

# Division 34 Kiwanis, DCM Discussions--

## Prospecting Check in and....introducing .Communication--

\_\_\_\_\_ Bridging the Gap \_\_\_\_\_

Did you write down names? \_\_\_\_\_

Was is a mental list or did you write down names? \_\_\_\_\_

What steps did you date to contact prospect? \_\_\_\_\_

What steps did you take to follow up? \_\_\_\_\_

Successes? \_\_\_\_\_

What did you learn? \_\_\_\_\_

What can we as a group learn? \_\_\_\_\_

### **Communication:**

What tools are effective in reaching you? \_\_\_\_\_

What tools are effective in reaching service members? \_\_\_\_\_

When you distribute information.... \_\_\_\_\_

How do you know it was received? \_\_\_\_\_

Is there a "call for action?" A clear response requested? \_\_\_\_\_

Do you use any of the following? Kiwanis One Member Management, Facebook, e-vites, Yahoo! or Google Groups. Other tools you would like to share? \_\_\_\_\_

Are People changing the way they communicate? \_\_\_\_\_

# **Division 34 Kiwanis, DCM Discussions-- Sharing the Gift of Kiwanis--Prospecting for New Members Membership/Membership Growth (April and May 2010 DCM Notes)**

**Notepad / List --Write names on list. Call. Follow up.**

----- April DCM 2010 -----

If you make the decision that they won't join.... ....they won't join. Build a club with 25 new members--,  
Infiltrate, Where do business people already meet? Find the nucleus. Find the point of focus. Start there and  
build on their networks. Leads Group, Chamber, Business Network

Smaller companies, engage service members,

Table Kiwanis--Have a booth/table at a business or community event. Some health faire offer free space.

Art and Wine, Health Faire, Businesses, network groups, at your own service projects, Fest Italiana

Have members offer 3 names each, send a letter to invite.

Use visuals--pictures, flyers, brochures. Personal contact. Sign ups at events for volunteers.

KI materials--folder, preprinted brochures.

Visual representation of service, funds, organizational chart, Fun.

Satellite club. Cross Promote Invite speakers to join Hand out card "one free lunch" How did it go?

----- May DCM 2010 -----

On a question about referring a prospect...there were some great websites were listed....

Public information:	<a href="http://www.kiwanis.org">www.kiwanis.org</a>
Member area:	<a href="http://www.kiwanisone.org">www.kiwanisone.org</a>
Division website:	<a href="http://www.div34.org">www.div34.org</a>
Example program site:	<a href="http://k-sg.org">k-sg.org</a>

....but, websites may have too much information for a prospect to wade through. It's better to identify a specific club and match the prospect with a specific member who will 1) write down the name and contact information, 2) make contact, and 3) follow-up. If a Key Club member suggests a prospect, involve the Key Club member in follow up. It's harder to say "no" to Key Club.

Bring friends and contacts to Special Games. Use service as the hook.

Suggestions to link k-sg.org to membership info site.

Virtual vs. live presentations--tables, information booths. Table your own event. have membership info at events such as special games.

Members identified in the division who have brought 36 members and 100 members into Kiwanis.

Write it down. Call. Follow-up. Contact and follow-up right away.

Include club and program info on cards and drawings.

Collect name and contact information on drawings and sign-ups. Are you promoting your club at scholarship events? Do you list your accomplishments for the year?

**For June DCM Make your list--Call, follow-up, report back. --Look over "communication questions"**

# **Division 34 Kiwanis, DCM Discussions--**

## **Membership/Membership Growth (February and March 2010 DCM Notes)**

- **Special Guest Day--**
  - Kiwanis International **Model--8 weeks. It Works**
  - **Team** of experienced members in Division to **help** conduct a Special Guest Day for **smaller clubs**.
  - **Combined** Special Guest Day for **more than one club**.
  - Combine events--**Scholarship awards**/Special Guest Day
- Lunch or breakfast clubs **try** a one-a-month evening **meeting options**.
- Division **service** projects-**Special Games, Kiwanis One Day**.
- **Invitations--letter** to prospects. Include **photo collage**.
- **Table** at local business or **display** at union hall.
- Internet website with **keywords "community service"** for those looked for community service hours. Review search phrases for website.
- **Web referrals** from KI ([www.kiwanis.org](http://www.kiwanis.org)) sent to District, to Division and then to clubs. Prospects that have joined mentioned immediate response as important. First impressions count--**organizations, responsiveness**. Looking to get into an organization.
- Ask. Joined because "**somebody asked**." Members have joined after -- asked **5 times**, asked over 10 years.
- **Members are the best source** of members.
- **Everyone** at a club meeting **welcome** a guest.
- **Combined events** with Rotary, other service clubs. Spouses of members of other service clubs. Dual members.
- **Google Ads--**can target specific searches, demographic or geographic range. **Craigslist. Facebook.** Social networking. **Volunteer match**
- **Define** who we are. **Distinguish** from other groups such as business network groups. ("It's okay for more than one member in a business sector to join.")

