CAPITAL DISTRICT KIWANIS INTERNATIONAL

Quarterly Committee Report & Committee Evaluation

Committee: Membership **Date:** 08/02/2021

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.]

John Morris, Heart of Virginia coordinator, has agreed to succeed me as Capital District Membership Coordinator, as my three term ends on September 30th. Members of the committee, who have also served for three years and will step down on 9/30, are: National Capital - Jen Wolff; Chesapeake Bay - Jenn Hiscock; Mason Dixon - Renee Mackey; Southeast - James Shackelford and Caren Schumacher; and Southwest - John Montgomery.

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.	95
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.	75
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.	80

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

Not getting new clubs opened as quickly and abundantly as we would have liked is not for lack of trying. KI staff help is not needed in the rural areas we are targeting: Warsaw/Richmond County and King William. Currently, a potential club in Kiln Creek does not have a sponsor (one time commitment from Poquoson no longer stands), and all communication must go through the HOA to the residents. Division 13 LTG, Ken Surles-Law is working on obtaining a sponsoring club, and along with Dave Rothberg is working on this effort. James Shackleford will update a list of local businesses for additional outreach beyond community individuals.

Separately, included in this report, is a District wide snapshot of clubs the Regional Coordinators provided from information they gathered from their LTGs.

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

1. Monthly membership coordinator calls continue, as well as my participation in a NE Regional call,
2. Pete Glubiak, the King William attorney with whom we are working, has agreed to develop a timeline for opening the club, hopefully before 9/30. John Morris is involved and the club will reside in Division 11. I am trying to confirm an August 9th meeting,
3. Kiwanis is an Interjection is the membership workshop for the Roanoke conference and has been designed to be a motivating and inspirational session.
4. An August 11th meeting is scheduled for organizing the Warsaw/Richmond County Club, which will be attended by Governor Dennis. As of 8/2, four membership applications have been received, with an optimistic opinion the others needed to Charter will be forthcoming during August.
5. Meetings proceeding to open Kiln Creek Club through their HOA. LTG Ken Law-Surles and Dave Rothberg are involved.

SIGNED: Caren Schumacher, August 5, 2021

August 4, 2021

MEMORANDUM ***(Attachment to Quarterly Membership Committee Report)***

To: Capital District Officers and Trustees
From: Caren Schumacher
Re: Membership Throughout the Capital District

Following is information that I have received from each Regional Membership Coordinator regarding the clubs in the Divisions they serve. I posed five questions and asked for them to work with their LTGs to get answers. The questions were:

1. Clubs that need strengthening.
2. Clubs that need help recruiting new members.
3. Clubs on the verge of turning in their charter.
4. Clubs that are thriving.
5. Any areas in which you think we can open a new club before September 30.

The homework assignments are all in, and I have cut and pasted the information into one document for your review. I believe we can begin addressing issues (i.e.assigning Coaches) as we wrap up this Kiwanis year. We will focus on getting new clubs up and running and finding solutions to save members if any clubs are folding.

This information will serve as a good blueprint for action as John Morris takes over for me and he builds his team and plan for success over the course of the next three years. The current membership team will discuss these results during our Zoom call on August 10th and will develop an action plan for August and September to ensure we stay strong as a District as we wrap up the year.

National Capital

Clubs that need strengthening: Eastern Branch, Mitchellville, Manassas, Arlington, Mount Vernon, Fairfax County, Fairfax, Leesburg, Bull Run-Manassas, Bethesda, Rockville, and Wheaton-Silver Spring that are clubs that need assistance to get stronger.
Clubs that need help recruiting new members: All clubs could benefit from recruitment help.
Clubs that are on the verge of turning in their charter: Northwest Washington, Capitol Hill, Woodbridge, Leisure World, Silver Spring, and Montgomery Village are clubs with low membership numbers that are continuing to lose members or not gain any.
Clubs that are thriving: Washington, Shepherd Park, Greater Landover, Far East Washington, Southwest Waterfront, Alexandria, Fredericksburg, South Arlington, Tysons, and Waldorf are all clubs that appear to be stable and gaining members.
Any areas in which you think we can open a new club before September 30: Social Media outreach and online research is being kicked off this week for (Division 1) Tacoma Park and Anacostia, (Division 2) Sterling/Ashburn and Haymarket/Gainesville, (Division 3) The Heights and Germantown. Not sure if anything will be viable by September 30th.

