Session 1

Originals by Adam Grant, reference book.

What is Kiwanis? Focused on kids, empathy, global, service focused. What sets us apart? IDD, Eliminate.

How are we providing “the What”? Volunteering, service projects, clubs, finance, partnerships, SLPs (continuity, lifelong), local focus on community, action, inclusion, community activities gets our brand out, education of kids spreads to parents.

“Best kept secret”. KI has done surveys about impact, but only know what we are told. What if Kiwanis was a household name? Be here for Session 2! Also, ACE tools are useful.

What if Kiwanis didn’t exist? We need to brag on what we’re doing – clubs are underreporting. Tangible things: there are children who would not have food, clothes, shoes, books, inspiration without us. If Kiwanis wasn’t there, who would fill the gap? Many of us would still volunteer somewhere. Why is Kiwanis our best place to do service? Attract attention: advertise the social aspect of belonging. Wear your K! “If it’s got to be, it’s up to me.” (Jerry Peuler)

Is Kiwanis a part of you or are you a part of Kiwanis? Joining v. belonging. Or…Does/feels. Transaction/experience. Rational/emotional.

Suggestion: Have a Mentor/sponsor/spirit guide for new members. Take them to a Board mtg, SLP mtg, service project, 1st 6 months. Show them what’s going on and how to get to it.

Personal Bumper Stickers: Helps ID the Why. Participant Bumper Stickers:

If you want to follow me so close then follow me to Kiwanis

Want to have fun with helping others?

My Kiwanis Club meets Wednesdays at noon at the Lodge

Engage Life - Engage Kiwanis

Kiwanis & Kids Rule

Join me, change the world 1 child & 1 community at a time

Teach a kid to fish with Kiwanis!

Grandads love to serve in Kiwanis

Session 2

Dreaming – What If – 5 easy phrases

* Change kids’ lives
* Improve your community and the world
* Build friendships
* Enhance leadership skills
* Develop contacts

206. The number of children each Kiwanian impacts every year.

What are your personal What Ifs? Comes from your dreams of the best possible world. What is your Kiwanis Hat(s)? Can lead you to your Kiwanis What If?

What If …?

* We had a Key Club in every high school
* I could bring in a new member
* We raised more $$ to have a bigger impact
* We could change lives anywhere in the world
* All our Membership could tell our club’s story
* Everyone in the world knew “Kiwanis”

Club Idea: Have a dream session every month. Take the dreams and develop them into practical solutions, achievable plans.

External What Ifs:

* The club wanted to do a new service project: is that hard? Initially some fear – drain on members, lack of resources.
* SLPs: sponsor more, enrich existing
* Greeks had 7 words for love. Agape is the idea of loving community
* Open House Idea – Happy hours! Reach new members where they already go. The pitch is about social opportunity. It’s a pitch about “belonging”. Social Media did not get much traction. Phoning people directly is working for the Ellicott City Club. It’s Personal.
* It’s been said, “younger people want to sit down in a bar, have a few drinks, plan it, go do it, come back for more beers”. No mtg with speaker and meal. Younger people don’t need 6 months to plan something. If it needs to happen right now, make it happen right now. It is a WAY to serve. Maybe each club needs to offer more than one “way”.
* Satellite – range of ages. Members want a experience that appeals to them – have to offer those possibilities. What if we changed the meeting format?
* No money, no mission is a non-profit motto. Volunteers are out there, but getting people to want to join, pay dues and belong is hard.
* How to ignite interest among existing members is an interest – nobody but the Board is coming to meetings anymore. What if more members came to our meetings. Idea: have a service project at the meeting. Or the meeting is a service project. Maybe at a different day/time than the traditional mtg.
* Plea for speakers (they have value!): lifelong learning – exposure to new topics you might not get elsewhere.
* Some clubs have different levels of membership. By age range?
* Format suggestion: Meet 1st 3 weeks of each month only.
* What if Kiwanis has signature projects that increased awareness, attract new members -what would it look like?
* Invite non-Kiwanians to participate in service projects
* Increase number of mentors, coaches for YOUTH
* Increase gifts to KICF? More grants, bigger impacts

Personal Bumper Stickers – What If Statement for your club

What if…?

