

CLUB LEADERSHIP EDUCATION

Membership committee



A workbook for Kiwanis club
membership committee
members



Kiwanis[®]
UNIVERSITY



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Dear participant:

Thank you for being a leader in your club—and for participating in membership committee education. The information you receive during this session will help ensure your success as you begin your new role. As a member of the membership committee, your goal is to create a strong and vibrant membership experience that's rewarding for current members and inviting to others. This training will give you the strategies and tools you need.

This workbook will be a crucial companion throughout your term on the membership committee. It's your guide to finding information and inspiration. Take a little time to become familiar with it. Your experience with membership committee education is an essential first step toward a successful experience serving on this committee. Please keep this workbook and refer to it whenever it can help.



Getting started

The objective of this education session is simple: to provide you with guidance as your club meets established membership goals.

We'll accomplish this by addressing these questions:

- What is your job?
- What strategies and resources are available for inviting new members into your club?
- What strategies and resources are available for retaining current members?
- How can you increase the visibility of your club in the community? And how does this strengthen membership?




How will we know if we're successful? The first goal is to maintain or increase your club membership. Once this has been accomplished, your club will determine its long-term membership goals.

THE FORMULA

The Formula is a member-led, multi-year initiative to strengthen Kiwanis membership and expand Kiwanis' reach to new communities.

When you love something—when something really matters to you—you want to share it. You want other people to love it with you. You want it to be part of your life.

The Formula:

-  Take something you love
-  Share it with others
-  Make it a part of your life

Love it. Share it. Live it.

Tip: Want to learn more about The Formula?
Visit www.kiwanis.org/theformula.

Your job

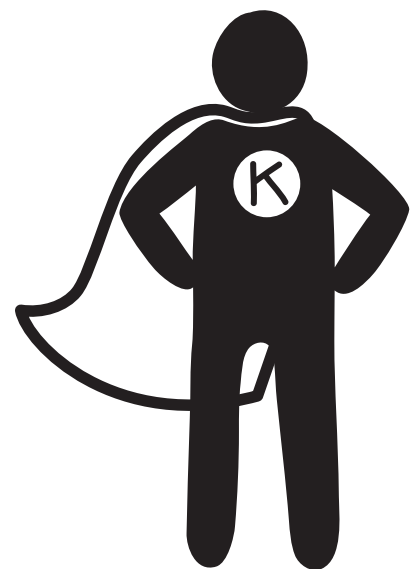
Membership committee member position description

Preferred experience:

- Building effective teams
- Maintaining positive working relationships
- Developing others
- Managing conflict
- Solving problems
- Implementing a club membership drive
- Inviting or selling
- Using email effectively, as well as calendar, spreadsheet, word-processing, presentation and project management software

Preferred attributes and skills:

- Passionate about Kiwanis
- Understands the importance of inviting new members and member retention
- Understands the membership programs
- Communicates effectively
- Encourages and motivates other team members
- Organized
- Focuses on innovation
- Shows sound judgment
- Stays positive and enthusiastic
- Diplomatic



Your responsibilities:

- Meet regularly with committee members
- Set realistic and measurable goals with the committee members and in consultation with the club's board of directors
- Develop an action plan for meeting goals
- Get approval for the action plan from the club's board of directors
- Ensure the club assessment, member satisfaction survey and community survey are conducted annually
- Plan membership drives and special member events
- Provide regular reports to the club board
- Maintain contact with lieutenant governor to report status, share ideas and ask questions or seek advice
- Clearly communicate the importance of membership efforts to club members
- Teach others how to invite people to the club
- Communicate results of membership efforts
- Plan and conduct (or assist with) new-member orientation
- Ensure new members are reported and promptly inducted during a meaningful ceremony
- Ensure new members are immediately involved in club activities

Commitments:

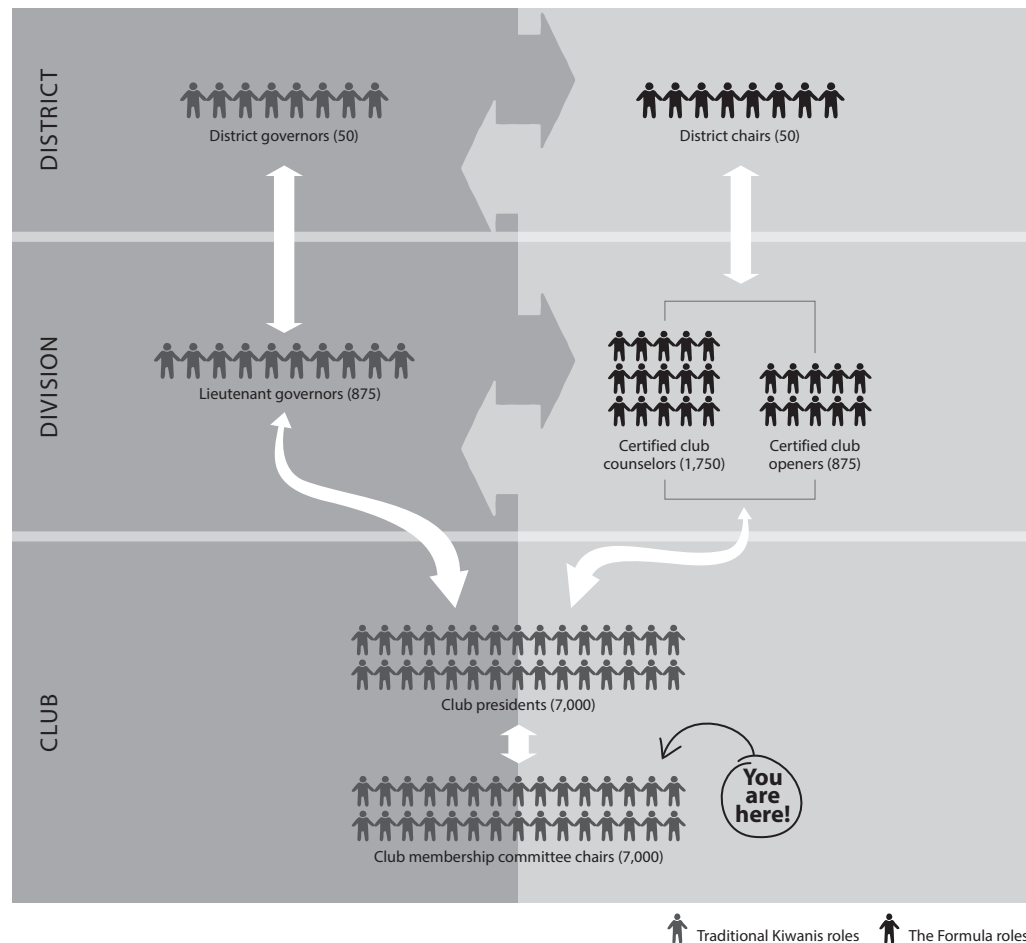
- Serve on the committee for one to two years
- Participate in membership committee education
- Invest about five hours a month in inviting and retaining members

This is a voluntary position. We appreciate your dedication to Kiwanis and your community. Thank you for all you do!

Tip: Are you the committee chairman? There is an online course just for you. Check it out at www.KiwanisOne.org/cle.

Your support network

Thanks to The Formula, you're part of a larger effort to strengthen Kiwanis.



A club counselor will:

- Provide objective advice, assisting clubs in implementing a plan to increase membership
- Guide clubs in using the Achieving Club Excellence tools
- Help clubs identify ways to maintain or increase their relevance
- Mentor the leaders of a struggling Kiwanis club, or a club with low membership that has requested assistance through the lieutenant governor

If your club wants the help of a club counselor, it's easy to get started. Just contact your lieutenant governor.

Inviting new members

Establishing a goal

Your club president and club board, along with the lieutenant governor, will talk about your club goals. That includes membership.

Your membership goals go beyond numbers of people to the impact those people can have. Based on that desired impact, let's set achievable goals—and then celebrate accomplishments.

Kiwanis International honors clubs that have strengthened their membership. Take advantage of the awards that are available and use them to motivate club members. More information is available at www.kiwanis.org/formulaforstrength.

Tip: Is your club ready to welcome new members? Make sure. Use the Achieving Club Excellence resources at www.kiwanis.org/formulaforstrength.

Making your invitation personal

When you talk to someone about Kiwanis, your goals are to:

- Create relationships, rapport and referrals within the community
- Discover community goals and needs
- Invite the people you meet to support Kiwanis
- Invite the people you meet to join as a member

Building rapport is more than just *what* you say—it's *how* you say it.

- Remember that the meeting is about the guest.
- Look the person in the eye and firmly shake hands.
- Show you're genuinely happy to meet him or her.
- Show interest—ask questions and actively listen.
- Mirror the other person's body language. For example, if he or she leans forward, do the same.

Introduce Kiwanis (simply).

- **Have fun.**

- **Tell stories.**

- **Connect on a personal level.**

Tip: As a club meeting activity, have members develop their own one-minute speech. Use the template in the Resources section or available online.

Tip: Not all membership drives will look the same! Invite guests to participate in your club's signature service project or social event. Let your membership drive reflect your club's personality.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



Hosting a membership drive

- Objective:** To increase the club’s capacity to serve its community
- Purpose:** To gain step-by-step guidance and strategies to increase membership
- Goals:** To create a culture of ongoing inviting
- 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.

One organized way of inviting members is holding a membership drive. A membership drive focuses the club’s efforts on inviting potential members to an event planned just for them. These three simple steps will help your club increase its membership this year.

Step 1: Prepare

Two months before: Build your team

Surround yourself with people who are committed to making the club bigger and better. Then seek approval from your club’s board of directors to conduct and fund a membership drive. (Some of the costs associated with a membership drive include postage, printing programs and meals.)

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 the invitations and ensures the attendance of members and guests.
- **Venue:** Establishes the meeting time, place and physical setup, including name tags and applications, and identifies greeters.
- **Program:** Arranges speakers and sets the agenda
- **Public relations:** Writes press releases and promotes the event to surrounding businesses
- **Follow up:** Touches base with everyone invited after the event to answer questions and assess their interest in joining

Team members:

Project lead:	_____	Venue:	_____
Attendance:	_____	Program:	_____
Follow up:	_____	Public relations:	_____
Greeter:	_____	Greeter:	_____

Two months before: Create handouts and purchase supplies

How many materials do you need? Let's answer that question with another question: How many guests would you like to have? If you distribute at least 50 invitations, you may get as many as 15 to 20 guests attending your meeting.

