EASTERN CANADA AND THE CARIBBEAN DISTRICT
L'EST DU CANADA ET DES CARAIBES

MEMBERSHIP AND ENGAGEMENT FORUM

Montego Bay, Jamaica
Friday, May 18th 2018
9:50am

Prepared & Presented By:
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AGENDA

Goal: To Build, Retain and Support a growing Kiwanis membership network.

AGENDA:

1. **A World Without Kiwanis**
2. **Membership Recruitment – Who is Responsible?**
3. **The One Minute Elevator Speech - KI Trustee Bert West and KI Trustee Gary Levine**
4. **District Membership Org Chart – The Role and Responsibility of the Club Membership Chair**
5. **Membership Statistics – 5 Year Trend**
6. **2018 Update on Membership Growth and Results**
7. **Back To The Future – The Four Pillars of Strategic Planning**

A WORLD WITHOUT KIWANIS

WHAT IF KIWANIS DIDN'T EXIST?

That's the question explored in the March 2017 issue of Kiwanis magazine.

It's not about membership numbers. It's about the children and communities served by Kiwanis. Each Kiwanis member touches the life of 204 kids per year. The more Kiwanis members, the more kids are served. And when club die or members leave, that also means they leave a deep service void.

Why did I join?

Why do I stay a member?

A WORLD WITHOUT KIWANIS

MEMBERSHIP RECRUITMENT

WHO IS RESPONSIBLE FOR MEMBERSHIP?

We All are!

Led by A committee that monitors all aspects of membership, including invitations, retention and education—bringing in new members, teaching them about Kiwanis and then ensuring that the member experience meets everyone's expectations

THE ONE MINUTE ELEVATOR SPEECH

PRESENTED BY:

KI Trustee Bert West and

KI Trustee Gary Levine

DISTRICT MEMBERSHIP ORG CHART

Kiwanis

EASTERN CANADA AND THE CARIBBEAN DISTRICT
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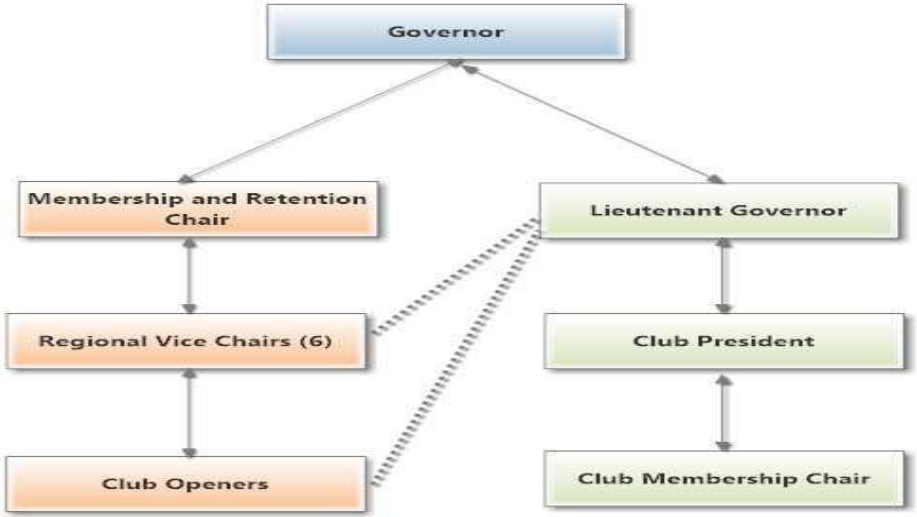
2018-2019 Proposed Membership Model



Membership engagement Vision

Kiwanis will be a positive influence in communities worldwide…

Build

Retain

Support A **gro**wing Kiwanis membership network

MEMBERSHIP STATISTICS

5 year membership trend for EC&C in this slide?

September 2017	Clubs	Members	Average clubs /members
Division			
Other divisions			
Multiple district			
District			

Membership Statistics

Recruitment

EC&C District	Charter members	New members	Reinstated members	Transferred members	Total additions
2016-2017					
2015-2016					
2014-2015					
2013-2014					
2012-2013					

Membership Statistics

Recruitment

EC&C District	Dropped members
2016-2017	
2015-2016	
2014-2015	
2013-2014	
2012-2013	

MEMBERS GROWTH

District	Added Members	Dropped Members	Membership Growth
2016-2017			
2015-2016			
2014-2015			
2013-2014			
2012-2013			

Membership Statistics

Why do Members Leave?