Chesapeake Bay

(1) Clubs that need strengthening

- In Division 4, Severna Park is our smallest club with 9 members. They tried to fold into another club in late spring/early summer but it is not going to happen; therefore, they certainly need strengthening. There are 3 members doing all of the work and they are burning out quickly.
- In Division 5, Coastal Delaware is our smallest club with 5 members. They have always been a club that needs strengthening from the outside, but not inside.

(2) Clubs that need help recruiting new members

- In Division 4, with the move of PG County to Division 3, all of our clubs are above 20 members with the exception of Severna Park which has been trying very hard to recruit members using provided strategies and methods. They are trying!

(3) Clubs that are on the verge of turning in their charter

- No clubs in division 4 as Severna Park is going to try and hold on
- No word from division 5

(4) Clubs that are thriving

- In Division 4, Ellicott City has not missed a beat despite the pandemic.
- Bridgeville is hard at work with their annual chicken stand which is always a large effort in the summer. They have stayed strong during the pandemic by continuing to host meetings and recruit members.

(5) Any areas in which you think we can open a new club before September 30th

- In Division 4, there does not seem to be any possibility of adding a new club before 9/30. However, there are opportunities to add more members to current clubs in the next two months.

Mason Dixon

Clubs that need strengthening

Division 6

Hampden-Midtown Baltimore-They did not meet until May during the pandemic year. They need to focus on educating their members so more will move into leadership positions.

Loch Raven-Monthly reports are missing with the lack of an active secretary. They hesitate to get involved in Division activities. They maintain active service projects.

Division 7

Frederick-Many of their members did not meet virtually with the club over the past year. They are continuing to work on combining the service projects and fundraising events of both the Suburban and Frederick club since they merged. Two new members recently joined the club.
Division 8
Blue Ridge-Winchester
They have located a new place for in person meetings. Both the president and president-elect resigned this year but new officers have been elected and meeting attendance is regular.

Clubs that need help recruiting new members

Division 6
Towson-Timonium-The club finished an analysis of the community/club to gain ideas on how to increase membership.
Division 7-Each club is growing with new members.
Division 8
Strasburg-They conducted a campaign to bring in new members that they hope will result in new growth. The Lt. Gov. has been working with them addressing many of their concerns. They have a summer service project planned to the community.
Old Town-The division Coach has been meeting with the leadership to help them. They have had no secretary this past year. The change of location for their meetings has caused attendance to decrease.

Clubs on the verge of turning in their charter

Division 6
Baltimore City-They are not yet met in person or virtually and have no service projects. They are also behind on paying their annual dues.
East Baltimore-They are not currently meeting.
Bel Air-The Lt. Gov. has been working as a coach with the members. They do not have a club secretary and are failing to retain their membership involvement after the pandemic year.
Division 7
State Line-They are in the process of becoming a satellite club of Westminister.
Division 8-None

Clubs that are thriving

Division 6
Canton-Fells Point-They have regular service projects and attract community volunteers for them. They have a high energy level for member recruitment.
Elkton-They have strong leadership and are actively involved in both service projects and fundraisers. They increased their membership this year with one new member.
Reisterstown-They actively support their SLP clubs and have strong leadership. They have several service projects planned.
Wilmington-Their leadership is actively engaged in the district and community. They have continued their service projects during the pandemic year.

Division 7

Westminster-They have resumed meeting in person. They are preparing for the State Line Club to be their satellite club. They are active in reaching out to the community.
Mt. Air-They have resumed meeting in person and have recruited several new, younger members. They are actively involved in the community.
Hagerstown-They have added 6 new members and have remained active in community service projects during the pandemic year. They have a team of younger members that have brought vitality and fresh ideas to the club.

Division 8
Winchester-They have found a new location for in person meetings with membership rebounding. They maintain active participation in community events and support the newly restored CKI at Shenendoah University.
Front Royal-They currently meet in a local park as they look for a permanent location. They are actively involved in partnering with one of the local elementary schools to improve the school play area.