- Order copies of the **Join the club** brochure from the Kiwanis Family Store. This free resource includes a membership application. Contact the store at +1-317-875-8755 ext. 411 or <https://store.kiwanis.org/product/1367>.
- Develop a brochure or handout describing your club's activities.
- Purchase what you need to send invitations:
 - Invitations and envelopes or postcards
 - Stamps
 - Pens

Six weeks before: Plan your event

- **Pick a date and time.** Try to avoid competing with other high traffic community events or placing it too close to other club activities. Your club's normal meeting day and time is ideal.
- **Pick a venue.** Your normal meeting place should serve you well unless it's too small to accommodate the expected influx of people.
- **Pick a theme.** Think of something catchy and exciting.
- **Plan your meeting agenda.** Here's a sample.
 1. **Modified call to order (3 minutes):** You might want to forgo some of the usual traditions used to open the meeting if they might make guests confused or uncomfortable. If you choose to keep any of them, like the pledge or a song, explain what you're doing and why.
 2. **Meal (20 minutes):** Plan to pay for the meals of any guests.
 3. **Welcome (5 minutes):** Make introductions and give an overview of the evening. Ask members and guests to state their name and profession.
 4. **Club achievements (5 minutes):** Ask a dynamic speaker in your club to talk about your club's Impact in the community.
 5. **Club plans (3 minutes):** Ask the club president to talk about your club's upcoming projects and goals.
 6. **New member perspective (3 minutes):** Ask a new member to give his or her perspective about the club.
 7. **Club meeting program (20 minutes):** Invite a guest speaker who can inspire your audience to want to join your club to share in the membership experience and engage the local community. A representative of a group that recently benefited from the club's generosity or service would be ideal.
 8. **Selling the Kiwanis experience (5 minutes):** Leave the final word to your club's best salesperson, someone who can make a case that leaves the guests happy to fill out an application and join the club.

Event information:

Date: _____ Time: _____ Location: _____

Step 2: Invite

A month before: Develop a prospect list

To get ideas for who to invite, check out the chamber of commerce list of businesses or conduct a roster analysis. However, the people most likely to join are those your members know well, such as:

- Friends
- Co-workers
- Clients
- Neighbors
- Family members
- Business professionals
- Other community leaders
- Church members

You'll need each prospect's full name, address, email address and phone number. Consider offering a prize to the member who can bring in contact information for the most prospects. A good rule of thumb is to aim for at least 50 names—generally only a third of those you invite will attend, and not every person who attends will join.

Three weeks before: Mail out the invitation

Mail a nice invitation or postcard to each prospect, including details about your club's special guest day.

One or two weeks before: Extend personal invitations

After the letters have been mailed, divide up the list of invitees so that members can follow up with each person to extend a personal invitation (referencing their referral) and answer any questions. Keep record of any follow-up communications. Ask the member who made the referral to make reminder phone calls to each attendee a day or two before the event.

On the big day

- **Focus on hospitality.** The purpose of the meeting is to inspire guests to join with you in your quest to improve the world one child and one community at a time.
- Position greeters at the door to welcome everyone.
- Print name tags to aid conversation.
- Use place cards to guide the attendees to a seat between two Kiwanis members, and train those members about how to share the Kiwanis message and address concerns or questions.
- Set each guest's place with an ink pen, a **Join the club** brochure with application, and a club brochure.
- **Keep it positive.** Leave club business for another meeting, and remind members of the importance of first impressions.
- Run a video or PowerPoint presentation of your club in action on a loop

Step 3: Follow up

One week later: Touch base

Within a week, touch base with every guest by phone, email or a personalized postcard. Do the same for everyone who said they'd come but didn't, inviting them to the next meeting. Don't forget: the best person to invite a new member is a new member.

One month later: Welcome new members

- **Plan a new-member orientation:** New-member orientation helps new members understand what a great organization and club they're committing to. Download the one-hour program from www.kiwanis.org/theformula and personalize it to reflect the club's activities.
- **Install the new members.** Focus the meeting on the new members' installation with a sincere welcome to your club and an emphasis on getting to know the new members. It's a once-in-a-lifetime experience—why not treat it that way.
- **Assign mentors.** A mentor is often a stabilizing force, who serves as a familiar face and can encourage the new member to learn about the club, meet others and get involved with projects. Find a member—maybe the sponsoring member—who will take a special interest in helping the new member stay connected, especially in the first few months.

Don't forget: Plan your next event

Now that you have refined the process, you can start planning the next membership event.

- Establish a timeframe for your next drive
- Add to your ongoing prospect list the names of those who said, "Maybe later" or who were out of town.
- Consider making your Service Leadership Program club(s) – or the need to establish one – the focus of your meeting. Include parents, teachers, and school administration in your list of prospects.

For a host of membership resources, visit <http://www.kiwanis.org/theformula>. If you still have questions, call 1-800-KIWANIS and ask for your district's regional development strategist.

THE FORMULA 



Kiwanis®

Flexible memberships

➔ **Resource:**
For more information about corporate memberships, visit www.kiwanis.org/corporate.

CORPORATE MEMBERSHIPS

How it works:

- The organization joins the club as a member, following the usual process.
- The company is represented at meetings and events by a designated employee.
- If the designated employee changes jobs, a new employee can be designated to take his or her place without being charged a new member fee.

Companies that might be good candidates for corporate memberships:

➔ **Resource:**
For more information about club satellites, visit www.kiwanis.org/satellites.

CLUB SATELLITES

How it works:

- Both groups establish the guidelines of the relationship.
- The host club's board authorizes service and fundraising activities and maintains financial oversight.
- By retaining affiliation with the parent club, members of a satellite remain focused on service rather than administrative concerns—making it a great option for busy lifestyles.
- Since they are still part of the host club, club satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.

If a satellite group reaches 15 members or more, it can consider petitioning for its own charter.

Tip: Looking for another way to be flexible? Consider how your meal expenses impact the cost to your members, and give them options.

SERVICE LEADERSHIP PROGRAM ALUMNI

As Key Club and Circle K International members graduate, Kiwanis has made it as simple as possible for these Kiwanis-family members to join your club. As alumni joining a Kiwanis club, they receive:

- A waiver of the Kiwanis International new-member fee or charter member fee
- A two-year waiver of Kiwanis International dues. (Ask district leaders whether your district offers any alumni dues waivers.)

These waivers encourage alumni to stay involved with the organization they already know so well. They can be recent or well-seasoned alumni—there's no age limit to benefit from the opportunity. It's available only to new members.

Tip: When alumni make their annual dues payments to the club, make sure it reflects the waivers that have been extended to them.

Other ways of reaching out

GUEST CONTESTS

A good competition can inspire great action. Some clubs have created teams and “competed” against each other. Others made it a contest for individual recognition. But the best results come from something that can be tracked and easily displayed. Reward members who invite people to club activities as well as those who sponsor new members.

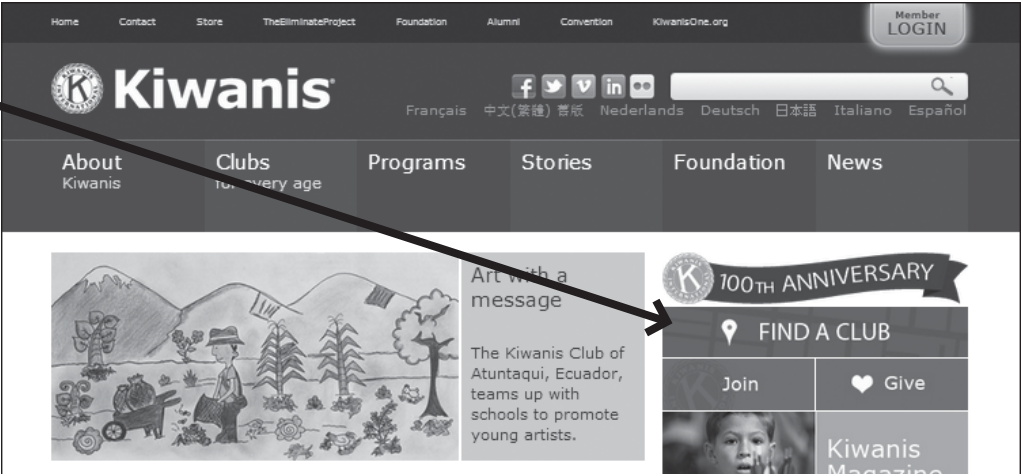
Tip: Did you know? 74 percent of members joined a Kiwanis club because someone invited them—and for 48 percent of them, it was a friend or relative.

SPECIAL GUEST DAYS

Identify an upcoming meeting or service project that reflects what’s important to your club—and highlights the best of what you do. Intentionally make the effort to invite potential members to experience what Kiwanis is all about.

LEADS FROM “FIND A CLUB”

Did you know that the “Find a club” locator map on www.kiwanis.org garners about 5,000 queries every year from people looking for Kiwanis clubs around the world? Should you receive one of these queries by email, follow up right away. This person is looking for a group of people like your club to be a part of.



ROSTER ANALYSIS

When looking for new members, consider your current club roster. Using the roster analysis in your workbook, your committee can identify occupations and skill sets that aren’t represented in your current roster and develop a prospect list.

ROSTER ANALYSIS WORKSHEET

1. List the names and classifications of your current members on the Roster Analysis Worksheet.
2. Compare your members' classifications to the job classifications listed below.
3. Identify occupations not represented in the club. Use resources such as chamber of commerce and city directories.
4. Compile Prospect Profiles to use as your invitation list and keep track of your prospects.