District Total	2012-2013	2013-2014	2014-2015	2015-2016
Deceased				
Moved				
Non-Payment of Dues				
Non-Attendance & Non-Payment				
Non-Attendance				
Resigned in Good Standing				
Others				
Club Cancelled				
Transferred				

KI MEMBERSHIP UPDATE

- 33% increase in the number of clubs opened as compared to the five years preceding the start of the Formula.
- 40% decrease in annual membership loss.

Furthermore in 2017-18, we are well on track for our most successful year in recent history

KI MEMBERSHIP UPDATE

This year, in the 1st 6 months we have opened as many clubs as is typical in a full year.

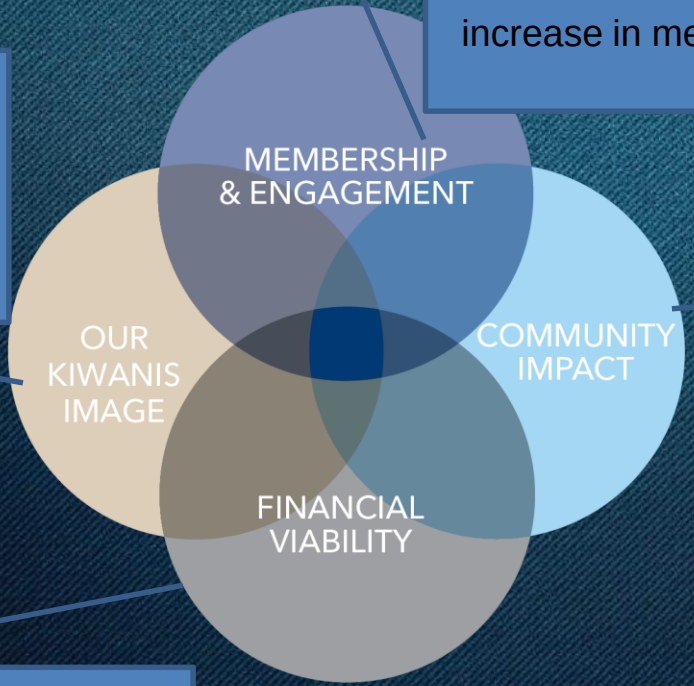
- 167 CLUBS OPENED YTD AS OF APRIL 23/18 worldwide.
- 6 NEW CLUBS OPENED IN EC&C YTD
- Membership is up YTD 3.9% with 257 net new members as of March 2018.

Our average increase is 2.5% at this time of year.

The results

increase in members

Kiwanis becomes an undeniable force for good in our communities



members connect and collaborate with schools, hospitals, government, other nonprofits, corporations, foundations and others

clubs prosper and grow.

Membership and Engagement

- What is the goal for your district?
- What is the goal of your club?

Goal: To **build**, retain and support a growing Kiwanis membership network.

Goal: To **build**, retain and support a **growing** Kiwanis Club of XXX's membership network.

Metrics for Membership and Engagement

You may want to measure:

- Number of members of District Goals
- New members each month or quarter by club
- Annual increase in membership by September 30th
- Average age of members
- Percent of male/female members

Membership Growth & Engagement

Governor Mel's Goals:

1. **Open 12 new clubs in 2018/19.**
2. **Recruit and engage 252 net new members by Sept 30/19.**
3. **Every club to have a trained membership chair by Oct 1/18.**

Let's try one together

Strategy: Increase membership in club

- How?
  - Metrics (goals for new clubs/members)
  - Timelines (by)
  - Responsible parties (whom and by when)

1. Communicate the plan

12

Share with club membership

the Engagement plan.

Get everyone on board.

2. Communicate the plan

12

SMART action items:

Specific

Measurable

Actionable

Realistic

Time bound

3. Implement the plan

12

After approval, consider following these steps:

- Assign responsibilities other than yourself.
- Review or create project positions.
- Invest in members.
- Regularly update goals.
- Review monthly.
- Keep the plan and milestones visible.

