

Membership Growth

A Plan That WORKS!

Kiwanis Membership Recruitment Project

Div. 22 Past Lt. Governor Marv Taylor, of the Seward Kiwanis Club, has developed a new-member recruitment program which has proven very successful and which has made Division 22 the leader in membership gain of all 24 NE-IA Divisions. This program has been directly responsible for membership gains of 27 in the Seward club, 24 in the Fremont club, 13 in Milford and 10 in the Newton, IA club. The following guidelines are the result of Marv's development and trial and error, over the past seven years. Healthy club membership is important to each club's vitality. Remember, if you continue to recruit members the same way you did last year, your results will probably be the same!

Follow the steps exactly. If you change anything, you're developing your own system. This one works!

This is a club project, not a membership campaign. It **MUST** have the support and backing of the club President, Officers, and Board, and since it is a club project, the support of the membership as well. Following the project, fine-tune the process and conduct another recruiting project in a couple months. Be sure to include input from, and involve newly recruited members.

1. Review Historical Membership Data and

Establish a Goal. Review club membership over the past several years. Establish a goal for new members you'll achieve with this project. Be realistic. Don't set your goal so high that members feel it can't be achieved. A goal of 5 new members is usually appropriate.

2. **Establish a Timetable.** The entire project should take no longer than 4-5 weeks. Any longer and you'll be wearing thin and your prospects will think you're not serious. Be sure to obtain the Board's approval for the project. Schedule week 3 for special "Introduction to Kiwanis" meeting and week 4 for the induction of new members.

Week 1 – Introduce the Project to Club Members.

Recruit club members who have computer expertise and excellent letter-writing skills. Create the letters you'll be using for initial contacts; one for individuals and another for businesses. Schedule a special meeting (consider a pizza party) for all club members to help develop a prospect list. Utilize any available lists, i.e. PTA, Chamber of Commerce, church, phone book, etc. Based on the resulting prospect list, determine how many teams you'll need. Five or six 2-person teams should be able to contact the prospects in a half-day. Consider asking a nearby club for help in staffing your teams if necessary. Select prospect recruitment teams who will be calling on prospects and schedule a recruitment day. **DO NOT** use a sign-up sheet. **SELECT** team leaders who are comfortable meeting people and who can talk about Kiwanis. You know who they are. Assign them as team leaders and pair them with members whose skills are more limited. Mail the introductory letters, which lets the prospect know when you'll be visiting. Consider including a "What is Kiwanis?" brochure. Be sure you have enough Kiwanis supplies and membership applications, etc., on hand.

Week 2 – Visit the Prospects. Schedule a Monday or Tuesday morning for the 2-person teams to call on prospects. This allows at least three days to follow-up with prospects who are not available. Have the teams select their prospects from the master list to gain maximum benefit from personal and business contacts. Meet somewhere for coffee in the morning and conduct a brief training session covering what to say, and answering any questions the teams may have. Plan to begin visits around 9 AM and meet around 11:30 AM for lunch and to review progress. If any teams can continue after lunch, they can complete any leftover calls or visit prospects that weren't available in the morning. Invite the prospects to the club meeting the following week and explain that, should they decide to become part of Kiwanis, they'll be inducted into the club the following week. This visit is a good time to leave information on your club, including a roster of current members, community projects, etc. While occasionally you'll find a prospect that's ready to fill out an application and write a check on the spot, your goal is to obtain a commitment to visit the club meeting and learn more about Kiwanis.

Week 3 – Special Introductory Meeting. This is your chance to explain what Kiwanis is all about. If your club sponsors a K-Kids, Builders Club, Key Club, or Circle K Club, ask their members to attend and share their experiences. Devote the entire meeting to explaining Kiwanis. **DO NOT** try to sell Kiwanis and still have a regular speaker/program. This is your one chance to convey the fun and excitement of Kiwanis. If you don't feel anyone in your club can do a good job of this, contact your Lt. Governor or district Governor to speak, or for assistance. Follow up with prospects that attend. During the next few days, secure their completed membership application and activation fee. Prepare new member certificates for presentation at the induction ceremony and remind all inductees of the meeting.