* Every member brought in a new member, providing talent and enthusiasm we are missing
* We lowered the average age of our club’s membership 15 years
* we could give every kid in our community a good sense of social consciousness, desire to do good for others
* We raised $100,000 in our next service project
* We added a nighttime meeting with beer
* Every member participated in meetings and service projects
* Our club actually represented the demographics of the community
* All businesses made a difference with Kiwanis
* We all felt like we belonged and made a difference
* The whole Kiwanis family had the opportunity to really get to know one another
* We found a better way to engage new members, especially young ones
* Everyone I invite to join did
* Every elementary school had K-Kids, Builders Club, Key Club and CKI
* We had a true family service project, personal family, Kiwanis family, community family, professional family
* Our club reached each child in our community at least once every year
* We engaged new members right away.

Now: Share your statement on social media!

Session 3

Topic Groups: SLPs, Membership, Service Projects – break into groups. Worksheet provided to create a proposal

**SLP in every school**, also more productive SLPs,

* start a Builder’s club
* Do a faculty oriented local convention to get people excited
* Figure out who has school connections
* Have morning and evening mtgs to be inclusive
* Get SLPs to participate in fund raisers
* Build relationships
* Develop a repeatable model
* Don’t have only one person be responsible. Always have a backup

**Service Projects**

* Used plan as jumping off point to discuss issues and how to apply the plan
* Discussed what types of projects are out there
* What relevance do the current projects have for club and for community. If lackluster, address that and maybe change.
* The proposal worksheet helps with “the way we always do it” problem when you use the form. Gets people to think it through.
* When new members come in 1-by-1 they leave 1-by-1. What keeps people in the club is to get them engaged in the community, not just meetings
* Service project idea: Backpacks with meals for during school breaks: 10 days \* 3 meals a day \* number of kids. Used it to attract new members as well as serve the community. Only costing them $250 for upcoming spring break because publicity got hem donations, partners and new members

**Membership**

Project Name: Diversity and Busting the Good Ol’ Boy Network

* Reflect the demographics of your community so it’s a better match for the people being served.
* Younger members mean sustaining the club.
* Kiwanis is homogenous – how do we get away from that?
* Goal: align with the community including the economic demographics. Most of our members are fully employed. The homeless, unemployed, newly released from jail – give them a place to be.
* There’s always some who say, you do that; we’re leaving. The threat of leaving is usually a bluff. DO it anyway.

**Membership**

Project Name: Double Your Membership Double Your Fun

* 2 possible projects: reach out to community to increase membership and focus on retaining membership.
* More members = more manpower. This spreads out responsibilities.
* More members provides more opportunity to get involved with children.
* Have an annual open house for community. Invite community to come to a place for refreshments and get to know Kiwanis.
* Build the Kiwanis brand in the community.
* More fellowship – invite a neighbor or friend.

**Membership**

Project Name: Kiwanis For All

* If you want to increase the number of projects done in community you need more members.
* Goal: Have all members in the club attend more functions.
* Goal: build awareness of Kiwanis and increase attendance by 50% every time the club gets together.
* We are losing membership. We need to create more opportunities to serve, especially for children.
* Objectives: increase club size by 25% from where we are today and achieve
* 95% of communities knowing Our Why and Our Name.

**Membership**

Project Name: Membership and Retention

Provide more service to the community and focus on retaining members

* Goal: 10% net growth by 9/30 of this year
* Goal: All members participating
* Purpose: club survival
* Objective: Increase ability to do more while continuing to do what doing now
* Methods: Train the trainer, Social Media, Use business partners to help with recruiting
* Get away from “same people doing everything”

Wrap up

Make this the beginning!