

Achieving Club Excellence



Participant's Guide

- Start changing the world by improving your own club.
- Help your members connect to the Kiwanis mission.
- Children and people in your community want to help.
- Create a dynamic Kiwanis club - bring them together.
- Follow the steps in this workbook.
- Implement the process - transform your club's future.



Participant's Guide



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Clubs benefit by:

- Assessing club projects and activities
- Engaging club members in club improvement
- Enhancing the membership experience
- Increasing the active membership base
- Augmenting service impact in the community
- Creating public awareness of the Kiwanis mission



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Defining Statement:

Kiwaniis is a global organization of volunteers dedicated to changing the world one child and one community at a time.

Motto:

Serving the children of the world. ™

Ideas for my club are:

Achieving Club Excellence

A seven-step process

Step 1: Commit to excellence

Step 2: Assess club vitality

Step 3: Plan your club's success

Step 4: Share your story

Step 5: Inform members

Step 6: Welcome new members

Step 7: Enhance the member experience

Step 1: Commit to Excellence

The first step toward having a great club is to renew the members' commitment to Kiwanis:

- to the Kiwanis purpose
- to each other
- to the club



Step 1: Commit to Excellence



Step 2: Assess club vitality

How good is your club?

How can it be better?

How can it better serve your community?

A. The Club Excellence Tool

Assess the current situation.

- Provide club members a quality membership experience!
- Make your Kiwanis club a great Kiwanis club!

Club excellence - delivering a meaningful and fulfilling club experience to all members.

Evaluate your club experience.

Review results with club leaders and members.

This is not a test! It is a self-evaluation tool. There is no pass or fail.

Based upon your responses, you will be encouraged to evaluate your club, recommend improvements, and implement them.

B. The community analysis

Purpose of a community analysis - identify important unmet needs in the community and determine how your club might contribute toward meeting those needs.

How? Personal/Telephone interviews, or written surveys.

Conducting a community analysis:

- Develop list of community leaders to be contacted.
- Use the community analysis form provided by Kiwanis International.
- Contact the community leaders and conduct the survey.
- Collect and review information from the survey.
- List suggested action items with cost estimates as potential projects.
- Recommend specific projects to be undertaken. Include expenses in budget.

• **Step 3: Plan your club's success**

Use plan to prioritize and create a timeline.

A successful Kiwanis club is able to:

- Increase and sustain club membership base.
- Implement successful/meaningful service projects.
- Market Kiwanis to the community.
- Inform members & enhance member experience.

Step 4: Share your story

Tell your Kiwanis story in only one or two minutes.

Write your “elevator speech.”

Be prepared the next time you have the opportunity to share the Kiwanis experience.

- The three-foot rule
- Your elevator speech

Identifying and inviting potential members:

Just ask. Friends, relatives, neighbors, business associates

Step 5: Inform members

New-member orientation:

Basic information to become involved in the club.

Kiwanis member's responsibilities.

Make them feel welcome and a part of the group.

When properly informed, members are more involved, more active, and more likely to remain Kiwanis members.

Step 5: Inform members

Kiwanis Education:

An ongoing education program that is incorporated into the club meetings and/or bulletins will continue to develop connected members and a great club.

- Guest speakers

- Club bulletins and newsletters

- Club Web site

Step 6: Welcome new members

Inducting New-members:

- Plan a meaningful ceremony
- Give new members a warm welcome
- Introduce new members
- Follow a prescribed format
- Get others involved
- Include sponsor, spouse, and friends.

Step 7: Enhance the member experience

Club excellence - a meaningful and fulfilling membership experience for all members.

Involvement in relevant, rewarding projects.

Recognition for achievement .

- New-member involvement
- Member satisfaction
- Member recognition



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