- Future--changing demographic, **Focus on service.** (fewer meetings, more service.)
- Satellite clubs. **Open up** the club. Make membership and service available **to more people.**
- New club in Gilroy.
- **Make a list** of potential new members. Put pen to paper and follow up with **phone calls, e-mails.** Include in "to-do" list.
- **Parents** of Key club.
- **Young Professionals** at a Chamber of Commerce
- Membership aging. **Involve Circle and Key Club.**
- Approach **newly retired**--those retiring from local key business.
- From the first, involve new members in recruiting members. **Ask new members to ask** others to join.
- 4 x 6 cards.
- **Add Value**--have services during meeting like laundry pickup, car detailing.
- Get new members to **experience convention,** to experience **Special Games.**
- Welcome wagon--**welcome new businesses** and residents to the community.
- **Slideshows** with PowerPoint. **Collages. Videos.**
- "One Can Make a Difference" **PSAs** 30 second, 2 minute and 5 minutes from Kiwanis International.
- Little League and Soccer. Approach coach and parents who may seek to fill the void, **empty nest,** when kids move on to other activities.
- **Distribute** discussion notes **early.**
- **Membership is about survival.**
- Take back ideas--**discuss with members** and use.

## **Division 34 Kiwanis, DCM Discussions-- Involving Key Club and Circle K in Building and Growing Kiwanis.**

- Process. Community Building.
- Use a Facilitators Exchange
- Existing skills among members help entire Kiwanis Family
- Satellite Clubs (Attract young professionals and Circle K)
- After Club (after K-Club, after Circle-K)
- Continuing a connection with alumni
- Online regional forums, maintain friendships and connections
- Middle school scholarships can help market Key Club
- Scholarships can help pay for Key Club dues
- University Contact for Key Club members graduating (Find where Key Club or scholarship recipients are planning to attend and provide them with information on Circle-K or Kiwanis family contacts at the school)
- Key Leader Scholarship
- Rush Week/Club Day for new and returning students
- Club Building Committee
- Door to door -- knocking on freshman dorm rooms
- Scholarships focused on service
- Marketing, evangelism,
- Club night--All clubs in school involve students and parents (International Diners-French Club: French Cuisine)
- Help each other--(Stanford Circle K and Palo Alto)
- Promote Group (contact and mutual support)
- SLP to SLP, Circle K helping Key Club
- Promote Groups--SLP to Kiwanis,
  - Key Club and Circle K helping Kiwanis
- Conversations -- Key Club youth to Kiwanis Adults

### **Notes from 2nd round Conversations--December:**

- Problem is Huge--Few Key Club and Circle-K continue on
- Database to track (CalNevHa/Division/Club level)
- Stay in contact
- Integration Us & Key Club, Bridging the Gap.
- Legal issue on data? Annual purge of contact info. Collect direct request from seniors/outgoing SLP to stay in contact, Facebook, work with club secretary.

## **Involving Key Club and Circle K in Building and Growing Kiwanis, continued..**

### Notes from 2nd round Conversations--December (continued..):

- Ask Key Club Member if they want to stay in contact.
- Waiver for contact, check box.
- The energy level is higher in clubs where Key Club and Circle K is at most meetings.
- Food can attract SLP
- Key Club Advisor get together
- Now viewed as advisors--Kiwanis reach out, be visible, offer help, present the big picture, conversations, grown up, social event
- Better communication, relationships, friendships
- Key Club as House Committee
- Get together division wide, who should be there....Bruce and Nancy Carlson. Who else...
- SLP convention booth, signup of future contact, Circle K does it.
- President/Magazine contact only KI minimal
- Key Clubs unaware of Kiwanis club or adult Service organizations, may vary club to club
- Tracking Key Club to Circle K.
- Involving Parents
- What Motivates Key Club to join Circle K? Translate experience to Kiwanis.
- Circle K talks to Key Club.
- Interclub w/ Key Club/ Open invitation
- Social introduction
- Advisors home meetings. participate in each others projects.
- Invite to service projects. Invite to fundraisers.

# **Division 34 Kiwanis, DCM Discussions--**

## **Involving Key Club and Circle K in Building and Growing Kiwanis.**

### **Disasters** (Notes from Conversations--January DCM:)

- Disasters every year--tsunami, flood, earthquakes fire
- Budget for them, Collect money. Dollars are needed.
- Poverty makes disasters worse.
- Need accountability. Define methods.
  - Online--Charity Navigator, Guidestar, Foundation Center
- KI, Blood, Red Cross, Doctors without Borders, CERT, Salvation Army, Ecumenical Hunger Program/Fund, CARE, UNICEF, Sunnyvale SNAP, Text messages, Bush/Clinton Fund, World Vision
- Board Vote. Process. Not whether... but how much.
- Collection envelope, Fine cup, Happy Dollars, Pledge, sign ups, board match
- Role of Division 34 Foundation?
- 9/11--Flags, fundraising sale
- Members involved in various organizations that help
- Different kinds of connection. Personal connections
- Programs--student orgs, Key Clubs, Students with families that travel
- Adopt a Club / Immediate e-mail
- What is the message from Kiwanis International/District and Division 34.
- Maybe not to move too fast. Need a long term commitment--
  - orphanages, relationship over time
- Communication, connection
- Disaster is anything that causes pain
- Don't forget near and local needs.