A

Accountant
Adjuster
Advertising Executive
Agricultural Agent
Airport Authority
Apartment Manager
Assessor
Architect
Artist
Attorney
Auctioneer
Auditor
Automobile Dealer

B

Bakery Owner/Manager
Banker
Barber
Beverage Distributor
Biologist
Boat Equipment Dealer
Broadcaster
Broker
Building Contractor

C

Carpenter
Caterer
Certified Public Accountant
Chemist
Chamber of Commerce
Chiropractor
City/Town Council Member
Clergy
Consultant
Contractor
Counselor
Court Reporter

D

Dairy Owner/Manager
Dentist
Dermatologist
Designer
Developer
Dietitian
Distributor
Doctor
Dry Cleaner

E

Editor
Educator
Electrician
Employee Relations
Consultant
Engineer

Engraver
Equipment Rental Owner
Estate Planner
Executives
Exterminator

F

Farm Equipment Store Owner
Farmer
Finance Company Owner
Financial Planner
Fire fighter
Florist
Foundation Director
Fund-raiser
Funeral Director
Furniture Dealer

G

Gardener
Geologist
Graphic Artist
Grocer
Guidance Counselor
Gunsmith
Gynecologist

H

Hardware Store Owner
Historian
Horticulturist
Healthcare Administrator
Hospital Administration
Hotel/Motel Manager

I

Illustrator
Importer
Inspector
Insurance Agent
Interior Decorator
Investigator
Investment Analyst

J

Janitorial Service Owner
Jewelry Dealers/Repair
Journalist
Judge

K

Kennel Operator
Kindergarten/
Pre-school Director

L

Landscaper
Laundry Operator
Lecturer

Librarian
Livestock Broker
Locksmith
Lumber Dealer

M

Magazine Editor
Manufacturers' Representative
Marketing Director
Marriage Counselor
Massage Therapist
Media (Radio, Print or TV)
Meteorologist
Military Officer
Musician

N

Naturalist
Newspaper Publisher
Novelty Company Owner
Nurse
Nutritionist

O

Occupational Therapist
Office Equipment Store Owner
Optician
Optometrist
Orthodontist

P

Painter
Paper Company
Representative
Pediatrician
Pharmacist
Photographer
Physical Therapist
Physician
Pilot
Plant Manager
Playwright
Plumber
Podiatrist
Police Officer
Postmaster
Printer
Psychologist
Professor
Programmer
Public Relations Executive
Public Speaker
Publisher
Purchasing Agent

Q

Quality Control Consultant

R

Radio Station Manager
Real Estate Agent
Recreational Director
Restaurant Owner

S

Safety Consultant
Salesperson
Salvation Army Officer
School Superintendent
Scientist
Secretary
Social Worker
Sporting Goods Store Owner
Stock Broker
Surgeon
Surveyor

T

Tailor
Taxidermist
Technician
Telecommunications Manager
Telephone Company Manager
Television/Video Dealer
Tourism Director
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

Y

YMCA/YWCA Administrator
Youth Center Administrator

Z

Zoning Consultant
Zoologist
Zoo President/Executive

Retaining members

New members

New members need to feel valued and appreciated from day one.

➔ **Resource:** Find the new-member orientation program at www.KiwanisOne.org/orientation.

NEW-MEMBER ORIENTATION

Within the first two weeks (if at all possible), complete a new-member orientation. This is an opportunity to provide your new members with a better understanding of your Kiwanis club. And it's a way for your club to learn about their interests and skills.

An orientation is available as a downloadable resource that includes a suggested script and ways to personalize it to reflect your club information.

New-member orientation includes:

- An overview of the defining statement and the Six Objects of Kiwanis
- Member expectations
- Benefits of Kiwanis-club membership
- My Kiwanis club
 - Service project and fundraising plans
 - The club's role in the division and district
 - Club committees and how to become involved
- Kiwanis beyond your club
 - The structure of Kiwanis at the club, division, district and international levels
 - Service Leadership Programs
 - Kiwanis branded programs
 - Kiwanis International Foundation
 - District and Kiwanis International conventions
- Standard club operations
 - Club bylaws
 - How club business is handled (what members vote on, how elections are handled)
 - The function of the club's board of directors
 - Finance and budget (Including what dues dollars cover)

MENTORING

By pairing new members with mentors, you're giving them a go-to person for any questions and a familiar face to sit with at meetings until they feel comfortable interacting with everyone. Their mentors may be their sponsors or someone they just met. Mentors can help new members transition into the club by finding ways to connect their interests with club activities.

Which members may be great mentors?

THE INDUCTION CEREMONY

The induction of new members is a memorable experience that helps them feel like they're a part of something important—your club. When you invest in their induction, you let new members know they're valued and appreciated.

Some clubs have a formal—or maybe even unique—tradition for welcoming new members. However you do it, be sure it happens—that it's timely and reflects your club's style and spirit.

Idea 1: Open with the Kiwanis Objects

Ask the sponsoring member and the new member to come to the front of the room. Introduce the new member to everyone in attendance (or have the new member introduce him- or herself). To reaffirm the importance of ideals of the club, read the six Objects of Kiwanis. These Objects have been unchanged since 1924, and since then every member who has joined has agreed to these common principles. Offer the new member his or her Kiwanis membership pin and certificate.

➔ **Resource:** *There are more ways to get members involved listed on the website. Go to www.kiwanis.org/theformula and look under Member retention.*

Idea 2: Stick to a script

Here's a suggested format for those clubs that prefer to follow a formal script.

PRESIDENT:

Kiwanis is something so good that each of us loves to share it. What better way to show our love for our club and our community than to welcome a new member into our club? Today we're very pleased to welcome _____ (new member) to our club. He/she is sponsored by _____ (sponsoring Kiwanian). _____ (sponsor), would you please introduce us to _____ (new member)?

SPONSOR:

Thank you. I take great pride in presenting our newest member, _____ (new member). (share information that the new member is comfortable sharing with those in attendance) I'm honored to be _____ (new member's) sponsor.

PRESIDENT:

We welcome you to this global organization of volunteers dedicated to improving the world one child and one community at a time. Would you, _____ (sponsor), please place the pin on _____'s (new member) lapel? (Sponsor pins new member with "K" member pin.)

_____ (new member), by presenting you with this certificate of membership, I welcome you, on behalf of the entire membership, into the Kiwanis Club of _____. (Present membership certificate to the new member.)

_____ (sponsor), the club thanks you for your willingness to share the values of service and fellowship in Kiwanis with _____ (new member). A new member for our club means new ideas, new enthusiasm, greater fellowship—and greater service. (If there is some recognition piece for the sponsor, it can be presented now.)

Today we have brought into our club a new member. Let's all stand and welcome _____ (new member)! (Applause) As we adjourn, I would encourage you to introduce yourself to _____ (new member) and let him/her know why you love our club and what you love to do for our club and community. Thank you!

NEW-MEMBER INVOLVEMENT

Once a new member is ready, it’s time to get that person involved.

Show them they’re needed. Assigning new members to committees can help engage their talents and interests. And by giving them a simple task connected to a meeting or project, they’ll immediately feel like part of the team.

Ask for their feedback. After new members are inducted, consider asking some of them to meet casually with board members. A new person’s input can provide a different perspective.

Existing members

➔ **Resource:**
The Measuring member satisfaction tool is included in the Resources section.

Kiwanis clubs often lose people who don't feel engaged in club activities. Make an effort to find out why—and to re-engage them.

- Review the club roster to identify members who have become inactive.
- Assign club members to contact “missing” members.
- Contact members by phone or with a personal visit to tell them what’s happening and invite them to the next event.
- Conduct a fun meeting to celebrate the club’s members and accomplishments.

Sometimes you can walk into a room and feel the lack of energy. If this describes your club, it’s time to find out why. Start by surveying your members with the **Measuring member satisfaction** tool. This is a simple way to give members a voice—and to give club leaders the information they need to make meaningful change.

Club meetings

In most circumstances, the club meeting is the most frequent opportunity to connect with fellow members. So let’s make club meetings awesome.

Here are some tips:

- **Always start and end on time.** People depend on it.
- **Provide an agenda.** Meetings don’t have to be routine, but knowing what to expect is helpful for the busy member.
- **Include some fun.** It’s OK to be less formal as long as everyone is having a good time.
- **Include some service.** Consider performing a service project during your club meeting time.
- **Make it matter.** Ensure club meeting topics are relevant to your members and reflect well on the culture the club is trying to create.
- **Make it relevant.** Keep meetings member-focused.

Annual and occasional assessments

An important part of the membership committee's role is to work with the club board to conduct regular assessments. Get input from club members, board members and community leaders then use that input to:

- Analyze your impact on the community
- Find unmet needs in your area
- Develop a signature service project or fundraiser
- Expand your club's partnerships
- Improve the club members' experience
- Create a detailed plan to achieve goals
- Celebrate your accomplishments

The tools to help you with that process are the Achieving Club Excellence tools and they're included in the Resources section of your workbook.

ACHIEVING CLUB EXCELLENCE TOOLS

Tool	When and why to use it
Club scorecard	<ul style="list-style-type: none"> • When to use it: At any point in the process—in the beginning to help the club leaders (and you) understand the situation, or later on to track progress • Why to use it: To start conversations with club leaders on where they think they can improve and how
Creating the purpose	<ul style="list-style-type: none"> • When to use it: When the club is unsure about its purpose in the community • Why to use it: To start conversations with club members about what inspires them to continue serving the community as a Kiwanian <p>To help a club define its purpose in the community for members, donors, partners and potential members</p>
Measuring member satisfaction	<ul style="list-style-type: none"> • When to use it: Annually, or when there's been a great change in club membership • Why to use it: To assess the club experience in four areas: club management/administration, membership strength, community service impact and member experience <p>To guide club leaders in using member feedback to improve the club</p>

← **Resource:**
These tools are also available online at www.kiwanis.org/lovemyclub.

Tool	When and why to use it
Developing community partnerships	<ul style="list-style-type: none"> • When to use it: When a club is looking to expand its service impact or improve its revenue sources • Why to use it: To examine possible ways of increasing the club's partnerships and sponsorships
Rediscovering your community	<ul style="list-style-type: none"> • When to use it: When a club needs to find new service opportunities or is unsure of its purpose in the community • Why to use it: To gather information about community needs and how the club can help address them To assess a club's current service activities To reveal potential opportunities for new partnerships, sponsorships and service projects
Analyzing your impact	<ul style="list-style-type: none"> • When to use it: To improve the impact your club makes in the community • Why to use it: To assess the success of a club's service and fundraising activities and determine opportunities for improvement
Planning for club excellence	<ul style="list-style-type: none"> • When to use it: In conjunction with the Club scorecard • Why to use it: To guide a club through the planning process that helps it fulfill its purpose in the community—with action steps, responsibilities and timelines To guide a club to set SMART goals, measure success and celebrate milestones
Hosting a membership drive	<ul style="list-style-type: none"> • When to use it: To increase your club's capacity to serve its community • Why to use it: For step-by-step guidance and strategies to increase membership For ideas about who to invite To create a culture of ongoing inviting
Celebrating success	<ul style="list-style-type: none"> • When to use it: To get ideas about when and how to recognize members' contributions and behaviors • Why to use it: For ideas to foster member and club pride For new ideas about showing appreciation To encourage future interaction between community organizations and members To reinforce relationships with community partners

Recognition and rewards

An organization's ability to motivate and retain members depends on its ability to gain personal value from their membership. For some, the benefit of a job well done is rewarding enough. For others, a little acknowledgement is important.

