

Update on Membership Initiatives

As you are aware, several initiatives are underway to improve member retention and grow existing clubs. Club Satellites, Corporate Memberships and Company Based Clubs are the three initiatives that the International board has approved. Clubs may start utilizing club satellites and corporate memberships immediately. Following is the information you need to know to advise clubs in your district.

Club Satellites

What is a club satellite?

A club satellite is a small group of individuals, who become members of an existing Kiwanis (host) club. The club satellite holds its meetings and service activities at a location that is separate from the host club.

Why would a Kiwanis club want to start a club satellite?

Forming a club satellite creates an opportunity for Kiwanis clubs to expand into locations where and when circumstances do not support the formation of a charter strength club. Examples of areas where a club satellite may form are:

- Small towns
- Rural areas
- Ethnic neighborhoods
- Business parks
- Medical complexes
- Shopping malls, markets and retail stores

Can a Kiwanis club have more than one club satellite?

Yes. A Kiwanis club can have several club satellites in an area that each addresses a specific need.

How many members do you need to establish a club satellite?

There is no minimum number of members required to establish a club satellite. However, consideration should be given to how well a small number of members can meet the specific needs of the area served.

What are the responsibilities of the host Kiwanis club to the club satellite?

It is the role of the host Kiwanis club to assist the club satellite in obtaining and maintaining a high level of commitment, activity and enthusiasm. The success of the club satellite involves continued contact, interest, counsel and advice from the host club. The host club's responsibilities include:

- ensuring club satellite members receive proper orientation, support and continued education
- encouraging club satellite members to participate in host club and district activities
- helping to develop a membership retention and growth plan
- supporting club satellite activities
- processing all membership applications

Do club satellites elect officers or have a separate board of directors?

No. A club satellite operates basically as a committee of the host club under the direction and guidance of the host club's officers and board of directors. A club satellite may choose to determine a chairperson to preside over meetings, however.

Do members of the club satellite need to attend meetings or functions of the host Kiwanis club?

Attendance requirements and the working relationship between the host club and the satellite are determined and agreed upon at the local club level.

Do club satellites pay dues to Kiwanis International separately?

No. Like other members of the host Kiwanis club, members of the club satellite pay dues only to the Kiwanis club. The host club pays appropriate dues and fees to Kiwanis International and the district.

How do club satellites determine service projects and fundraising activities?

As with other operating committees of a Kiwanis club, the club satellite will propose fundraising activities and service projects to the host club's board of directors for approval.

Can a club satellite sponsor a Service Leadership Program club?

Many times a Service Leadership Program may be the reason for developing the club satellite. The official sponsor of the program would be the host Kiwanis club and the club satellite would be the committee to oversee and direct support for the program.

Is a club satellite represented on the host club's board of directors?

Host clubs may develop a club policy for at least one member of the club satellite to be on the club's board of directors, but this is not required.

Do club satellites maintain their own bank accounts and financial records?

It is the duty of the host club's secretary and treasurer to maintain all records and bank accounts for the Kiwanis club, which would include the records of the club satellite. However, arrangements could be made to separate monies raised by and distributed by the club satellite. All bills, payments, deposits need to be approved by the host club's board of directors.

Can members of the club satellite hold office in the host Kiwanis club?

Yes. As active members of the host Kiwanis club, members of the club satellite are eligible to be vote on club matters, hold office and serve on the club board of directors.

If a club satellite grows to 25 or more members can it become a separate Kiwanis club?

Yes. If a club satellite attains the required number of members to become chartered as an official Kiwanis club, they can follow new club organizational procedures to elect officers, adopt the club bylaws and petition Kiwanis International to be recognized as a Kiwanis club.

Would the host Kiwanis club be penalized with a membership loss if their club satellite organizes as a separate Kiwanis club?

No. In the event that a club satellite would attain the minimum number of members and organize as a new Kiwanis club, the host club would be the official sponsor of the new club to receive appropriate recognition by Kiwanis International. In addition, the members of the host club that became charter members of the new club would not be counted as a membership loss that would affect any awards or recognition by Kiwanis International.

Corporate Membership

What is a corporate membership?

A corporate membership allows a club to designate an individual membership spot in a Kiwanis Club for an employee of a specific company or organization. As an employee changes jobs or is transferred to a new location, a new employee can be designated to take the place of the previous member without being charged a new member fee by the organization.

Why would a club want to offer a Corporate Membership?

Corporate membership will appeal to large organizations with employees at multiple locations, especially where employees tend to be transferred every few years: bank branches, financial service companies, retail stores, restaurant chains, public school systems, etc.

Can an employer have a corporate membership and send different employees to the meetings each week?

Yes. Different employees from the same employer can attend meetings. However, only the designated person can hold office or vote on club business.

Does a corporate member pay regular dues?

Yes. The member pays all associated club dues just like any other club member. The employer may choose to pay the dues on behalf of the employee, however, this is not required.

Can a corporate member hold office?

Yes. Corporate members are entitled to all club benefits of any other member in good standing.

Can a corporate member be part of a satellite club?

Yes.

Can one employer have two corporate memberships?

Yes. Each corporate membership would have a specific person named to the membership. There is no limit to the number of corporate memberships in a club.

Does a corporate membership require a change to the club bylaws?

No. The club secretary will need to denote on the member application that this person is a corporate member and identify the company or organization.

Corporate members are reported to Kiwanis International the same way a regular member is. The only difference is that in the name field goes the name of the organization, and the representative of that organization goes in the first line of the address.

The organization's name goes in the roster and the representative's name in the address (att. To) and this is the info that would change when the representative is changed.

To find out more about corporate memberships you may go to <http://community.kiwanisone.org/media/p/9849.aspx>. Also for more detail about adding a corporate member, Steve can contact our Member Services team at 1-800-KIWANIS ext 411.

Company Based Clubs

What is a company based club? A company based club is a club that is comprised of employees of a company or organization. (i.e.: large company, hospital campus, university faculty and staff, The employer pays a flat annual fee based on the number of employees participating in the club.

What are the advantages of company based clubs? Company based clubs will provide another way to attract members who may not be inclined to join a traditional Kiwanis club. The company based club may offer greater convenience to individuals who have the constraints of time and meeting location.

Do company based clubs have voting rights? Yes. Company based are the same as all other Kiwanis clubs regarding voting rights and representation.

What is the annual cost for a company based club?

COMPANY-BASED CLUB FEE SCHEDULE

\$2,500 Annual club fee for clubs up to 25 members.

\$3,300 Annual club fee for clubs up to 35 members.

\$4,000 Annual club fee for clubs up to 50 members.

\$5,800 Annual club fee for clubs up to 75 members.

\$7,500 Annual club fee for clubs up to 100 members.

Negotiated fee for clubs over 100 members.

Negotiated adjustments in special situations,
subject to approval of Kiwanis International CEO.

1/3 of franchise fee shared with districts.

A member would be any person carried forward or added to the
roster during the year.

No rebates or credits for deleted members.

Fee payable on the anniversary of the club
(not necessarily coincidental with Kiwanis fiscal year).

How do I start a company based club?

Company based clubs are in the piloting phase and need to be approved by Kiwanis International. If you would like to recommend a company or organization for the pilot phase, contact your Area Director.