CAPITAL DISTRICT KIWANIS INTERNATIONAL

Quarterly Committee Report & Committee Evaluation

Committee: Membership **Date:** 05/01/2021

Chairperson: Caren Schumacher

To be completed by the Committee Chairperson and submitted to the District Secretary and supervising District Trustee no later than 21 days before each quarterly District Board Meeting.

1. COMMITTEE MEMBERSHIP

Committee fully staffed: Yes ☑ No ☐ [Note: Regions without representation below.]

All Regional Coordinators are in place with the addition of John Morris serving Heart of Virginia. Efforts are underway to find a new volunteer to fill the role. Members of the committee are: National Capital - Jen Wolff; Chesapeake Bay - Jenn Hiscock; Mason Dixon - Renee Mackey; Southeast - James Shackelford and Caren Schumacher; and Southwest - John Montgomery. All are engaged in their roles as membership coordinators.

2. KIWANIS YEAR GOALS (list all committee's annual goals)

GOAL	% Complete
Recruit Heart of Virginia Membership Coordinator as soon as possible. Enhance and maintain strong working relationship between regional coordinators and LTGs. Increase number of membership coordinators. Continue monthly calls.	100
Build effective team of Club Coaches and Club Openers. Provide training, either online or in person. Ensure that each Division is adequately staffed. Recruit from past LTGs and other leadership positions.	90
Implement incentivized membership recruitment programs that provide encouragement and dollars to clubs for increasing number of members during a specific timeframe. (Working on new ideas to implement during 2021)	100
Working with LTGs, determine where new clubs can be built and which clubs need support. Develop action plan and assign coaches and openers. Work with KI staff. Build new clubs to match Governor's goal.	70
Working with Governor, develop and implement an annual awards program to recognize outstanding club efforts in membership growth. Add any other activitives as assigned by Capital District leadership.	50

3. **CHALLENGES OR ASSISTANCE NEEDED** (use continuation sheet if necessary):

There are clubs who have been identified as needing strengthening, but the challenge is for them to accept help. This is an ongoing issue, within the Capital District and the entire Kiwanis Family, as well. We will persevere and hopefully be successful in helping these clubs prosper and grow.

4. **COMMENTS** (use continuation sheet if necessary):

1. As of April, the Capital District leads the Northeast Region with 54 new members.
2. Club strengthening workshops have been held or are scheduled in all regions but Southwest. The first session, Spring Refresh, reminds participants why they joined Kiwanis. A mini SWOT analysis is included and notes from these sessions are being used to develop the second strengthening session, Spring into Action, that will provide the practical ideas and tools needed for a club's success. Sessions have been presented by KI staff Emily Sharp and Jen Wolff. Feedback on the first session has been extremely positive. Sessions are being recorded and will be edited and placed on the CD website for viewing.
4. I participated in the Ohio District's midyear conferencing leading a workshop on SMART Goals.
5. Continuation of regional coordinators working with LTGs to develop list of clubs that need strengthening.
6. What would a District-wide e-club look like? Still pursuing ideas for single purpose clubs.
7.The third informational session to open a new club in Richmond County/Warsaw will be held on May 11th.
8. I am in touch with Division 13 LTG, Ken, to resurrect the Kiln Creek new club efforts. I am also awaiting a return call from my King William contact, and will engage Division 11 leadership in the effor
9.Montly membership calls have been moved to fourth Tuesday of the month at 5:30pm.

SIGNED: Caren Schumacher, May 1, 2021

Kiwanis
CAPITAL DISTRICT

MAY MEMBERSHIP MOMENTUM!

May is Membership Month in Kiwanis.

How much can we grow the Capital District during Kiwanis Membership Month? Now is the time to put those recruitment efforts in high gear!

Three awards will be given: to the club, individual, and division that recruits the most new members during the month of May.

Winners will receive a complimentary registration to DCON, a specially-designed award, and recognition in Roanoke.

Make the commitment today to build hands for service.
And don't forget, #KidsneedKiwanis!