Here are some guidelines when it comes to recognition:

- **Share it.** Tell others how much you appreciate someone's contributions to the club, and how glad you are that he or she is a member.
- **Shake it up.** Vary your approach. Write notes, say "thank you," provide spontaneous treats or hold a formal dinner or awards ceremony.
- **Personalize it.** Knowing your members' interests will help you recognize them in a meaningful way.
- **Make it appropriate.** Match the level of gratitude to the level of effort or achievement.
- **Make it a priority.** Designate a member of your club to focus on consistent and frequent recognition, and encourage all members to consistently identify what others have done to make the club better.
- **Be consistent.** Regular recognition, such as a Member of the Year award, helps ensure that members' big-picture contributions to the club's success are recognized too.
- **Be timely.** Recognition has a greater impact when given soon after the member's contribution.
- **Be sincere.** When you recognize a member, take time to truly reflect on that person's value to the club.

Tip: You can never smile and say thank you too often to your fellow committee members.

➔ **Resource:** For more information on recognition, including how to recognize community partners, refer to the Celebrating success tool in the Resources section.

TREAT TIME

For fun, use candy and notes for quick recognition.

Tootsie Roll™—for “the role you play”

Lifesavers™—for “being a lifesaver”

Smarties™—for “being a smartie”

Mints—for “meeting your commit-mints”

\$100,000 candy bars™—for “being worth \$100,000”

Snickers™—for “making people laugh”

M&M’s™—for being “marvelous & motivated”

Hershey Kiss™—“A chance to say thanks, we wouldn’t miss! Just for you, a Hershey Kiss!”

Lollipop—for “licking every challenge”

Raisins—for “raisin’ the bar”

Fortune cookies—for “how fortunate we are to have you”

Gum—for “sticking to it”

Cherry pie—“It would’ve been the pits without you!”

Cake—“You take the cake.” or “You are an angel (cake).”

Fruit—“You’re the top banana.” “It’s grape having you in our club.” “You’re a peach.” “You did a berry awesome job.” or “Orange you glad you’re part of our club? We are!”

Cracker Jack™—“You’re a Cracker Jack member!”

Popcorn—“When I think of great members, your name keeps popping up!”

Increasing the club's visibility

Public awareness

Do the people in your community know about your club? Use the **Public relations toolkit for club strengthening** to let people know that your club is part of the community—and made up of people who live there.

Take advantage of Kiwanis communications resources—including key messages, logos and images, news release templates and other media tools—to spread the word about your club's service and fundraising.

← **Resource:** *Find the Public relations toolkit for club strengthening in the Resources section.*

Tip: Doing a unique service project in your community? Partnering with other clubs in the Kiwanis family? Tell Kiwanis International about it before it happens! Email shareyourstory@kiwanis.org.

Branding

An organization creates brand awareness through consistent use of the images associated with it. The same is true for your club and Kiwanis. Feel free to liven up a sign or a shirt with some creativity—but keep the logo and wordmark true to their original design to protect the brand's consistency.

And remember: When members proudly wear Kiwanis-branded shirts during club service projects and fundraising activities, that sends a strong message to the public—and creates great opportunities for photos that keep sending that message after the event.

← **Resource:** *Find our brand guide at www.kiwanis.org/brandguide to learn more.*

Tip: Browse the Kiwanis Family Store to see merchandise that can help promote Kiwanis in your community. Visit www.kiwanis.org/store.

Wrapping it up

Finding more help

We have the information and resources you'll need. Some are materials and some are events—and almost all of them are just a few clicks away.

CLUB STRENGTHENING TRACKER

Did you know that there's an online tool that your Kiwanis club can use to tell everyone about all the amazing efforts your club is putting into membership? This new resource will be accessible to the membership committee chair. To learn more, visit www.kiwanis.org/tutorials.

WEBSITE

- The Formula website: www.kiwanis.org/theformula
- The Formula tracking system: www.kiwanis.org/formulaprogress
- Membership committee tools: www.kiwanis.org/membershipcommittee
- Achieving Club Excellence tools: www.kiwanis.org/lovemyclub

TUTORIALS

Watch, learn and enhance your knowledge of Kiwanis, your club and your ability to serve. Check out Kiwanis tutorials at www.kiwanis.org/tutorials.

Events to remember

Kiwanis district conventions

- Member education opportunities
- Fellowship
- House of delegates
- Awards and recognition
- District elections

Kiwanis International convention

- Member education opportunities
- Fellowship
- House of Delegates
- Awards and recognition
- International elections

Kiwanis International convention schedule

- 2015: June 25–28** Indianapolis, Indiana
Come celebrate the 100th anniversary of Kiwanis!
- 2016: June 22–25** Toronto, Ontario, Canada
- 2017: July 13–16** Paris, France

This image shows a full page of blank, lined paper. It features approximately 20 horizontal grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines or other markings present.

Resources

One-minute speech template

Achieving Club Excellence tools:

- Club scorecard
- Creating the purpose
- Measuring member satisfaction
- Developing community partnerships
- Rediscovering your community
- Analyzing your impact
- Planning for club excellence
- Celebrating success

Public relations toolkit for club strengthening

← *These resources are also available on the membership committee toolbox page at www.kiwanis.org/membershipcommittee.*

Your one-minute speech



A guide to engaging new members, sponsors and partners

What's the best way to attract new people to your Kiwanis club? By grabbing their interest—and respecting their time. Put together a “one-minute speech” by thinking of answers to a few simple questions.

Why my club?

Think about what you love most about your club—and your community. Consider how the two matter to each other.

What's our community impact?

Pick the service project that makes you proudest of your club. And think of a young person—or group—your club has mentored.

How do we make an impact?

By working together with people in our community who care. More hearts and more hands mean more opportunities for service and partnership.

Other tips

Nothing attracts a new member like a happy member. Be sure to:

- Practice your speech.
- Listen to the other person.
- Maintain eye contact.
- Smile and speak firmly.
- **Most important of all:** Invite him or her to a meeting or service project.

Now it's your turn!

On the reverse side, we've left some room for you to create your own one-minute speech to promote your Kiwanis club.

Your one-minute speech



Share your story in your community

Why my club?

What's our community impact?

How do we do it?

People to consider:

- Family and friends
- Coworkers
- Local business owners
- Parents of Service Leadership Program members
- Neighbors
- Clients
- Fellow church members
- Fellow parents (PTO, Little League, etc.)
- Teachers and principals
- Insurance agents, accountants, bankers and other providers

Take an extra look at the contacts on your phone—who else would enjoy your club?

GIGR-313-10



ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Club scorecard

Objective: To measure the progress and effectiveness of your club's community activities.

Purpose: To survey and track benchmarks linked to club success.

Goals: To use the feedback about club activities and administration to improve the club.

Audience: Board members

Club success depends on being attuned to community needs and member interests, as well as attention to administrative tasks, strategic planning and making a plan to continually invite others. Tracking key indicators of the club's performance will help you stay focused on your desired results and allow you to see where you might have to make some adjustments.

Periodic assessment and reflection on these indicators will help the club evaluate its ability to meet the needs identified in the community.

Find these totals on the club's online monthly reports:

- Membership totals
- Membership trends
- Service hours
- Fundraising totals

Other useful information to track and periodically review:

Club management/administration:

- **Club Leadership Education:** Has the club president, secretary or membership committee completed Club Leadership Education either online or in-person (denoted on www.kiwanisone.org/cle)?
- **Other leadership training:** Were the club's committee chairmen, treasurer and board members trained prior to their year of service?
- **Strategic planning:** Did the board of directors establish or revise a strategic plan?
- **Financial review:** Was an annual financial review conducted by the treasurer and other members of the finance committee or an independent firm (if appointed)?
- **Election reporting:** Did the club secretary complete and submit a club election report?
- **Annual reporting:** Did the club secretary complete and submit the club's annual report?
- **Dues payments:** Did the club treasurer remit the members' dues payments in a timely manner to Kiwanis International and the club's respective district?
- **District convention delegates:** Did the club send two delegates to district convention to vote in the House of Delegates?

- **Kiwanis International convention delegates:** Did the club send two delegates to the Kiwanis International convention to vote in the House of Delegates?
- **Succession plans:** Does the club have a plan for successive club leadership, particularly for presidents?
- **District and Kiwanis International leadership:** Are any club members participating in leadership positions above the club level, namely Kiwanis International or district offices or chairmanships?

Membership strength:

- **Added/deleted members:** How many members did the club added or lose during the course of the year?
- **Prospective members:** How many potential members visited club events to learn more about Kiwanis?
- **Diversity:** What are the demographics of your club in both age and gender?
- **Service by non-Kiwanians:** How many service hours did non-members donated to the club's projects?
- **Retention:** What percentage of members started and finished the year with the club?
- **Sponsor a new club:** Did the club help spread Kiwanis' mission to other communities by sponsoring another club?

Community service impact:

- **Visibility:** How often is the club mentioned in the local news and via social media?
- **Recognition:** How often are the club's partners recognized via media, awards or celebrations?
- **Connections:** How many members are connected to the community through active participation on community or partner boards?
- **Total service hours:** Is the number of overall service hours committed by the club increasing or decreasing?
- **Service hours per member:** What is the number of overall service hours committed by the club divided by the number of members?
- **Fundraising money earned:** How much money is raised by each fundraiser?
- **Fundraising money spent:** Are the current fundraisers lucrative enough to sustain the club's service projects?

Member experience:

- **Event attendance:** What percentage of members attended events (including service projects, fundraisers, special events and regular meetings)?
- **Educational attendance:** What percentage of members attended educational events such as divisional council meetings, district convention, the Kiwanis International convention or other district or divisional events?
- **Distinguished members:** How many members meet the distinguished-member requirements? (Check www.Kiwanis.org/KiwanisOne for the current criteria)
- **Joint events:** How many joint events has the club has conducted with community partners and sponsored Service Leadership Program clubs?
- **Celebrating milestones:** Is the club celebrating the progress on its goals at milestones?

Here's one way you might keep track of these statistics. The columns are divided into quarters of the Kiwanis year.

Club management/administration

Average member satisfaction survey score: _____

	Oct. 1	Dec. 31	Mar. 31	June	Sept.	Target
Club Leadership Education completed?						
President						
Secretary						
Treasurer						
Board of directors						
Committee chairmen						
Other leadership training completed _____						
Strategic plan revised						
Financial review conducted						
Election reporting						
Annual report submitted						
Dues payments completed						
District convention delegates						
Kiwanis International convention delegates						
Succession plans						
District and Kiwanis International leadership _____						

Membership strength

Average member satisfaction survey score: _____

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Number of total members						
Number of added members/lost members						
Percentage of members retained						
Number of prospective member visits						
Club diversity (age and gender)						
Service hours donated by non-Kiwanians						
Sponsor a new club						

Do these statistics make you wonder about how your club's members feel about their experience? Consider one of the survey methods described in the **Measuring member satisfaction** tool to learn more.

