”

Suggestions:

- Membership Committee brainstorm ideas that appeal to the membership
- Celebrate major events: birthday, Kiwanis anniversaries, job promotions, births, etc.
- Make everything you do enjoyable.
- Recognize people when they have done a great job. Some members do not like the public recognition send them a personalized “thank you” instead.
- Empower members by providing them the support they need to get the job done.
- Start fun, new traditions. Plan an outing, picnic or have a club garage sale. Always collect member input.
- Show members you respect them by listening to them.
- Encourage creativity and new ideas. (The 7 last words to anything dying is “We’ve never done it that way before!”)
- Keep members informed!!!!!!!!!!!!

DISCUSSION of CLUB MEETINGS, etc.

No. 1: What makes a poor club?

- Poorly run meetings
- Meetings not started and finished on time
- Unfriendly members
- No service projects
- No fund raisers
- No committee meetings
- Poorly operated board meetings
- Poor leadership (president and/or secretary)
- Don't attend regional conference, district and international conventions
- No interclubbing
- Cliques within the club
- Not working together on things
- "We" and "They" philosophy for district and international
- Officers don't attend leadership classes
- Disconnected from other clubs, region and district
- Secretary doesn't complete monthly reports
- DON'T HAVE FUN!!!!

No. 2: Ways to improve the club:

- Nice meeting room
- Greeter for each week
- Program variations
- Presidential leadership
- Timely meetings
- Monthly board meetings
- Monthly committee meetings
- Secretary leadership
- Mix up members so get to know each other
- Interclubs
- Attend regional meeting and the district and international conventions
- Projects where members can see that they make a difference in someone's life
- Evaluate fundraisers
- Evaluate service projects
- Monthly newsletter
- Keeping members connected by email or web site
- Be friendly and warm to others
- Keep in touch with those inactive members
- Remember members with cards for illness, death, etc.
- New member orientation
- Welcome visitors and visit with them
- HAVE FUN!!!!!!!!!!!!!!