Week 4 – Induction Ceremony. As always, make this an impressive and memorable event. Depending on the number of inductees, invite the division Lt. Governor or district Governor to participate in the induction ceremony. Also, contact any prospects that were unable to attend week 3 and invite them to visit the induction ceremony. Make reminder calls for prospects to attend the induction ceremony.

Post-Project Review – Follow Up. Contact prospects who were unable to attend the introductory or induction meetings and invite them to a subsequent meeting. Promptly assign new members to committees to ensure their involvement in the club's activities. Ensure sponsoring members maintain contact with the new members. The recruiting project committee should meet and review the project to consider whether parts of the project could have been handled more productively.

If you have any questions regarding this project or need help getting started, contact us at any time.

Paul Ruhrdanz,
Past Lt. Gov. Div. 22
NE-IA District Kiwanis
7430 Brentwood Circle
Lincoln, NE 68506
402-488-1326
(pruhrdanz@navix.net)

Marv Taylor,
Past Lt. Gov. Div. 22
NE-IA District Kiwanis
1643 North 2nd
Seward, NE 68434
402-643-4622
Fax: 402-643-3946

KIWANIS CLUB OF FREMONT

A. Membership Analysis

| | | | |
|-------------|-------------|--------------|---------------|
| <u>8/98</u> | <u>9/99</u> | <u>12/99</u> | <u>3/2000</u> |
| 85 | 77 | 84 | 104 |

B. Club Member Goal – Net 100

C. The Plan (duration is less than one month)

1. Develop a list of prospects.
DATE: Feb 3 - 70 prospects
2. Schedule a membership workday.
DATE: Feb 10 - 6 Teams of 2 ea.
- 12 people worked 9:00 a.m. until 11:30 a.m.
3. Invite new member prospects to **special club meeting**.
DATE: Feb 17 - 34 Attended
4. Induct new members (one week later).
DATE: Feb 24 - 24 inducted

KIWANIS CLUB OF ATLANTIC, IOWA

A. Membership Analysis

98 99 00 01
43 35 26 38 + 4 carryover = 42

B. Club Member Goal - Net 10

C. The Plan (duration is less than one month)

1. Develop a list of prospects.

1A - Mail Letters
Personal & Organizational

112 prospects

2. Schedule a membership workday.

DATE: January 15, 2001

5 groups of two

3. Invite new member prospects to **special** club meeting.

DATE: January 25, 2001

25 attended

4. Induct new members (one week later).

DATE: February 1, 2001

14 inducted

4 carryover

18 TOTAL

KIWANIS CLUB OF SEWARD

A. Membership Analysis

| | |
|--------------------|-------------------|
| $\frac{10/97}{85}$ | $\frac{9/98}{84}$ |
|--------------------|-------------------|

*Established Club
82 members*

B. Club Member Goal – Net 90+ Achieve 5+ new members

C. The Plan (duration is less than one month)

1. Develop a list of prospects.

DATE: November 30

75 prospects

2. Schedule a membership workday.

DATE: December 8

8:00 a.m.

Civic Center

*Divided 12 members
into 6 groups of 2*

3. Invite new member prospects to **special** club meeting.

DATE: December 14

29 attended

4. Induct new members (one week later).

DATE: December 21

Jane Erickson

or Governor Clint McDonald

22 new members

KIWANIS CLUB OF MILFORD

A. Membership Analysis

7/98
44

10/98
35

*New Club Chartered
May 4, 1998*

B. Club Member Goal – Net 40+ Achieve 5+ new members

C. The Plan (duration is less than one month)

1. Develop a list of prospects.

DATE: Tues. February 2

2. Schedule a membership workday.

DATE: Sat. February 6

*12 members - 6 groups of 2
Met at Pizza Chick Restaurant 9:00 am
Reported back at 11:30 am*

3. Invite new member prospects to **special** club meeting.

DATE: Tues. February 16

18 prospects attended

4. Induct new members (one week later).

DATE: Tues. February 23

13 new members recruited

Lt. Gov. Ruhrdanz

KIWANIS CLUBS
O F S E W A R D
HOME OF THE KI-TONES

December 3, 1998

Dear Community Builder:

You are very probably aware of the fact that the Kiwanis Club of Seward is made up of about 85 men and women who, along with other service clubs, work toward the improvement of the local community and also the regional and world communities. You have seen some of these persons at work as they unite for service in keeping with their slogan, "We build." You might even have noticed how much fun they are having as they collaborate on ambitious projects.