Community service impact

Average member satisfaction survey score: _____

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Visibility of club in newspapers						
Frequency of partner recognition						
Member connections to other boards						
Total service hours						
Service hours/member						
Fundraising money earned						
Fundraising money spent						

Do these statistics make you wonder how your club could make an even bigger difference? Check out the **Analyzing your impact** tool for more ideas.

Member experience

Average member satisfaction survey score: _____

	Oct. 1	Dec.	Mar.	June	Sept.	Goal
Percentage of members attending events						
Percentage of members attending educational events						
Distinguished members						
Number of joint events with community						
Celebrating milestones						

What do these statistics tell you about your club?



ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Creating the purpose

Objective: To renew or establish members' commitment and passion to pursue your club's purpose in the community

Purpose: To guide your thoughts and reflections about what your club represents, and to use those feelings to inspire action for change

Goals: To determine the niche for your club in the community, how success should be measured, and what members enjoy about their experience

Audience: Club members

Every organization needs to define its purpose — what it does and why it exists. A club's purpose should:

- Brand the club's identity
- Offer clarity to potential members and partnering organizations
- Help the club set goals and priorities
- Guide members and leaders in making decisions about service and fundraising activities

Members around the world affiliate themselves with Kiwanis because of a shared passion for improving their communities, particularly where children are concerned. And how they choose to do that varies depending on the needs of the community, the resources they have available, the interests of their members and the partnerships they form.

Whether planning a new fundraiser to build a playground or taking over a longstanding community event, the club's actions should be guided by a purpose. Establishing this purpose describes how your club will accomplish Kiwanis' mission of "Serving the children of the world." More specifically, it will help your club deliver the "wow" that makes current and future members enthusiastic about sharing the club experience with others.

What is your club known for? What is its purpose?

Why do you serve?

What do you love about your club? Have you ever told nonmembers what motivates you to serve? For that matter, have you told other members — or asked them?

Some group reflection at your next club meeting could be both eye-opening and motivational, helping to establish or revitalize your members' commitment to the club's purpose. At an upcoming club meeting, learn from each other's inspirations and ideas. Use these prompts and questions to encourage members to share what makes the club special — and to think about the reasons, people and partnerships that will keep it going.

Community:

- I care about our community because:
- What community near us could benefit from a Kiwanis club?
- How can we make our community more aware of this club and all we do?
- Local organizations we should work with:
- People to invite to our club:
- What our community really needs from us:
- How can our club learn what our community needs most?

Possibility:

- Young people inspire me because:
- How do we inspire kids' and other young people's commitment to service?
- How can we keep our club strong?
- My club inspires members to get involved by:
- My dream...
 - for our club:
 - for our community:
- With five more members, our club could:

Pride:

- My proudest Kiwanis moment: (existing clubs only)
- The best way to describe our club to a potential member:
- I love this club because:
- I joined this club because:

Here are three ways you can involve club members in sharing ideas. Write one of the above questions on a note card then use one of these methods to structure a discussion:

1. **Build the future.** Divide club members into groups or pairs. Give each group or pair one note card. Allow ten minutes for discussion. Ask a spokesperson from each group to share responses with the club.
2. **Begin the brainstorm.** Choose an activity leader or note-taker. Give each member a note card or cards. Ask for volunteers to share their responses.
3. **Share the love.** Give each member a randomly selected note card. Ask them to write down or think of an answer during the meeting. Ask each member to share his or her response.

On an easel pad, consolidate the group's answers to help determine the club's purpose. These aspirations and thoughts represent members' commitment to serving the community and improving the club. If consensus can be established, these ideas might serve as a framework for accountability and future goals. Discuss the next steps for any action ideas at your board meeting or a membership committee meeting.

If your club has ideas that can't be achieved without support, consider looking for sponsors or partners. Take a look the **Developing community partnerships** tool for ideas about how to get started. If your members are learning about additional ways the club might help the community, see the tool **Rediscovering your community** for more information about one way to do this.





ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Measuring member satisfaction

Objective: To gather information to help the club better serve its members the club can better serve its members.

Purpose: To clarify what members expect from Kiwanis service by surveying and tracking benchmarks linked to club success.

Goals: To improve the club experience based on members' input

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

The member experience is an important factor in determining the health and strength of a club. Members want to love every aspect of their club. They want to feel satisfied with the value that they get from contributing time, talent and money. This tool is designed to help you gain member feedback and use it to make any needed improvements.

Begin the conversation using one of these options:

- **Interview members individually.** This method works well when trust among the group is strong and members feel comfortable about speaking honestly about their opinions. Give members the opportunity to speak candidly about their experience. Get to know what they are looking for in their future with Kiwanis. You might ask: What drives them to serve? What expectations do they have? How do they feel about being part of the club? What do they think of the meetings and opportunities for service? What type of impact do they feel the club could have in the community?
- **Use a member satisfaction survey.** This method allows everyone to have a voice--and if offered anonymously, to speak as honestly as possible. Adapt the following survey to obtain a general picture of how members feel about topics ranging from club administration to community service impact. Also include opportunities to provide feedback. You could distribute the following survey as a printed copy or collect electronic responses using an online survey provider.
- **Conduct an open forum.** This method may allow for more interactive discussion, if an unbiased facilitator can guide the reflections. However, some members may not feel comfortable speaking in this type of an environment. Generate discussion by prompting members with open-ended questions similar to the statements in the survey on the following page.
- **Conduct a visual assessment.** Tape up categories such as club administration, service impact, membership strength and member experience on a wall. Underneath them, invite members to place sticky notes with comments about things they enjoy and things they want to change. Then read each of them aloud for the benefit of the group and discuss how the feedback can be incorporated into the club's activities.

Member satisfaction survey

This survey will help club leaders evaluate how effectively the club is meeting your expectations. Information gathered from it can help improve club operations, increasing the club’s service impact and visibility in the community.

What do you enjoy most about being a member of our club?

What is our club’s greatest strength?

If you could change one thing about our club, what would it be? Why?

Rate the following statements about our club’s operations using this scale:

0 = Strongly disagree 1= Disagree 2 = Neither agree nor disagree 3 = Agree 4 = Strongly Agree

Club management/administration

- I am satisfied with my overall experience as a member.
- Our club members and leaders work well together as a team.
- Our club has a clear purpose that guides our goals and accomplishments.
- I can articulate clearly and concisely the impact our club has in the community.
- Our club meets at a time and location that fits my schedule.
- The cost of membership is reasonable and provides value to me.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Membership strength

- _____ Our club is just the right size for the impact we want to make.
- _____ I feel comfortable asking colleagues and acquaintances to visit and join our club.
- _____ I am inspired by how many opportunities our club offers to create an impact in our community.
- _____ Guests are warmly welcomed and introduced at club events.
- _____ Our club offers a variety of activities and opportunities to attract prospective members to join our club.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Community service impact

- _____ Our club's service projects are worthwhile, rewarding and impactful.
- _____ Our club's presence is visible and viewed as a major asset in our community.
- _____ I am proud to be associated with the impact that our projects make.
- _____ There is sufficient member interest in most of our projects.
- _____ There is sufficient community need for most of our projects.
- _____ Our club generates sufficient money to fund current and potential service projects.
- _____ Our club's fundraisers provide adequate revenue.
- _____ The amount of revenue obtained from our fundraisers is reasonable when compared to the amount of time spent.
- _____ Our club is a hands-on, service-oriented club whose members are willing to participate.
- _____ Our club is an important advocate for children in our community.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Member experience

- _____ My opinion about service, fundraising and administration is valued.
- _____ Our club meetings and events are enjoyable and fun.
- _____ Club members are properly recognized for their efforts.
- _____ Every club member is invited to use their talents on at least one committee.
- _____ Our club takes appropriate time to celebrate and recognize club and member achievements.

Total for this section:

Would you like to comment on any of your ratings? What ideas do you have for improvement?

Total for all sections:

Evaluate the results

Identifying what your club needs to start, continue and stop doing during the coming year can help you develop and refine goals. Average out the results of your surveys to determine where your club falls, then share the findings with your members via email or through a presentation at a meeting.

Is the club score 104 or more?

Congratulations! The overall club experience is a great representation of how your club impacts your community and your members. Celebrate your success and think about how those successes can inspire opportunities for improvement. What are you doing well? How might those qualities bridge the gap between your club’s strengths and opportunities for improvement?

Is the club score between 75 and 99?

Good work! Build on the momentum of your club’s current strengths. Not sure where to start? Look at your club events. A guest’s first impressions mean everything. If the experience isn’t a good use of visitors’ time, they may think twice before returning. Review the areas with answers averaging 0, 1 or 2 and brainstorm about how to implement change.

Is the club score less than 75?

Thank you for your honesty. The first step toward making a change is acknowledging that change is necessary. Where do you start? Before actively inviting potential members, discuss how to make the experience members have more meaningful.

Search for solutions

- **Club management/administration:** Visit www.kiwanisone.org/leadertools for resources that will help club officers lead and counsel the club to become stronger and more service-oriented.
- **Membership strength:** Visit www.kiwanis.org/theformula for resources that will help you invite new members and improve your club.
- **Community service impact:**
 - Take a look at another tool for improvement, called **Analyzing your impact**. It will help you think about how to improve your service and fundraising opportunities.
 - Explore issues of Kiwanis magazine at www.kiwanis.org/magazine to browse ideas for service projects that other clubs have implemented.
 - Talk to your community. Examine the tool called **Rediscovering your community**. Interviewing members of your community can help the club understand what needs exist and how community leaders believe Kiwanis could support them. This may also uncover opportunities for new partnerships or sponsorships. For help thinking about organizations your club could partner with, see the **Developing community partnerships** tool.
- **Member experience:** How often do you thank or recognize your members for a job well done? Read up on more ways to celebrate success by downloading the **Celebrating success** tool.





ACHIEVING CLUB EXCELLENCE
A formula for healthy Kiwanis clubs

Developing community partnerships

Objective: To examine how to increase or expand your club’s partnerships and sponsorships

Purpose: To clarify what the community needs from Kiwanis and determine whether partnerships or sponsorships could help the club in addressing these needs.

Goals: To determine who the club might collaborate with, financially or otherwise, to make your impact bigger and better.

Audience: Board members, with participation where designated from club member

Does your club take advantage of partnering with others around the community? Developing relationships with others can make your club more connected, relevant and vibrant. Clubs that are connected have more opportunities.

