



ACE Tools

Achieving Club Excellence

Change



TIME
FOR
CHANGE



You are here.

- What do your members think about the club?
- What does the community need you to do?

Step 1

Member assessment

This can take many different forms:

- Paper survey
- Online survey
- Group activity
- Individual conversations

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Solicit Member
Feedback



Your Club – the Member Perspective



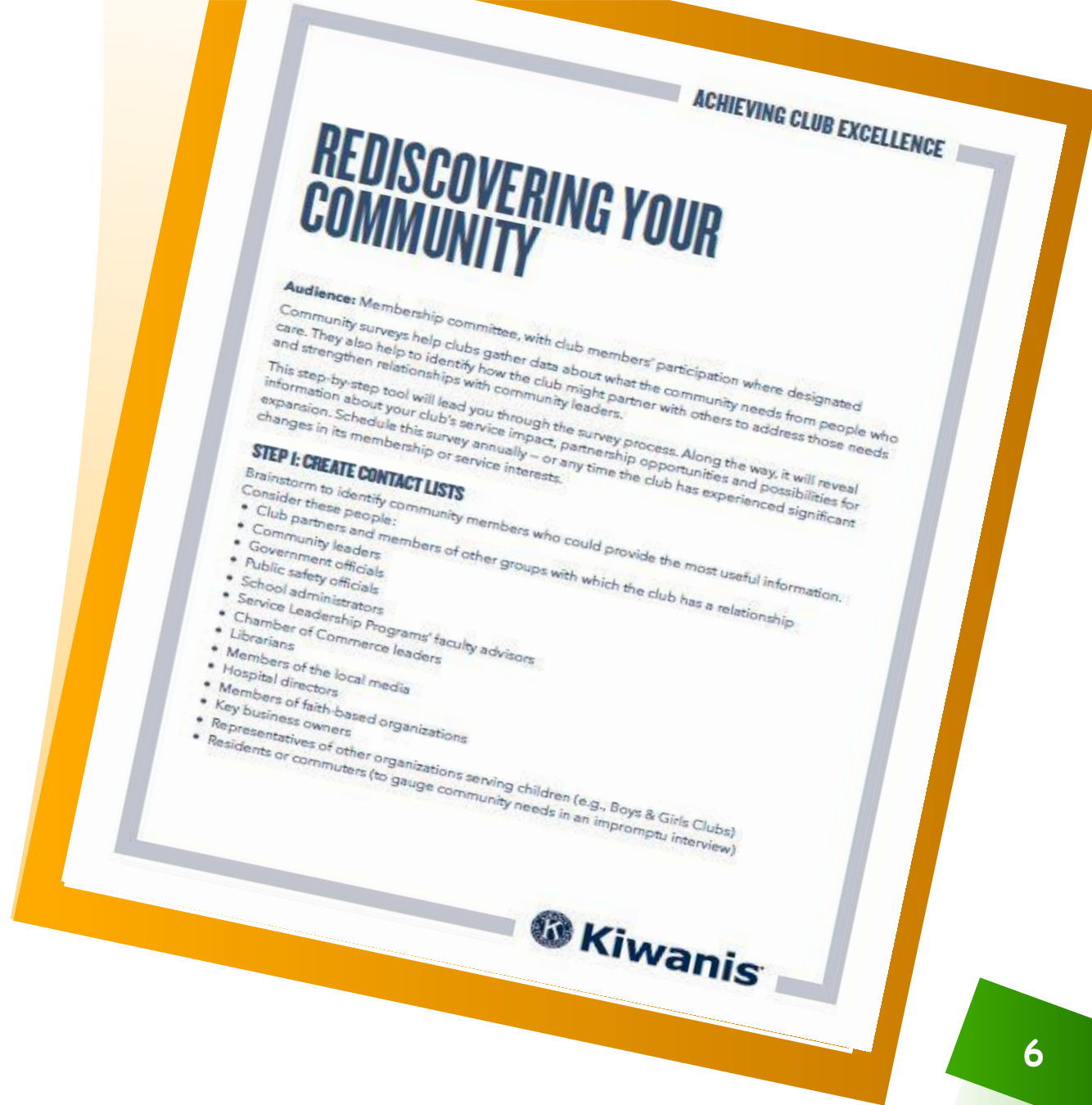
Get feedback
from ALL
members,
not just the
very active.