Even though the club is quite strong, we are looking for additional persons to join with us. We believe that you are the kind of person who is interested in improving the community and that you would enjoy collaborating with your local friends in building communities through Kiwanis.

Several of our club members will be calling on you on Tuesday, December 8, in order to invite you personally to join with the 85 citizens who already enjoy membership in Kiwanis. They will also be able to answer any questions which you might have relative to membership in this vital service organization.

We hope that you will share a few minutes with these your friends and will give serious consideration toward joining with Kiwanis in building a better Seward and a better world community.

Sincerely,



Marv Taylor, Membership Chair
Lee Holtzen, Co-chair



SEWARD, NEBRASKA 68434



KIWANIS CLUBS
O F S E W A R D
HOME OF THE KI-TONES

December 3, 1998

Dear Community Builder:

It has come to our attention that your organization does not currently have a representative in the Kiwanis Club of Seward. We believe that someone from your organization might want to join the 85 men and women of the community who collaborate on community improvement through membership in Kiwanis.

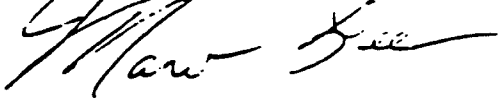
Although the service of Kiwanis members is offered unselfishly without concern for any direct return, we believe that in many instances representation in Kiwanis does result in a higher level of recognition of the significant role than each business, industry, or other organization does have in making living in the area the wonderful experience that it is.

We know that your organization is already involved in providing significant community service. We do hope, however, that you will give serious consideration toward providing representation also in Kiwanis.

On Tuesday, December 8, several members of the local club will call on you in order to share a personal invitation to be represented through Kiwanis membership and also to answer any questions which you might have relative to membership in Kiwanis. We hope that you will share a bit of your time with these your local friends and that you will give serious consideration toward making a positive response to their invitation.

Thank you for sharing our concerns as a community builder.

Sincerely,



Marv Taylor, Membership Chair
Lee Holtzen, Co-chair



SEWARD, NEBRASKA 68434



"I can't think of anyone to invite to my club meeting!"

Yes, you can! Thinking of someone to invite to your next Kiwanis club meeting is as easy as A-B-C.

Read through this list to stimulate your thinking. Turn to pages 2-3 for other ideas of individuals you can invite for coffee, lunch, or supper – and to hear a great program! Don't forget to review the Guest Tip Sheet on page 4 to ensure your guest will want to come to future meetings and ultimately become a Kiwanian!

A

Accountant
Advertising Agency Executive
Agricultural Agent
Airport Manager/Airport Authority
Apartment Manager
Architect
Attorney
Auctioneer
Auditor
Automobile Dealer

B

Bakery Owner/Manager
Banker
Barber
Biologist
Boat Equipment Dealer
Booking Agent
Bookkeeper
Broadcaster
Broker
Building Contractor

C

Carpenter
Caterer
Certified Public Accountant
Chemist (Hospital, Company)
Chiropractor
City/Town Council Member
Clergy
Consultant
Counselor
Court Reporter

D

Dairy Owner/Manager
Dentist
Dermatologist
Designer
Developer
Dietician
Direct Mail/Marketing Executive
Distributor
Doctor
Dry Wall Contractor

E

Educator
Electrician
Employee Relations Consultant
Engineer
Engraver
Equipment Rental Owner
Estate Planner
Exterminator

F

Farm Equipment Store Owner
Finance Company Owner
Financial Planner
Fire fighters
Florist
Foundation Director
Fund-raiser
Funeral Director
Furrier

G

Gardener
Geologist
Graphic Artist
Grocer
Guidance Counselor
Gunsmith
Gynecologist