Here’s how your club can start thinking about connecting with more agencies, organizations and businesses:

- 1. Use research and members’ networks to develop a list of groups that your club might collaborate with. 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. In a partnership, both of you benefit from supporting each other’s activities with the resources each has available. Consider these questions:

Based on your current club projects and target populations, who might you approach to ask about partnering with the club?

Which organizations could the club approach for sponsorships? Look for like-minded businesses that already sponsor social, educational or youth-oriented programs.

For more information about how to develop a solid sponsor for your club, take a look at our sponsorship toolkit.

Are there ways to improve the sponsorships and/or partnerships you already have?

Coexist	Relationships	Partnerships/sponsorship
Organizations that are present in the community with whom a relationship might be beneficial	Organizations the club has any kind of relationship with	Organizations with partnership or sponsorship potential (based on community survey results)

2. Conduct a community survey to determine where new relationships could be established and what needs your club can fill. Take a look at the **Rediscovering your community** tool to learn how to get started.



ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Rediscovering your community

Objective: To find out how the club can better serve its community

Purpose: To clarify what the community needs and how your Kiwanis club can help

Goals: To gain information that will help the club assess the potential for new partnerships, sponsorships and service projects

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

Community surveys help clubs gather data about what the community needs from people who care. They also help to identify how the club might partner with others to address those needs and strengthen relationships with community leaders.

A step-by-step process

This tool is designed to systematically lead you through a survey process designed to reveal information about your club's service impact, partnership opportunities and possibilities for expansion. Schedule this survey annually—or any time the club has experienced significant changes in membership demographics or service interests.

Step 1: Create contact lists

Brainstorm to identify community members who could provide the most useful information. Consider these people:

- Club partners
- Members of other groups with which the club already has a relationship
- Community leaders
- Government officials
- Public safety officials
- School administrators
- Service Leadership Program faculty advisors and students
- Chamber of commerce leaders
- Librarians
- Members of the local media
- Hospital directors
- Members of faith-based organizations
- Key business owners
- Representatives of other organizations serving children (e.g., Boys & Girls Clubs)
- Residents or commuters (to gauge community needs in an impromptu interview)

Step 2: Identify team members

- Choose a partner or put together small teams for conducting interviews. Going in pairs can make the interview more comfortable, but also ensure detailed notes are taken.
- Keep impromptu interviews between five and 10 minutes, and scheduled ones under 30. Before conducting an interview, introduce yourself, your club and the purpose of the interview. Let them know that all questions are optional and they can take as much time as they wish to answer.

Step 3: Schedule and conduct interviews

Determine which team members will contact which people/groups--and the time frame in which interviews should be completed. How you conduct the interviews may take a number of forms. You could ask questions by email, over the phone or in person. When it's over, ask for, but also offer, contact information so that you can follow up.

Whatever you choose, be prepared. Anticipate how the interview should go, and keep it focused. Capture their responses in one place, whether it's in a notepad or on a voice recorder, tablet or laptop.

Below are some sample scripts and questions to guide you.

Introducing yourself:

Hello, my name is _____, and I belong to the _____ Kiwanis Club. It's good to meet you. Our club is very active in the community. We do projects like _____, but we want to see whether there are needs that we don't know about. To do this, we are trying to gather opinions about what's good about our community, as well as how it could be improved. Would you have five minutes to give me your opinion?

Great! Don't feel like you have to answer every question, and take as much or as little time as you need to answer.

Potential questions:

- What do you think our community does well? What do you like best about the community?
- What would make our community a better place to live, work and play?
- What are some unmet needs of our community? What things should we be most concerned about as a community?
- Which organizations or groups do you feel like are working to make our community better? Which are helping to improve children's lives?
- What is your "wish list" for our community?
- On a scale of one to five with one being the lowest, how involved with the community would you say you've been in the last three years?
- How do you see yourself getting involved in improving the community?
- What do you feel are the greatest barriers to community involvement for you personally (if applicable) or for our community members?
- What do you feel would get people excited about volunteering in the community?
- Who do you feel are the most respected and influential people in our community?
- Who else would you recommend that we talk to about what we can do to help the community?
- Do you have any short-term needs that our club can assist with?
- Are there any long-term needs that you need community assistance or support with?

- What, if anything, is currently being done to address those needs?
- Do you have any questions, comments or final thoughts?

In closing: Be sure to offer a Kiwanis business card!

Thank you, _____, for your time. We really appreciate it. I'd like to exchange contact information so that I can follow up with you about [anything interesting or left unanswered]. If you think of anything, any need that we may have in the community that we didn't talk about, please call me. Our club meets _____ . We'd love for you to join us so we can fill you in on the ways Kiwanis is already active in the _____ area.

Follow-up notes

Community events that club members need to attend:

Media and marketing ideas:

Fundraising ideas:

Other people and/or organizations to contact:

Step 4: Debrief and reflect

Collecting the opinions and needs of community leaders does little good if they aren't put to use.

After completing community surveys, make time for a debriefing session. Collect the input from the interviews and discuss ideas for potential new service projects or fundraisers, partnerships or sponsorships, and even potential new members at a membership committee meeting. Questions to keep in mind:

Was any information obtained suggesting need(s) for club action?

Does the club have the interest and financial means to pursue new projects? (Take a look at **Analyzing your impact** for a few ideas on how to weigh the costs and benefits of potential and current projects.)

Was there feedback about past Kiwanis service that should be addressed?

How might the club contribute to resolving frequently noted community concerns?

Are there people or organizations with whom you might create relationships? (Take a look at the tool **Developing community partnerships** for additional ideas about how to cultivate sponsorships and partnerships.)

If you find that some of the issues warrant further discussion between community leaders and organizations, consider hosting a community forum bringing together a cross-section of influencers. Develop open-ended questions from the areas of concern identified during the community surveying. For example, "How can we engage our children in community improvement?" or "What do you believe is the top issue concerning our youth?"

DREAM BIG!

Based on the needs and the ideas you’ve generated, think about this:

If you could give your community anything, what would it be?

What would that service project look like? Is this the “signature service project” in which your club is currently engaged?

If “Yes!” – Can you make it even better?

If “No,” what steps can your club take now to see your new signature service project come to fruition by this time next year?





ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Analyzing your impact

Objective: To analyze the level of success for club's activities, particularly the service projects and fundraisers

Goals: To improve the impact your club makes in the community

Purpose: To reflect on the costs versus the benefits of service projects and fundraisers and determine improvements needed.

Audience: Board and club members

Kiwanians serve to make an impact in communities around the world. But how do you know when you've made a difference? Do you count the number of smiles that graced the faces of the recipients? Do you tally the number of trauma dolls distributed? This tool will help you assess and prioritize how your time and resources are best spent on community needs.

Find the right fit: Analyze your service

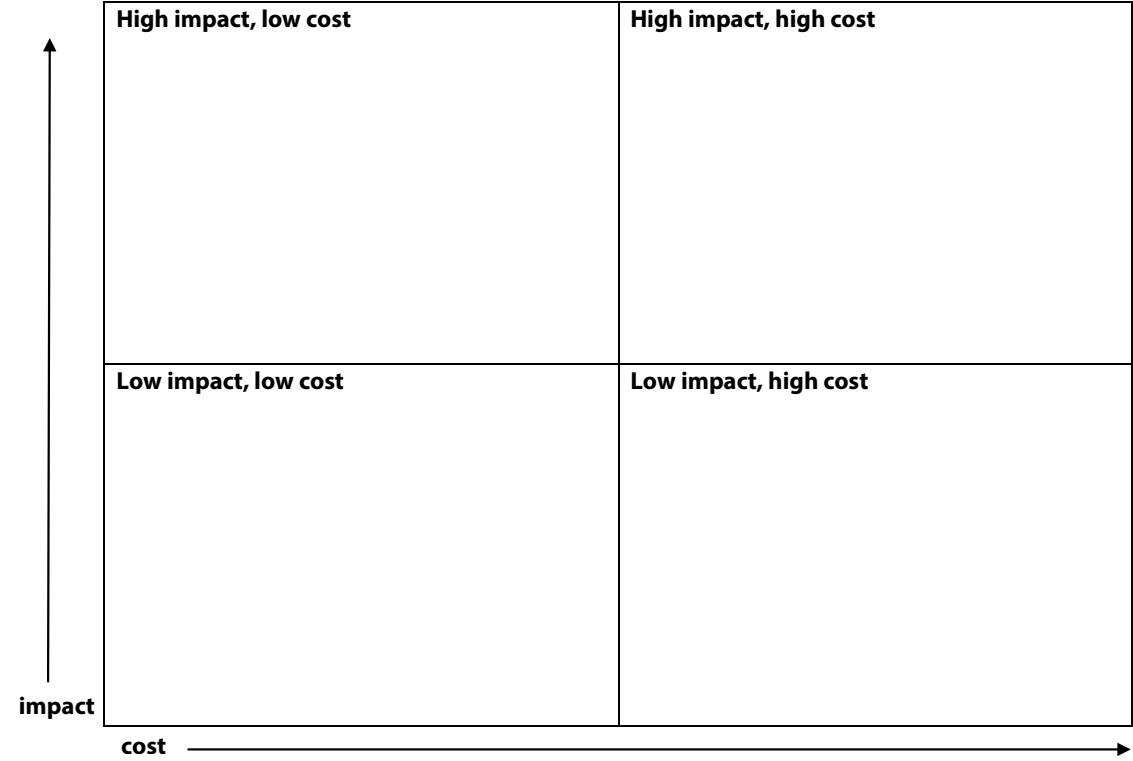
How do you know if the service project you have in mind is relevant to the community? Use this chart to help organize your thoughts.

Project (current and potential)	Cost:			Impact:		
	Financial	Time (in hours)	Member interest (1-5)	Estimated # of lives impacted	Long vs. short	Visibility for club (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 the Kiwanis club playing? (If you haven't done so already, see the resources **Rediscovering your community** and **Developing community partnerships** for information about how to conduct 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 change you could make in their lives significant or empowering?
- Is there member interest in the project? Is involvement with a project like this something members are proud to be part of? How many members are/would be involved? How much of their time does it require?
- How much visibility could/does the club receive in undertaking this project?
- Is there potential for establishing partnerships or sponsorships with other organizations or agencies?
- How much does this project cost the club? Is the cost worthwhile when compared to the visibility gained and impact made?
- Would the project be more successful if the club had more members?

One way to visualize your options at a glance, prioritize your projects and share the results with club members might be with this matrix.



Funding the right fit: Analyze your fundraising

Most projects require funds. That means fundraising activities are in order. Use this chart to weigh the costs against the returns of potential and current fundraisers.