Step 1

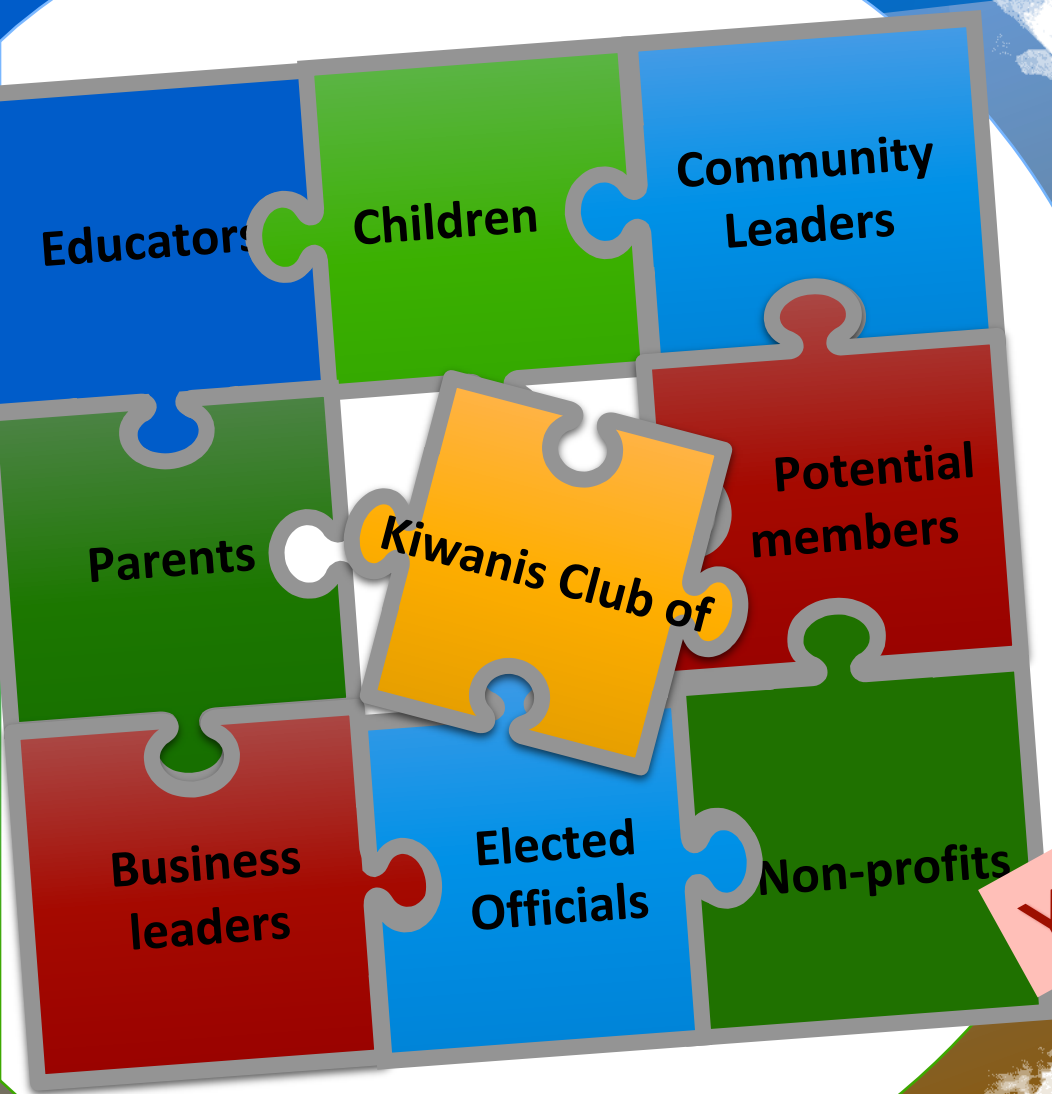
Connecting with your community

- Determine how you can better support your community
- Let the community know that your club cares
- Discover potential new members

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Listen to your community:



Your Community's Perspective MATTERS!!!

Individual conversations
Networking
Surveys
One-on-one person
written
Town Halls

A top-down view of various school and art supplies scattered on a white surface. Items include blue and red pens, pencils, a compass, a ruler, a sharpener, a pencil case with a cartoon character, and colorful paper cutouts. The supplies are arranged in a way that suggests a creative or educational environment.

