



2009 – 2010 Growth Plan #8
for the
Florida District

Member Retention
Keeping members...

Is your club losing as many members out the back door as you are bringing in the front door? Does your new member orientation send them running for the nearest exit? Or worse yet...what is a new member orientation?

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Member Retention

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Improve your club

Changing the world may start with improving your own club. You can lead the way to a strong, vibrant club by deepening your members' connection to the Kiwanis mission and preparing your club for sustainable growth.

Children around the world have the need, and people right in your community have the desire. By creating a dynamic Kiwanis club, you can bring them together. These tools will help get you started.

Achieve club excellence

To know where you're going, you have to know where you've been and where you are now. The [Club Excellence Tool](#) is a blueprint for identifying strengths you can build on and opportunities you have for improvement. Using the online version of the [Club Excellence Tool](#), your club will have an honest assessment of club strengths and weaknesses—plus a list of tips and tools to improve in any areas that need attention. To use the Club Excellence Tool online, get your club's login ID from the club secretary and have all members of the club take the survey within a given time period.

Plan your club's success

Establish goals for the year, track club trends, and take steps to improve the club experience for your members. The [Planning Your Club's Success](#) brochure includes easy-to-complete forms to help you outline your strategy.

Get the resources you need

People join Kiwanis to help children and improve the world. Give members what they want! Help your club right now with the [Kiwanis Resource Booklet](#)—a complete listing of free printed material for membership growth, member retention, marketing, public relations, and more. Check out these helpful resources, too:

- **Community Analysis**
A guide to help you ensure your club's projects and services are still needed and identify new initiatives your club can support.
- **Exit Interview**
A questionnaire for departing members that will help improve your club.
- **New Member Survey**
A questionnaire for new members to help improve the club experience.
- **Roster Analysis**
A tool to help you focus recruitment efforts in your community.

Club assessment

Your Kiwanis club's already making an impact on your community—and the world. But you can do even more. To ensure your club is the very best it can be, take time for a checkup.

Assessing your club on an annual basis is like going for a yearly physical exam with your family physician. She helps monitor your health and suggests interventions for healthier living. Just like an annual checkup, an annual club assessment can also help your club diagnose small issues before they become big. It can help you prioritize your goals for the year, and help you see what's going well—and celebrate those successes.

Assessing your club is the first step in providing a positive and meaningful experience to club members, which will translate into greater retention and recruitment. What's the easiest way to conduct an annual club assessment? Use the Club Excellence Tool.

- [What is the Club Excellence Tool?](#)

The Club Excellence Tool engages your own club members in a thorough evaluation of your club's performance. It's simple. It's easy. It's free. And it will help you keep your club healthy, active and strong.

This self-evaluation tool is designed to help monitor the health of your Kiwanis club. Based upon the responses of your club members, the club can identify strengths to build on and opportunities for improvement.

This 25-question tool allows members to evaluate their club experience in seven different categories:

1. **Meeting.** Evaluate the atmosphere of the meeting, quality of the program, location, prices, participation and traditions.
2. **Community service.** Is the service significant and does it give high visibility in the community? Does the club sponsor one of the Service Leadership Programs?
3. **Fellowship.** Monitor social activities and communication methods to keep the members connected.
4. **Fundraising.** Is it significant enough to meet the expenses related to club service projects and provide community recognition?
5. **Leadership.** Examine the succession planning, board and committees of the club.
6. **Membership growth and retention.** Does the club's membership increase over time? Does it reflect the diversity in the community?
7. **Strategic planning.** Is a solid strategy driving the activities of the club? Is the plan measurable?

- **[How do we use the Club Excellence Tool?](#)**

The club has the option of conducting the assessment online or using printed copies to distribute to the members.

Online survey. When the club secretary sets up the survey dates in the Club Management section of KiwanisOne.org, a survey code is created. Using this survey ID, every member of the club is invited to go to www.KiwanisOne.org/ClubExcellenceToolOnline and log in. After completion of the questionnaire, each club member will see the score based on his or her individual responses. The club president and lieutenant governor will be able to see the collective answers from club members—all anonymously entered.

The online version of the Club Excellence Tool will provide the member, as well as the club, with numerous tips and tools for improvement in areas of weakness. For instance, if your club assessment points to fellowship as a category where you can improve, you'll be linked to resources your club can use to build more camaraderie. These might include suggestions for icebreakers and social activities or tips for better communication through your club newsletter or Web site.

Because of the resources linked directly to your evaluation and because scores will be stored for future reference, we highly recommend that your club use the online version of the survey.

Printed questionnaires. Based on your club members' comfort level with the Internet, your club may decide to use the [downloadable version of the Club Excellence Tool](#). Print, copy and distribute the assessment to each participant. After completion and calculation of the individual score, each member returns the assessment to the Membership Committee, which collects all the questionnaires for tabulating and analyzing the results.

The overall score for your club will be the average of the individual scores from all the members that participated in the survey.

- **[How do I get my members to participate?](#)**

Here are some ideas.

- **Make it fun!** Build a contest around it. Enter every member who takes the survey into a drawing for a gift certificate.
- **Tell them what they need to know:** that it is an investment of only 10 minutes, that it is completely anonymous, that they are the best source of information about the club and that you value their input.
- **Make it easy.** E-mail the exact link to the Club Excellence Tool online to every member, more than once. Better yet, use meeting time to do the assessment. Bring in laptops and have members complete the survey right there, right now.
- **Show how important it is.** If the leadership team is willing to take meeting time to talk about the assessment, willing to invest club money into contest prizes, willing to take a pie to the face if the club reaches a certain participation level, they must feel that it is worthwhile.
- **Commit to follow up.** Let them know the assessment is just step one of the process—and the next step you intend to take is to develop a timeline and action plan for improving on those weaknesses.

- **[What do we do with the results?](#)**

Reporting the findings

- **Start with the leadership.** Present the findings to the board of directors and membership committee for review and discussion. Begin to discuss the possible strategies for club improvement.
- **Get everyone involved.** Give the members a summary with relevant results and solicit their input for club goals.