Fundraiser (current and potential)	Member interest (1-5)	Time spent (in hours)	Est. # of lives impacted	Visibility for club (1-5)	Total costs	Gross income	Net profit/loss

Here are some questions to help you decide which fundraisers to pursue:

- Does this effort support or promote our mission?
- Does this activity provide adequate revenue for projects?
- Does it provide significant revenue based on the number of volunteer hours invested?
- How else might the amount of revenue gained be increased?
- What is the potential for expanding the fundraiser?
- Are there partnership or sponsorship opportunities?
- How visible is the fundraiser? How much of the community does and could it reasonably involve?
- Does the visibility generate interest in our club and its activities and potential members?
- Does or could the club get media visibility before, during and after the event?
- Does this activity educate the public about our mission?
- Would the fundraiser be more successful if the club had more members?

If your club needs some inspiring ideas for fundraising, check out the service and fundraising ideas in the Resource section of The Eliminate Project website (www.theeliminateproject.org).

Creating club change

Member participation depends on the value members receive and the enjoyment they take from club activities. Excellent Kiwanis clubs combine a unique blend of quality membership experiences with meaningful, relevant service.

Ensure that your club’s formula for future success involves an assessment of projects. Provide members the results of the service and fundraising analyses conducted above (possibly also the member satisfaction survey and community analysis), so they get a full picture of the overall findings.

Consider the following questions with your members to determine what changes in club operations they are willing to make based on that information and help everyone come to decisions accordingly. Club leaders can use the results of this exercise to develop goals in the club excellence plan, confident they have buy-in from all members.

How you begin a conversation could take many forms.

- Interview members individually.
- Use a member satisfaction survey. (See the example in the tool **Measuring member satisfaction**.) Online survey platforms like Survey Monkey enable you to make the surveys more anonymous.
- Conduct an open forum at a club meeting.
- Conduct a visual assessment in which observations and thoughts are compiled on a chart like the following or written on sticky notes according to categories or questions.

What works	Let’s stop	Let’s start

Here are questions that may help you in considering possible changes and improvements:

- What are we doing now that works well? Can it be improved upon?
- What should we stop doing? Why?
- What should we start doing? Why?
- What steps does the club need to take to be able to accomplish these changes?





ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Planning for club excellence

Objective: To fulfill your club's purpose and actions in the community

Purpose: To create a detailed plan with action steps, responsibilities and timelines

Goals: To clarify club objectives based on member interests and resources and community needs, as well as to measure success

Audience: Club members

Successful clubs have goals—and a plan to achieve them. Give focus to your vision of club excellence by aligning it with your annual goals. Try establishing SMART goals: **S**pecific, **M**easurable, **A**ction-oriented, **R**ealistic and **T**ime-bound.

Specific: What exactly does your committee want to achieve? Answer the questions which, what, who, where, when or why.

Measurable: Tracking progress keeps people motivated. Address how much or how many.

Action-oriented: Describe a result.

Realistic: Make the objective challenging but also achievable and relevant to your club. It's okay to be optimistic.

Time-bound: Include a time limit. Deadlines inspire action.

For example, don't just say: "Increase the number of service hours provided to the community." Say: "Increase the number of service hours provided to the community by 10% by September 30."

Time to act.

List some ideas for goals. Evaluate your ideas according to the level of confidence leaders have in completing the goal. Then prioritize the goals using the letters A, B and C, with A being the most important.

Tip: To avoid distractions, focus on no more than three goals.

What is a SMART goal you would like to achieve?

Goal 1: Priority: _____ Level of confidence: _____

☐ Specific? ☐ Measurable ☐ Action-oriented? ☐ Realistic? ☐ Time-bound?

Milestones to celebrate: _____

Goal 2: Priority: _____ Level of confidence: _____

☐ Specific? ☐ Measurable ☐ Action-oriented? ☐ Realistic? ☐ Time-bound?

Milestones to celebrate: _____

Goal 3: Priority: _____ Level of confidence: _____

☐ Specific? ☐ Measurable ☐ Action-oriented? ☐ Realistic? ☐ Time-bound?

Milestones to celebrate: _____

Once the goals are established, determining milestones for measuring progress can help keep morale up. Tracking progress publicly encourages ownership of the goal and gives you the opportunity to recognize individuals who contribute to club success.

Keep the goals visible to club leaders and members at all times.

What do you need to achieve these goals?

Tip: For best practices for your committees, see <http://www.kiwanisone.org/leadertools>.

- If a sponsor or partner would provide additional marketing or financial assistance to help your club achieve one of its goals, take a look at the **Developing community partnerships** tool.
 - If one or more of the goals involves fundraising, consider the tips in **Analyzing your impact**.
- You might use the following organizational system to hold various members of the club accountable. Determine how to achieve each goal you set, then assign each task to a club member who will make sure it happens.

Goal: _____

Committee: _____

Action: _____

Target date: _____

People responsible: _____

Goal: _____

Committee: _____

Action: _____

Target date: _____

People responsible: _____

Goal: _____

Committee: _____

Action: _____

Target date: _____

People responsible: _____

Goal: _____

Committee: _____

Action: _____

Target date: _____

People responsible: _____

THE FORMULA 



Kiwaniis®



ACHIEVING CLUB EXCELLENCE

A formula for healthy Kiwanis clubs

Celebrating success

Objective: To foster pride and encourage future action between community organizations and members

Goals: To make sponsors, partners and Kiwanians feel valued and appreciated

Purpose: To get ideas about when and how to recognize members' contributions and behaviors

Audience: Entire club

People get involved when they know they're doing something meaningful. They stay involved when their efforts are recognized. And what gets recognized gets repeated.

Celebrate your members

If your club doesn't have an annual celebration, consider planning a formal or social event that is filled with fun, fellowship and recognition.

However, there's no need to wait until the end of the year to recognize a job well done. Recognition is most effective when it is frequent and immediate. Make sure to consider the person being recognized when you show your appreciation. You may, for instance, choose to extend verbal praise (publicly and privately), give a note and small gift, smile and say thank you as often as possible or even plan a social get-together.

Recognize your community partners

Many of the successes in your Kiwanis club are the result of the relationships and partnerships your club has developed to support large-scale projects. Without this support, the impact and scope of these projects would be diminished.

Acknowledge your club's partners and sponsors to:

- Inspire others to become involved.
- Build community support for future initiatives.
- Emphasize community service.
- Offer opportunities to highlight community issues.
- Demonstrate that one person can be an effective agent for change.
- Make those engaged in community service feel that they and their work are valued.
- Provide examples for the rest of the community.

Consider recognizing a partner or sponsor in any of these situations:

- **The achievement of a goal in which sponsors or partners played a significant role:** The goal may be an endpoint or a major milestone leading to the successful completion of a project or initiative.

- **A club event specifically to honor collaborators and partners:** Say thank you at a club meeting, a special dinner or another type of recognition event.
- **Special occasions:** These often provide the perfect vehicle for showcasing the hard work and dedication of community partners. Global observances such as Earth Day, Universal Children's Day and Mandela Day present opportunities to praise those who work on the issues they represent.

Specific ways to honor sponsors and/or partners include:

- Publicly thank them, perhaps with a gift, donation or award, at a club event, community meeting or even in a radio or TV interview
- Mention or highlight them on your website and/or event posters
- Write a press release or article, and/or invite the press to an event
- Present a gift or award at a public event
- Host a party in their honor
- Present "community hero" awards
- Make a donation in the person or organization's name to a local project
- Honor them with a one year dues-paid membership to your club



PUBLIC RELATIONS TOOLKIT

LOVE IT.
SHARE IT.
LIVE IT.



INTRODUCTION

This public relations toolkit will provide you everything you need to share what your new or existing club is doing in your local community. You'll educate your community about Kiwanis and club activities. You'll represent Kiwanis as a spokesperson by promoting special events. You'll also tell the larger story of Kiwanis International and the impact we make on communities around the world. And, you'll help create public awareness about the Kiwanis brand. Remember, all external communication is branded Kiwanis. This keeps your message simple and easy to understand!

We've designed this toolkit to make your job as easy as possible. New clubs will find resources to publicize special milestones—the charter ceremony, first fundraiser, first service project and first membership drive—to help raise awareness about the new Kiwanis club and its mission. Existing clubs will find resources to publicize service projects and fundraisers to raise awareness about your club and its mission.

Enthusiastic local participation will be the key to your success. We encourage you to customize these materials to fit your club. Feel free to contact us along the way for help, feedback and advice at pr@kiwanis.org.

CONTENTS

- Getting started
- How to build a media list
- Media relations
- Interview training
- Capturing clips

GETTING STARTED

Your Personal PR “Kit”

No one knows Kiwanis better than you do! Enclosed you will find your own virtual public relations toolkit to help you turn that knowledge into relationships with members of the news media. You'll find everything you need to be successful at telling the Kiwanis story to your local media.

Remember, the more publicity you attract, the more you'll share the Kiwanis story with your community, and the more potential new members you'll attract. Be sure to review the kit and customize the materials for your club and for your community.

We've included the following materials:

Public relations training

1. **How to build a media list:** To start spreading the word, you'll need to build a local media list. *Before you start publicizing, you need to find out who should receive these materials.* This is the first step to getting great publicity.
2. **Media relations:** This document will walk you through the best ways to approach the media and give you tips to make sure your pitch and story idea stand out.
3. **Interview training:** This document will help you prepare for in-person and phone interviews with the media, and it provides tips for use before, during and after the interview.
4. **Capturing clips:** This document will help you keep track of any media placements you secure and provides information on how to share clips with the Kiwanis International public relations team.
5. **Website:** Visit www.kiwanis.org for additional tools, such as the templates listed below, the Kiwanis logo and brand guidelines.

Templates and tools

1. **Media alert:** This media alert will help you inform your local media about special events, such as the chartering ceremony or the first service project. Send these out one to two weeks leading up to your event.
2. **Press release:** This news release is a great way to spread the word about your new club and what it will do for the local community. You'll see we've made it easy to customize with your information; all you need to do is fill in the highlighted areas. We've also left a placeholder for a quote from a charter club member. Existing clubs can also use this template to announce a new club focus or a new signature project.
3. **Just the Facts:** This document can be sent to the media along with your press release. It's a quick overview of Kiwanis International.

>>Next section: How to build a media list

HOW TO BUILD A MEDIA LIST

To spread the word about Kiwanis and to build buzz in your local market, you need to know where to begin—and with whom. The best way to start is by building a media list. Here's how.