Envision your Future

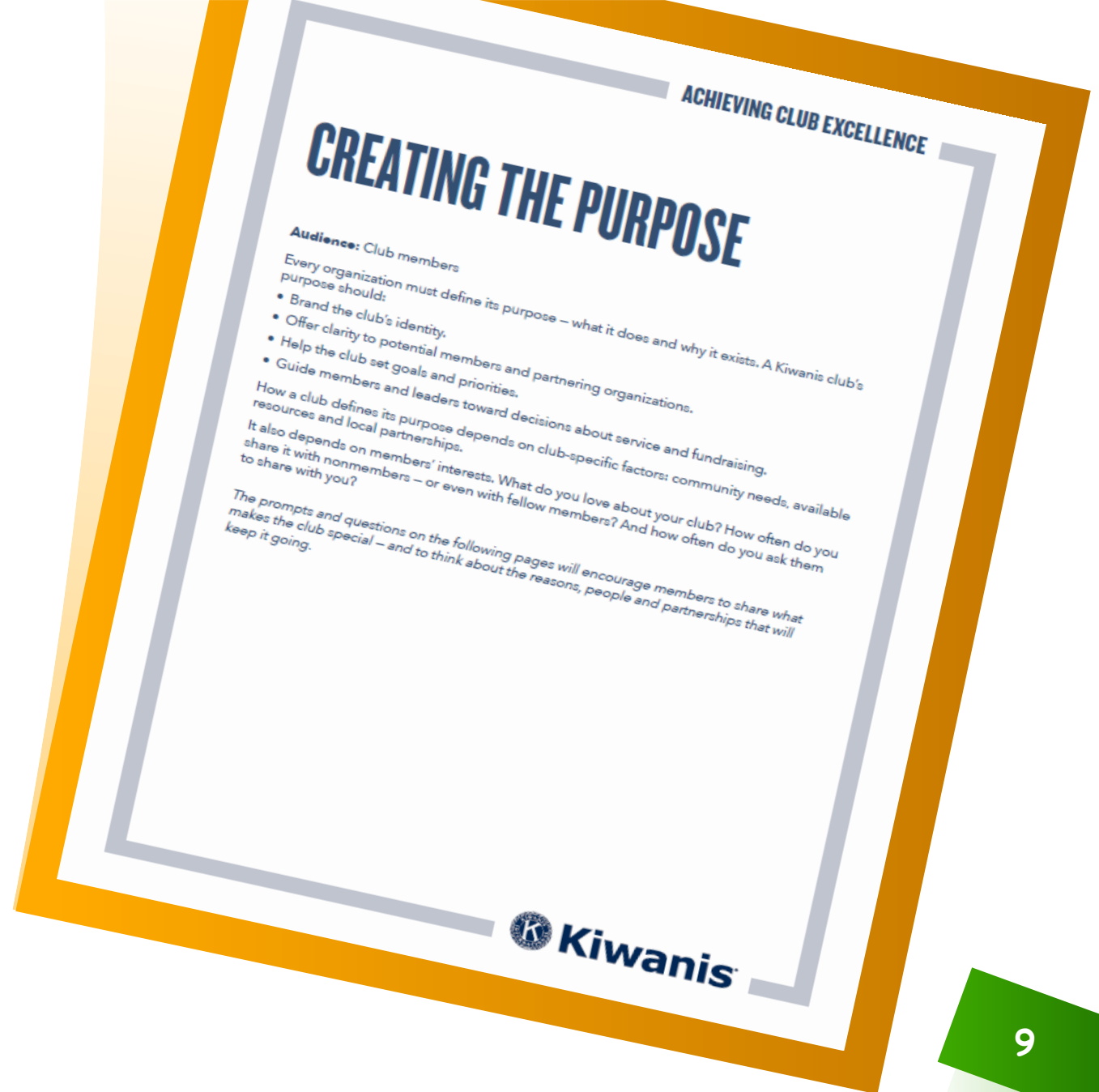
Your club's "WHY" for
existence

Step 2

The “Why” of your club’s existence

- What is your club’s “Dream”
- What are your member’s responsibilities?
- How does the club support your vision?

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Creating the Purpose

Defining the club's vision – which is yours?

Each student has a tablet
No hungry children in our community
Every teacher has needed supplies
All children have access to service leadership programs
Children' healthy lifestyle supported
All 9-year-old kids can read
Homeless children all have care packages
Every child a swimmer

Creating the Purpose

What are your member's responsibilities to achieving your future?