H

Haberdasher
Hardware Store Owner
Historian
Horticulturist
Hotel/Motel Manager

I

Illustrator
Importer
Insurance Agent
Interior Decorator
Investigator
Investment Analyst

J

Janitorial Service Owner
Jewelry Dealers/Repair
Job Analyst
Judge

K

Kennel Operator

L

Landscaper
Laundry Operator
Lecturer
Librarian
Lithographer
Livestock Broker
Locksmith
Lumber Dealers

M

Magazine Editor
Manufacturers' Representative
Marine Equipment Owner
Marriage Counselor
Massage Therapist
Meat Packer
Meteorologist
Musician

N

Naturalist
Newspaper Publisher
Novelty Company Owner
Nurse
Nutritionist

O

Occupational Therapist
Office Equipment Store Owner
Oncologist
Optician
Optometrist
Orthodontist

P

Paper Company Representative
Pediatrician
Pharmacist
Photographer
Physician
Playwright
Plumber
Podiatrist
Printer
Psychologist
Public Relations Executive
Purchasing Agent

Q

Quality Control Consultant

R

Radio Station Manager
Real Estate Agent
Restaurateur

S

Safety Consultant
School Superintendent
Secretaries
Social Worker
Sporting Goods Store Owner

Stock Broker
Surgeon
Surveyor

T

Tailor
Taxidermist
Technician
Telecommunications Manager
Telephone Company Manager
Television/Video Dealer
Training Consultant
Travel Agent

U

Underwriter
Upholsterer
Utility Manager

V

Veterinarian
Videographer
Video Repair Store Owner

W

Welder
Window Company Owner
Writer

X

X-ray Technician
X-ray Supplies Salesperson

Y

YMCA/YWCA Administrator
Youth Center Administrator

Z

Zoning Consultant
Zoologist
Zoo President/Executive

Kiwanis International
3636 Woodview Trace
Indianapolis, IN 46268 USA
Telephone: 317/875-8755
FAX: 317/879-0204

KIWANIS RECRUITMENT TEAM REPORT

Solicitation Date: _____

Time: _____

Team Members: _____

Team No. _____

Name of Prospect

Perceived Response

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Note: After completing solicitations, please return this completed form to Marv Taylor on the day that contacts have been completed. Thank you for your assistance.

KIWANIS CLUBS
O F S E W A R D
HOME OF THE KI-TONES

The Kiwanis Club of Seward offers an opportunity for personal involvement in the leadership and improvement of the Seward Area Community. Kiwanians are known for service but club meetings offer much more – namely fellowship and friendship that is sincere and lasting. Kiwanians achieve together what an individual cannot accomplish alone.

We invite you to attend a special Kiwanis Club Meeting and Luncheon on **Monday, December 14**. The meeting will be at **12:00 noon** in the lower level of the Civic Center.

If you are interested in what you see and hear at this special meeting and want to join the Seward Kiwanis Club – please attend a special **Induction of New Members** – Monday, December 21 at 12:00 noon.

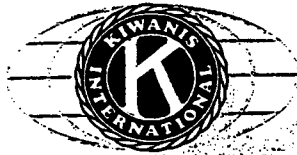
If you have questions please contact:

| | |
|------------------------------|----------------------|
| President Jeff Sieck | 761-3486 or 643-6681 |
| President Elect Bob Dahms | 643-4268 or 643-4574 |
| Membership Chair Marv Taylor | 643-4622 or 643-2556 |



SEWARD, NEBRASKA 68434





Serving the
Children
of the World

FREMONT KIWANIS CLUB

The Fremont Kiwanis Club offers an opportunity for personal involvement in the leadership and improvement of our community, nation, and world. Kiwanians are known for service, but our club meetings offer much more - namely fellowship and friendship that is sincere and lasting. Kiwanians achieve together what an individual cannot accomplish alone.

*You are invited to attend
a special Fremont Kiwanis Club meeting and luncheon
at 12:00 Noon on Thursday, February 17th
at the Holiday Lodge main dining area.*

If you are interested in what you see and hear at this special meeting and want to join our Fremont Kiwanis Club please attend our . . .