1. **Build your media list the same way you would build your professional network.** Relationships are the best starting point when pitching your story. Think for a minute about who you know. Do you have any contacts on staff at the local newspaper or TV/radio stations? Do you know anyone else who might? If so, those contacts might help you get your foot in the door. And if the media professionals you contact say they aren't the right reporter or editor, they're usually kind enough to refer you to the appropriate person.
2. **Identify the media outlets that might be interested in your story, and start to make a list.** Think about the following types of media that are in your town or within a radius of about 30 miles. For smaller towns, you might want to opt for a larger radius.
 - **Print (magazines and newspapers):** What is the biggest newspaper in town? Does your community/neighborhood have a smaller newspaper as well? How about a city or regional magazine that focuses on what people are doing in your community? Try to focus on the biggest media outlets in your club's community, as well as any neighborhood publications close to your club.
 - **TV:** What are the major TV stations in town? Do they have morning or midday shows that feature interesting events or organizations in your community? Do any TV news anchors specialize in philanthropy or service—and for that reason have a natural interest in your story?
 - **Radio:** Your club's project or event would make a great interview opportunity for radio morning shows. Think about the most popular radio hosts in your town. Would they be good fits for a philanthropy or service story? What morning shows do you listen to in the morning?
3. **Once you've identified media outlets, check each outlet's website for contact information.** Many stations list contact information for a newsroom, editor or reporter. Search for email addresses and phone numbers to add to your list.
4. **Identify the right contacts at each media outlet.** Your contacts will have different titles based on media type:
 - **Print (magazines and newspapers):** Regional magazine editors, newspaper volunteer section or philanthropy section editors. At smaller newspapers, ask for the name, phone number and email address of the managing editor or special sections editor.
 - **TV:** News assignment editor, as well as the producers of the station's morning, midday and/or talk shows.
 - **Radio:** News director, producer of the station's morning and/or talk shows. Be cautious about approaching "shock jock" stations that may not handle your news in a tasteful manner. Usually, news or talk stations are more receptive to pitches because they have more room for stories that are not timely or "breaking" news.
 - **Online:** If the website is run by one individual, you only have one option. If you are targeting an online news site, look for someone who covers community news.

Note: Do not contact the advertising department with a story idea.

5. If you can't find a particular reporter's email address or phone number on the website, start making phone calls. Ask the receptionist or newsroom contact for the correct person to approach regarding philanthropy or service. Keep records of everyone to whom you talk, and make sure to get the correct spelling of names, email addresses and phone numbers.

6. Understand how much time ("lead time") various media outlets need when you distribute press materials to the people on your list.

- Daily and weekly newspapers, radio stations and television talk shows usually require about two to three weeks' notice.
- Magazines usually prefer a few months' notice, so don't expect to see coverage right away. Since most city magazines set their own print deadlines, it's best to simply call and ask how much advance notice they require on a story.
- Local television and news assignment editors prefer only a week or a few days' notice.
- Online sources can post items very quickly, so send the information a few days or a week in advance.

Congratulations on building a great media list! Now it's time to get your information ready to send to everyone on your list.

>>**Next section:** Media relations

MEDIA RELATIONS

We appreciate your efforts to raise awareness about your Kiwanis club. Every opportunity to further Kiwanis' brand awareness and highlight your club will create opportunities to build membership!

Once you've created your media list, pitch your event to create public awareness opportunities. Be sure to use the customizable templates!

Using a new club opening as an example, here's how:

- New-club announcement: Write and distribute press release announcing new club.
- Charter celebration ceremony: Write and distribute media advisory.
- First fundraiser: Write and distribute media advisory prior to event. Use the press release to summarize the event's success.
- First service project: Write and distribute media advisory prior to event. Use the press release to summarize the event's success.
- Membership drive: Write and distribute media advisory.

Be sure to send out your media materials via email and follow up over the phone with your contacts to encourage them to "spread the word."

A step-by-step checklist

1. **Customize the press release or media advisory.** We've provided you with a "shell" of a release that includes details about Kiwanis. Now you just need to fill in the release with your localized information (community facts, what you're doing for an event, your contact information, etc.) and you're ready to go! Remember: The more local the story, the more appealing it will be to the media.
2. **Distribute your customized press release or media advisory to your media list.** Email is probably the best and easiest way to send your information in a timely and cost-effective manner. Do not send the release only as an attachment in your email. Copy and paste the it into the body of the email, and include any additional information as an attachment. Consider a catchy subject line to make sure it doesn't get lost in their inboxes. Be brief, get to the point and emphasize the local angle—but don't be afraid to be creative.
3. **Make follow-up calls.** After you've distributed your media materials, pitch your story idea to your media contacts. If you email the information, you can begin making your follow-up calls the very next day and subsequent weeks thereafter.
4. **Be efficient.** When making calls to your contacts, remember:
 - Reporters, editors and producers are almost always working against deadlines, so keep your conversations brief and to the point. The best time to reach print reporters is usually before 3 p.m. (unless the newspaper is an afternoon paper). Television reporters and assignment editors are usually available to discuss story ideas between 10 a.m. and 2 p.m.
 - Don't ask, "Did you receive the materials I sent?" Reporters hate this question. Try saying, "I sent you information a few days ago. I'd be happy to tell you more and get you additional details if you're interested."

- Be prepared to talk about your story. When you've got your media contacts on the phone, it's a great opportunity to explain more about any events or fundraisers you're hosting.

- 5. Think about what the media really want.** Overall, the media love local stories—what's happening to people in their community, how it fits into an overall national trend, what impact it has on other people in town, etc. That's where your story will resonate the most. If you remember three things, remember these three: local, local, local.

In addition, different media outlets respond to different key points. For example, television news programs respond to visual scenes, so make sure you send them visuals—such as photos or even videos—to use as well. Radio stations respond best to one-on-one interviews, so mention that you could come in for an in-studio interview or be available for a live phone interview. Print contacts usually ask for the most detail and for statistics to prove the validity of your story. Print contacts also appreciate visuals.

- 6. Realize you might have to re-send the information.** Newsrooms are hectic places, so don't be surprised if your contact mentions he or she has misplaced the news release, or that the materials have been routed elsewhere. Be prepared to send another copy.
- 7. Meet deadlines.** While your contacts already have the news release, they may require additional information or want to interview you for a longer story. Always return phone calls and requests for information in a timely manner. Most publications have specific issue dates and deadlines that cannot be extended.
- 8. If the media respond, be ready.** Read and review your message points. And remember, media relations is a lot like sales: You may have to talk to many people to close just one deal. But it's worth it—one local story gives thousands of people an opportunity to learn more about your Kiwanis club.

>>**Next section:** Interview training

INTERVIEW TRAINING

If a reporter or editor is interested in a story about Kiwanis, he or she may want to interview you in person or over the phone. Interviews are a perfect opportunity to share your messages with the public, so make sure you're prepared.

Before the interview

1. **Get as much information as possible about the interview.** Most reporters will share what they hope the article will discuss—and what they hope you will bring to the story.
2. **Know your key messages.** The better acquainted you are with the messages you want to deliver, the more easily your story will flow. Don't memorize a script, but try to make the words your own. Practice answering questions in a quiet space at home or even in front of a mirror. The more you speak your key messages out loud, the more comfortable you will be when it's time to answer questions.
3. **Rehearse with a fellow club member, friend or coworker.** This may sound silly, but practice with another person helps you get comfortable using the message points when you're asked questions during the actual interview.

During the interview

1. **Pace yourself.** If the interview is for a television or radio station, ask whether the interview will be live or taped. Live interviews normally last only two or three minutes, and there is no opportunity for editing. A taped interview might last five or ten minutes, because the reporter will have time to edit the story before it airs.
2. **Think of the interview as a conversation.** You can even think of the reporter as a potential new friend—but be aware that the reporter's main objective is an interesting story. Don't share anything you don't want to see in print or on television. That said, relax—the reporter isn't an enemy. He or she knows you are a volunteer and promoting your club, and might want to help spread the word.
3. **Remember, the media like to tell stories in personal terms.** Think about the impact your club has had on your community or share a story of someone who inspired you.
4. **Weave key messages into your story.** You can make your points most effectively when you can use your personal experiences as examples.
5. **Relax and be yourself.** You don't need to pretend you have information or expertise that you really don't. If you don't know an answer, just say so.

After the interview

1. Ask the reporter whether there are other facts or information he or she will need to complete the story.
2. Find out when the story will run—or ask for the reporter's estimation.
3. Make mental notes about the interview—how it went and what you will do differently the next time.
4. Reward yourself for a job well done!

Additional tips for television interviews

- Know what you want to communicate, and don't be afraid to repeat yourself. Live by your key messages.
- Short answers are better than long ones. Stop talking when you're done making your point.
- This is not a confrontational interview. Why not smile while you're talking? You'll sound more enthusiastic.
- Don't overlap the interviewer's question. Begin your answer when he or she is finished.
- Speak in complete sentences.
- Avoid jargon, abbreviations and acronyms (e.g., SLP, ICON, etc.). Speak simply.
- Don't repeat a negative. For example: If you were asked, "Aren't you an alien?" you wouldn't reply, "I'm not an alien." You might say, "Actually, I'm from Cleveland."
- Keep your hands free, open and animated. Gesture as you normally would.
- Plan what to say if asked, "Is there anything else you'd like to say?" You should recap each of your message points as a response.
- Always assume the camera is on.
- Resist the urge to lean into or grab the microphone.
- Television is an intimate medium. Speak in personal, anecdotal terms. Use analogies to illustrate your point. Don't be afraid to tell "your story."
- Body language is important for television. Practice by talking in front of a mirror. People will remember how they felt about you more than they'll remember what you said.
- Mention your contact information and the website where people can go for more information.
- Remember, there is no such thing as "off the record."

>>Next section: Capturing clips

CAPTURING CLIPS

It is important to monitor the news media (television stations, newspapers, etc.) for all coverage of Kiwanis International.

If you secure an interview or media placement, we would appreciate a copy of the result. Send it to pr@kiwanis.org. This will help us track the success of our work!

Tips for capturing clips

After your interview, ask the reporter whether he or she knows when the story will air or be printed.

1. Monitor the outlet's website. You can usually search for a specific term within the site to find related articles. It is possible that the story will be published in print or air on TV or radio, but not be posted online. For this reason, it is important to follow up with the reporter to gather as much information as possible about when the story will air or be printed.
2. After you have completed an interview or secured a media placement, please send the following information to pr@kiwanis.org:
 - Date
 - Publication
 - Reporter
 - City
 - Your name
 - Your local Kiwanis club

[illegible]

NOTES

[illegible]