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- ✓ Take a leadership role
- ✓ Pay dues on time
- ✓ Attend meetings
- ✓ Engage in service projects
- ✓ Share new ideas
- ✓ Recruit new members
- ✓ Help raise funds
- ✓ Attend board meetings
- ✓ Support other members
- ✓ Have Fun!!!

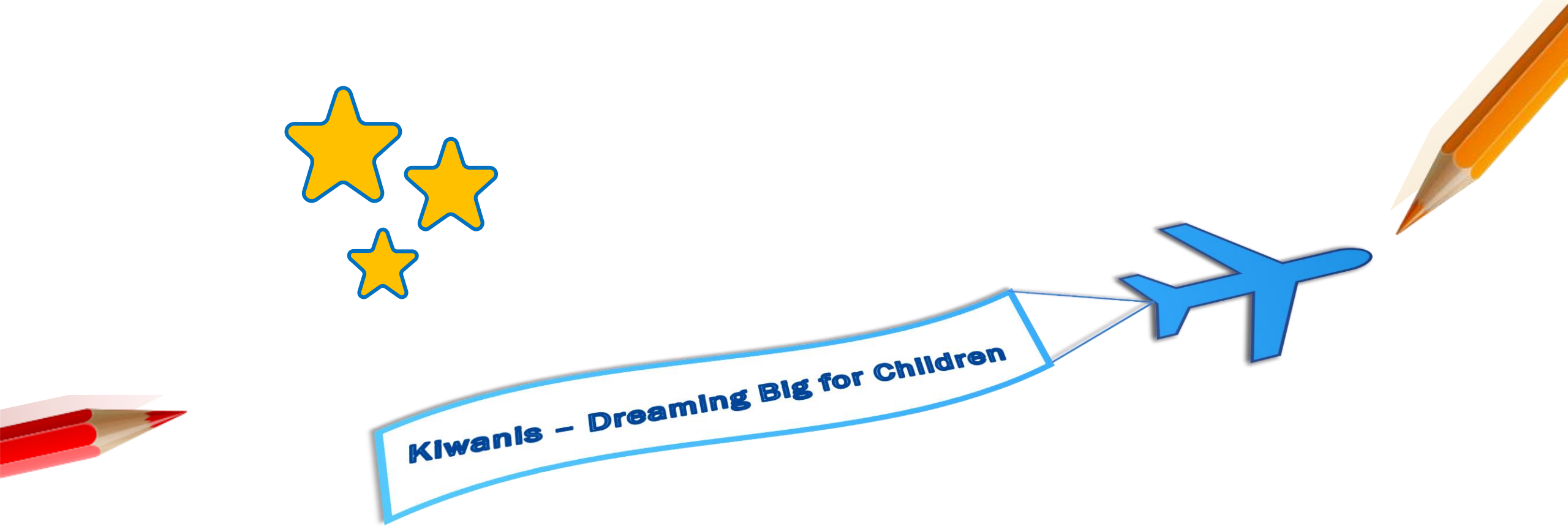
Creating the Purpose

How does the club support the members as they work towards their future?

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Kiwanis Club of _____ will:

- Provide leadership opportunities
- Communicate
- Support personal growth
- Provide great meetings & social events
- Create pride within the community
- Recognize member achievements
- Facilitate fellowship/friendship
- Create a fun atmosphere
- Provide education
- Embrace change



The Dream

Analyzing the Gap

How far is it to your dream?

You are here

Gap

Step 3

Analyzing your impact

- Are you using your resources wisely?
- Can you impact more children?
- Can your impact be more profound?
- Can your results last longer?
- Do you need to let some things go?
- Can you partner with others for a greater impact?

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ANALYZING YOUR IMPACT

Audience: Board and club members
Kiwanians serve so they can make an impact in their communities. This tool will help you assess your time and resources – and prioritize how to spend them.

FIND THE RIGHT FIT: ANALYZE YOUR SERVICE
Use this chart to determine if the service you are doing is relevant to the community. Rate your effectiveness from one to five, with one being the least effective.