*New Member Induction Ceremony
at 12:00 Noon on Thursday, February 24th
at the Holiday Lodge main dining area.*

If you have questions please contact:

President, Diane Peterson
President-Elect, Nicki McIntyre
Membership Chair, Tony Niday
Membership Co-Chair, Jim Moore

721-1040 or 721-2500
721-0588 or 721-5480
721-9303 or 721-2233
721-5600 or 721-2500

KIWANIS CLUB OF MILFORD

Questions and Answers for Prospective Members

Why do people join Kiwanis?

Kiwanis is an organization through which people work together to improve their communities and the world community. The sharpest focus is usually on the immediate community. Kiwanians in Milford are part of a group of more than 300,000 Kiwanians working through 8000 clubs in more than eighty different countries all working to improve the world community.

What kinds of things do Kiwanians do to improve the Milford community?

Kiwanians concentrate on activities to support children. They are always looking for partnerships to benefit children.

What are some examples of improvements made in the Milford community?

1. Hosted and served meals to 200+ HOBY Ambassadors at Southeast Community College.
2. Served at Pancake Breakfast, Milford Fun Days -funds used for local scholarship program.
3. Served refreshments for Honors Night Program - Milford High School.
4. Assisted with Trick or Treat for Funds for I.D.D., a national Kiwanis program to reduce mental retardation through iodine deficiency.
5. Assisted with programs to help elementary students with homework.
6. Sponsored Venturing Program - Boy Scouts of America.

Planned Activities

1. Elementary Basketball Tournament.
2. Builders Program - Elementary Kiwanis Leadership Program.
3. Key Club - High School Kiwanis Leadership Program.
4. Special Olympics Support

How do Kiwanians get money to carry out their projects?

The club removed the old bleachers from the high school, reducing costs for the school and making money for youth projects. Plans are to annually do a youth basketball tournament.

About how many people belong to Milford Kiwanis?

Club membership currently hovers just above 40 members. The average attendance at a club meeting is about 16-20.

Who can join Kiwanis?

Membership is open to any adults recommended for membership and approved by the Board of Directors. Plans are for a builders club for middle level students and a key club for high school age students.

How often does Milford Kiwanis meet?

Milford Kiwanis meets in regular session every Tuesday noon at the Pizza Kitchen. The Board of Directors meets at 7:00 A.M. the first Thursday of each month.

What happens if I can't attend all the meetings?

There is no penalty, financial or otherwise, for missing a Kiwanis meeting. Most members are very busy individuals and there are times when they simply have schedule conflicts. Obviously, members who attend on a regular basis derive the most satisfaction from membership in Kiwanis.

What happens at a Kiwanis meeting?

Kiwanis have an opportunity to participate in the Pizza Kitchen's buffet. We do group singing, participate in patriotic exercises and have prayer at each meeting. We have informative programs at every meeting. The last meeting of each month, we look at club activities. Most Kiwanis activities are carried out through committees. Everyone will be given an opportunity to serve on a committee.

How much does it cost to belong to Kiwanis?

Club dues are currently \$50 per year payable on an annual basis. This fee includes local dues, district dues, international dues, a subscription to the national and district magazines, and all administrative costs of operating the local club. Meals each Tuesday are provided on a pay-as-you-eat basis. Members do not pay for meals that they do not eat because of absence, dietary restrictions, or personal preference.

How can I join Kiwanis or learn more about belonging?

Just fill out the Application Form attached to this information sheet and hand it to any member of Kiwanis.

KIWANIS CLUBS
O F S E W A R D
HOME OF THE KI-TONES

December 30, 1998

Fellow Member of Kiwanis:

What a wonderful experience it was to welcome twenty new members into the Kiwanis Club of Seward on December 21. I want to use this means of extending a special welcome to you, one of the newest of our members. Your decision to join Kiwanis is your vote for an improved community of Seward, an improved community for our nation, and an improved world community. Sounds like a big order, doesn't it. Like other Kiwanians, you believe that when each individual does a bit the result is much greater than we can imagine. Thank you for choosing Kiwanis.