New Club potential

There are no current plans for building a new club before the end of September but initial conversations have begun for starting a new club in Division 7. Division 8 looks forward to welcoming

Heart of Virginia

1. Clubs that need strengthening. Division 9: Harrisonburg is doing well but is aging and Eric and Governor Dennis have had conversations around strategy. Division 10: Crewe has 7 members but are working on finding more members. Dinwiddie might need some help, but they are doing an amazing job but have not found officers for next year. Division 11: Tappahannock, Tuckahoe and Midlothian-Chesterfield.
2. Clubs that need help recruiting new members. Division 9: All clubs could benefit from more members. Division 10: Crewe, Chester and Central Chesterfield. Division 11: Tappahannock, Tuckahoe and Midlothian-Chesterfield
3. Clubs that are on the verge of turning in their charter. Division 9: Orange County is still on the verge of folding. Division 10: Central Chesterfield. Division 11: Tappahannock maybe
4. Clubs that are thriving. Division 9: Jackson River Area is growing and is about to add more new members within the next two weeks Charlottesville is exploring sponsoring a new key club and is in discussions with 4 new potential members. Shenandoah Valley has added new members recently. Division 10: Chester is celebrating its 50th year. Colonial Heights. Hopewell is making up for their l6 that left last year. Petersburg is gaining new members all the time. Division 11: Richmond and Ashland.
5. Any areas in which you think we can open a new club before September 30. Division 9: Eric does not have any leads currently. He is always on the lookout. Division 10: Not at this time. Division 11: King William.

Southeast

Division 12

Clubs in need of strengthening: Northern Neck, New Kent, maybe Grafton, but they seem happy where they are. We can all use a little club strengthening, can't we?

Clubs that need help recruiting new members: Legacy e-club for sure (Katie has been trying very diligently to no avail), Gloucester, Middlesex, New Kent definitely, Northern Neck, Poquoson & Toano.

Clubs on the verge of handing in charter: New Kent!

Clubs that are thriving: Williamsburg is up a net of 4 members and doing very well with service and fundraisers.
Legacy e-club is very energetic and active. They have over 300 service hrs since inception on Dec31, 2020. Gloucester has a great President, who will serve a second term next year. He has lots of great ideas and is keeping the membership engaged with service and fundraisers.
Middlesex is second in the Capital District for inter-club participation and very active with service projects and fundraisers.

Club opening potential: I leave that up to you two experts. Of course, Warsaw and King William are in the works.

Division 13

1. Clubs that need strengthening:

   a. Denbigh

   b. City Center

   c. POP

   d. Old Point Comfort

2. Help recruiting new members:

   a. Mercury 64

   b. POP

   c. Old Point Comfort

   d. Denbigh

e. City Center

f. Downtown Hampton

Clubs that are thriving:

a. Smithfield

b. Carrollton

c. Greater Hilton

New Club opening possibility:

a. Kiln Creek

Division 14

Clubs that need strengthening and recruiting new members:
Oceanview
Beachcombers
Great Bridge

No clubs on the verge of turning in their charters.

Clubs that are thriving:
Chesapeake
Norfolk
Town Center
Lynnhaven
Virginia Beach
Portsmouth

New clubs: There has been talk of starting a new club in Suffolk (Harborview area) and Virginia Beach (Pungo area). I feel that coming out of 2020 the focus is on strengthening existing clubs right now and working with Kim Henderson discussing strategies that we can help clubs that are struggling.

Southwest

Clubs that need strengthening: Forest (Division 15, a new club started three years ago) has a strong base, but is still a seedling. Abingdon (16) and Botetourt (17) have lost five members each this year, mostly a result of dealing with the pandemic. They are tinkering with their respective models to broaden their appeal.

Clubs that need help recruiting new members: Radford (16) is not open to new ideas but incoming trustee Bob Lewit has a good relationship with the club leaders, so I am optimistic. Bluefield (16) has largely been treading water for some time.

Clubs that are on the verge of turning in their charter: It seems that Fort Hill (15) is on the endangered list. it is an aging club that has dwindled. Lt. Governor Don Witt, a competent coach, has visited with them several times. Past Lt. Governor Hi Nicely, a strong coach as well, has met with them also.

Clubs that are thriving: Six clubs in the region either have celebrated 100 years or will do so very soon -- Lynchburg, Roanoke, Salem, Danville, Martinsville and Norton. I have attended (or will attend in the coming weeks) celebrations at all six, which have been uplifting events. Christiansburg (16) is doing very well (62 members, 10th largest in the district, +3 for the year, home club of the incoming trustee), as is Hurley (a member of Division 17, Hurley is + 8 this year, a whopping 40 percent increase).

Any areas in which you think we can open a new club before September 30: As previously discussed, the addition of six new clubs in Southwest during 2017-18, created a number of difficulties in the region and are the areas where a great deal of effort has been expended to keep them operational. Two of the six clubs -- Smith Mountain Lake and Chilhowie -- have closed. The other four are relatively stable.