Project (current and potential)	COST			IMPACT		
	Financial	Time (in hours)	Member interest (rate 1-5)	Estimated # of lives impacted	Long- vs. short-term	Visibility for club (rate 1-5)

Here are some questions worth considering when evaluating a potential or current project:

- What community needs are unfilled? What role do community leaders envision for the Kiwanis club? (See **Rediscovering your community** and **Developing community partnerships** for information about conducting community surveys.)
- What does the club consider its niche in the community? Could this project fit that niche – and if so, how?
- How many lives does/could this project touch? Is the impact significant or empowering?
- Is there member interest in the project? Is it something members would be proud of? How many members (and member hours) are/would be involved?
- How much visibility could/does the club receive in undertaking this project?

Kiwanis

Analyze Your Service

Categorize all your service projects in one of 4 quadrants based on the resources used and the number and service impact.



Fundraising

Is it time to make changes to your fundraisers?

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Do you raise adequate funds to support your vision?



Are there a partnerships, sponsorships or grant that could augment your fundraising?



Are you raising more money every year or less...a fund raiser that loses money IS NOT a service project.





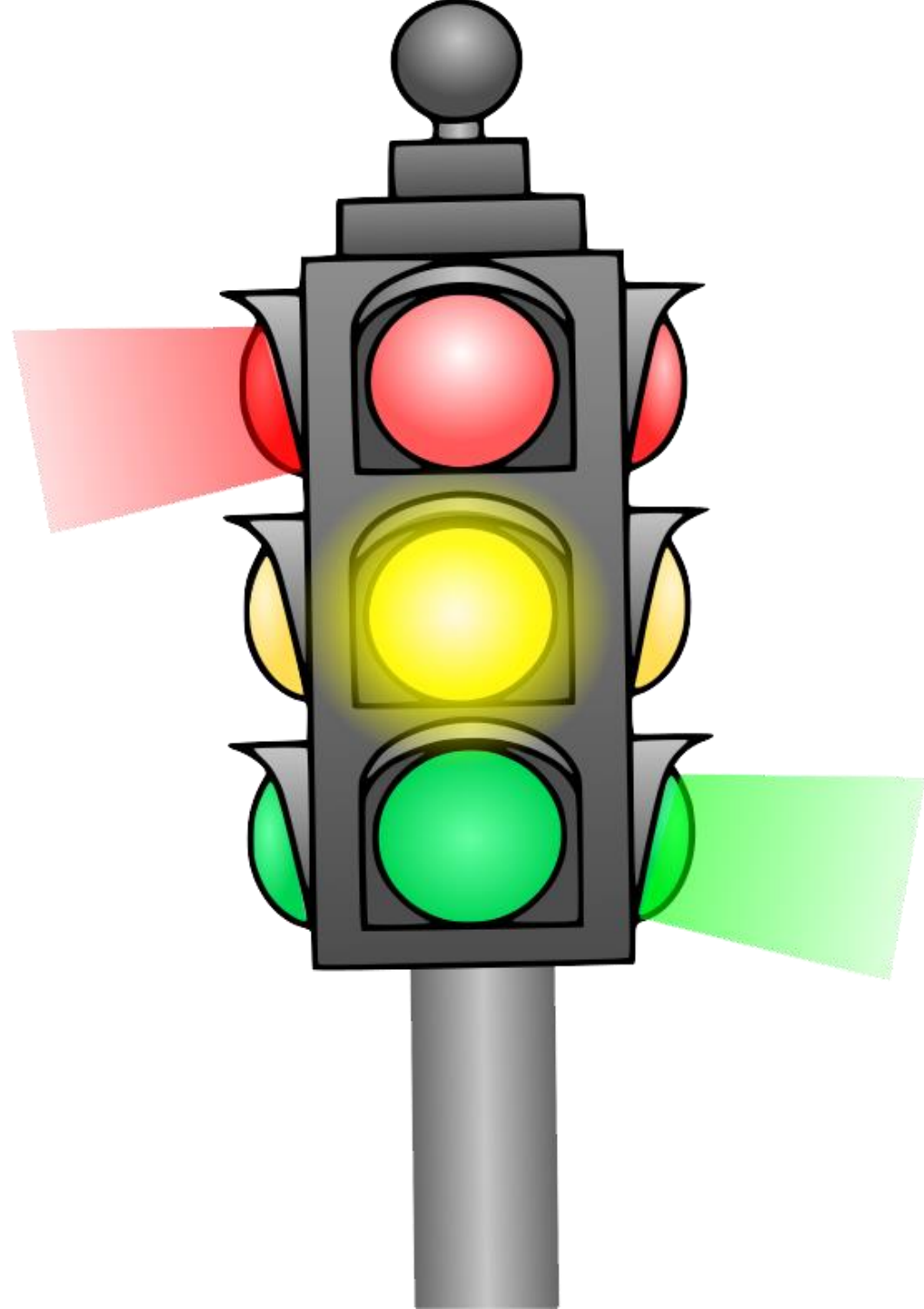
Obstacles

Data only tells you so much.