About meetings: A concern that some new members have is that they are very busy and will not be able to attend all of the weekly meetings of the club. We recognize this as a reality. There is no penalty for missing one or more meetings other than the potential isolation from other members. There is a great reward for attendance in that you will feel a much closer sense of involvement and an ever greater closeness to your community if you can participate in meetings on a regular basis. For many, regular attendance is a habit.....a very good habit. Unfortunately, absence can also become a habit...one which deprives the member of total satisfaction with membership. We know that you will want to be with us just as often as possible.

You will note that members of Kiwanis (like most human beings) are creatures of habit and tend to sit at the same table. (Have you ever observed a church where this was true?) We encourage you and all members to change locations frequently so that we can come to know as many club members as possible. There are no reserved seats at Kiwanis.

About the Miscellaneous Committee: I hope that you realize by now that the Seward Club is a "cane-raising" club. We share a lot of laughs. The Miscellaneous Committee provides some of them. The "fines" are intended to be a joke and we want you to regard them as such. The amount of the fine consists of whatever the individual wants to contribute ranging from \$0.00 upward. If you pass on paying a fine, nobody will hassle you. Every club member also shares the responsibility of assessing fines to the Chairman of the Miscellaneous Committee. Please join us in this task.

Our President tries diligently to begin on time and to end on time. At times a program does extend a bit beyond the time intended. When this happens, please feel free to leave at whatever time you need to depart in order to meet your professional obligations. You will not be alone in doing so.

About the Yearbook: I hope that you will spend a bit of time with the rose-colored yearbook that you received when you were inducted. It contains information that will help you to know more about the club and how it functions. Pages 7-9 focus on the Seward Club. The



SEWARD, NEBRASKA 68434



largest portion of the book is devoted to providing thumbnail sketches of the persons who belong to the organization. If it would be helpful to you, please feel free to bring your book to club meetings in order to check out members whose name tags you see. Page 31 tells you about some of the things that the local club has done and intends to do on a continuing basis. Page 32 verifies the dates of club meetings and tells you who is in charge of the program.

About Kiwanis Committees: Every member of Kiwanis is appointed to one or more committees of the club. You will find the committees and current members listed on pages 2 and 3 of the Yearbook. We like to have members designate committees that they would most enjoy as their focus in Kiwanis. Please use the enclosed form to designate your choice of committee membership and return the form to Jeff Sieck, President; Jack Swanson, Secretary; or to the undersigned. If you have questions as to what certain committees do, please feel free to call me at 643-6037 or 643-7471 to receive additional information....or you may want to speak to the current Chair of the committee.

About the Business of Kiwanis: According to Kiwanis by-laws, the business of Kiwanis is carried out by elected officers and the Board of Directors. You will find their names listed inside the front cover of the Yearbook. Kiwanis operates on the basis of representative government. Please feel free to share your suggestions with any of them. The Board of Directors regularly meets at the Seward Senior Center at noon on the last Wednesday of each month. Any member of Kiwanis is welcome to attend any meeting of the Board.

It is my hope that this has provided you with a further nudge toward active membership in Kiwanis. We hope to schedule an orientation meeting for new members in the near future. Meanwhile, please feel free to consult with me or with any other members of Kiwanis concerning any question that you might have or any suggestion that you might want to share.

Best wishes for a happy and productive new year.

Sincerely,

Lee Holtzen
Chairman Integration Committee

P.S. I do recognize that several of you receiving this letter were not able to be present for the mass induction on December 21. Nevertheless, the same words of welcome apply to you. We hope to formally induct you at your next meeting attendance which we hope will be Monday, January 4.

NEW MEMBER COMMITTEE PREFERENCE

TO: Secretary of Seward Kiwanis

After considering the options, I would like to be appointed to the following committee(s) of the Kiwanis Club of Seward for the balance of the Kiwanis year ending September 30, 1999.

_____ Committee
_____ Committee
_____ Committee

Kiwanis Member

COMMENTS:

(Please return this form to Jack Swanson, Jeff Sieck, or Lee Holtzen)