4. Measure results

13

Track outcomes not outputs

- Use tools to record metrics
- Assess progress and share at board and club meetings
- Review the plan monthly – adjust if needed
- Share results and lessons learned

Next steps

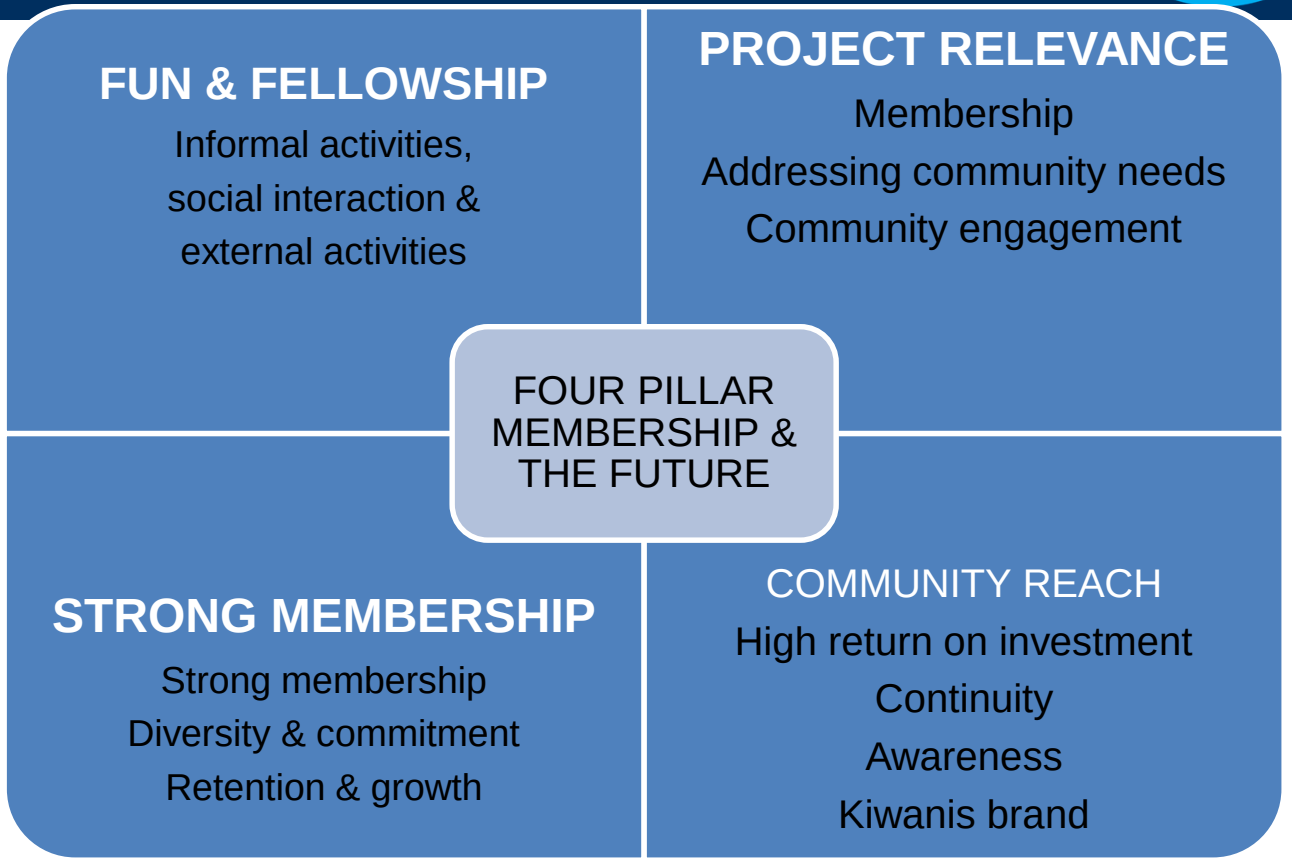
14

- Complete the membership engagement plan by ____.
- Set your club members on the path to future success.

FORMULA for Membership

Back to the Future

Four Pillar?



Celebrate Success

Remember to celebrate!
You've worked hard.
Your club's members have worked hard.
Your community partners have worked hard.

RECOGNIZE THEM!
CELEBRATE THEM!

Eastern Canada & The Caribbean District

Membership and Engagement 2018

Thank You!

Questions

MONTEGO BAY
EC&C DCON
JAMAICA 2018
Love the Vibes
Share the Spirit
Live the Experience