Your member's attitude towards change is the greatest indicator of success.

Support

Stop
Keep
Start



Step 3

If you want to go fast, go alone.
If you want to go far, go together.
-African Proverb

- How can a closer relationship with businesses, organizations, etc., within your community help you fulfill the purpose of your club?

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ACHIEVING CLUB EXCELLENCE

DEVELOPING COMMUNITY PARTNERSHIPS

Audience: Board members, with club members' participation where designated

Developing relationships with organizations in the community can make your club more connected, relevant and vibrant. It's simple: Clubs that are connected have more opportunities. Here's how your club can get started:

1. Use research and members' networks to develop a list of groups that your club might collaborate with.
2. Discuss whether each group is a potential sponsor or partner (or both). Sponsors give cash or in-kind materials or services in exchange for positive public exposure. Partners provide services and products that enhance our impact in the community. Both partners benefit from supporting each other's activities with the resources each has available.
3. Consider these questions:
Based on your current club projects and target populations, who might you approach to ask about partnering with the club?

Has your club added Bring Up Grades, Terrific Kids, Young Children: Priority One and other SLP programs?

Have any non-profits or non-governmental organizations relevant to your cause been established within the last few years?

Kiwanis

Community Support

In the same community

What companies, non-profits, community organizations, business, utilities, government services, etc. are in your community.

Relationship with club

Who does the club purchases supplies from, provide service hours to, rents facilities from, etc.

Examples:

Grocery store
Department store

Partners with club

Who supports the club while they club supports or works with them?

Examples:

Key Club
Boys & Girls Club
Schools
Parks & Rec.



Plan the Course

How do we get there?

Step 4

Putting together a plan

- Lay out the plans to reach your goal
- Limit the number of goals to work on each year (3 is recommended limit)
- Break-down goals into committee responsibilities

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SMART goals

Specific
Measurable
Actionable
Realistic
Time-bound





Action not Words

- Executing the plan
- Monitoring progress
- Celebrating successes

Step 5

Monitor Progress

- Plan progress needs to be on every board meeting agenda
- Adjust tactics to achieve goals
- Develop milestones to evaluate progress against



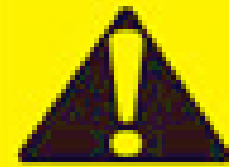


**Focus on
outcomes**

**Don't confuse activities
with outcomes.**

**Hosting an open house
is an activity.**

**Guests joining the club
is an outcome.**



CAUTION

**Track outcomes
NOT outputs**

Step 5

Bring More People In

- More members mean more hands to do service
- Increasing membership can increase efficiencies
- Greater diversity = greater creative solutions

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HOSTING AN OPEN HOUSE

Audience: Membership committee, with club members' participation where designated

When your members love their club, they'll want to share that experience and invite others to be part of it. An open house is one such opportunity. Showcase your club to your community, and focus the club's efforts on inviting potential members with these three simple steps.

STEP I: PREPARE

Two months before: Choose your team

Surround yourself with people who are committed to making the club bigger and better. And consider involving members of your club's sponsored Service Leadership Programs clubs. Then seek approval from your club's board of directors to conduct and fund an open house. (Costs could include postage, printing programs and food and beverages.)

Appoint individuals to take on these tasks:

- **Project lead.** Coordinates the entire program, orients the team members to their responsibilities and monitors their progress.
- **Attendance.** Develops the prospect list, arranges for printing and mailing of invitations and ensures the attendance of members and guests.
- **Venue.** Establishes the meeting time, place, setup and materials (including name tags and applications) and identifies greeters.
- **Program.** Arranges speakers and sets the agenda.
- **Public relations.** Writes press releases and promotes the event in the community.
- **Follow up.** Reaches out to invited guests after the event to answer questions and assess their interest in joining.

Team members:

Project lead: _____

Attendance: _____

Venue: _____

Program: _____

Public relations: _____

Follow up: _____

Greeter: _____

Kiwanis

Membership Event - be intentional

- Focus on your purpose
- The Big Picture “Why” is the best reason for joining
- Create an event that shows-off your club’s strength

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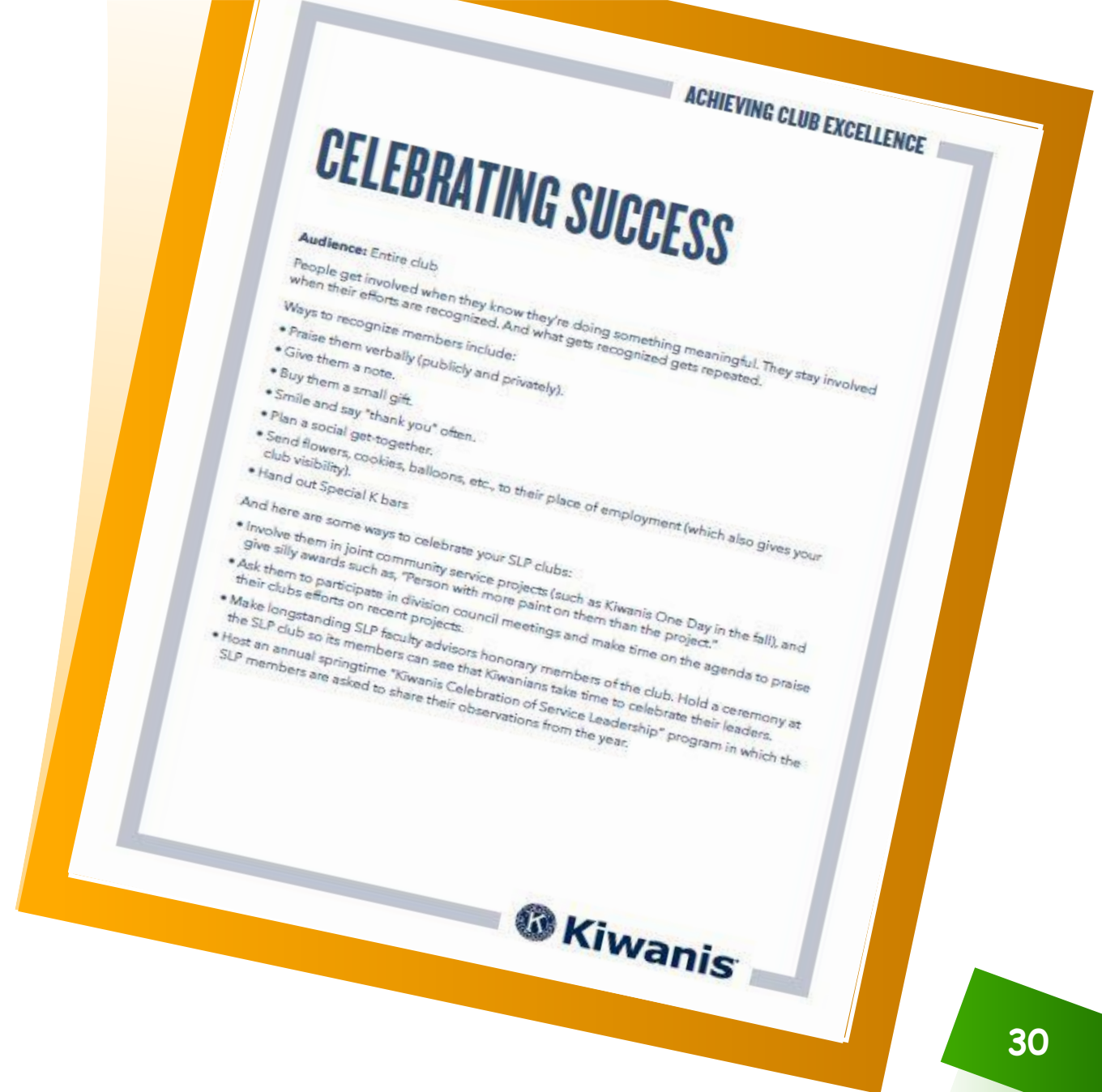


Step 5

Celebrate Successes

- Acknowledge achievements
- Recognize contribution
- Rewards hard work
- Motivation
- Creates a bond

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ACE Tools available at:

<https://www.kiwanis.org>
under member resources

