



# Kiwanis®

CLUB OF EYE OF THE TIGER  
eKIWANIS



*Serving the children of the world by  
opening one new Kiwanis club at a time*

## EYE OF THE TIGER CLUB OPENING FIELD GUIDE



Written by  
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# New Club Opening Field Guide



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# INTRODUCTION



Most Kiwanians understand the need  
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and open new ones

# New Club Opening Field Guide

Most Kiwanians understand the need to strengthen our existing clubs and open new ones. We know that more Kiwanis hands means more Kiwanis service. Time and again we've been told that "all you have to do is ask." If more Kiwanians asked more friends and neighbors to join our clubs, we wouldn't have a membership issue.

To some extent that may be true, but only to some extent.

Past International President, Jim Rochford, is fond of saying that, "The best products don't garner the most sales; the best sales people do." And he is right.

Throughout our history we can look back on changing, often trend-setting products and see that they didn't necessarily win the most sales.

Apple's early computers may have established a market for personal computers and heralded a new era in digital communication, but their sales languished behind the inferior (but better sold) Microsoft competitor.

In this case, and in others the best product didn't succeed. The product with the best sales people did. Kiwanis is no different. Our SLP and branded programs, from Key Club and Circle K to Terrific Kids and Bringing Up Grades, are the best that there are. The work that our member clubs do in their communities, their Signature Projects, are second to none and help make our cities and towns truly livable. If having



the best programs were all that we needed, we would surely be the largest service club in the world today. We are not.

The reality is that simply “asking” members to join, and/or open new clubs isn’t good enough. We have to become great salespeople and actively promote Kiwanis.

Since the advent of Jim Rochford’s Eye of the Tiger program, a group of committed Kiwanis volunteers have worked hard to fine-tune the membership growth process; and the process works.

By following the steps outlined in this manual you are virtually guaranteed to open a new Kiwanis club in a few short weeks. This process differs dramatically from that used in the past.

In the past we often began with a labor-intensive letter-writing campaign where mailing-list recipients were sent letters of introduction. These letters, a week or two later, were then followed up with telephone calls. The phone calls were then followed up with meetings of introduction which were followed up with more meetings and more. At length, an information meeting was arranged for invited guests. Often a second and third information meeting was held before the growing group eventually held a club organizing meeting.

This approach took months and though it does work the harsh reality is that in today’s digital world it simply took too long. E-mail, the Internet and social media have conditioned us to expect instant gratification. We don’t have the time or the inclination to embark on long, drawn out, multi-month membership campaigns; consequently, very few people do it. Decade after decade we talked about club opening without seeing any positive results.



Our method, the Eye of the Tiger, is different. By becoming Kiwanis Tigers in the field, we reduce the long, wheel-spinning, multi-stepped effort to a few short weeks. In 2018, for the first time in almost 30 years we opened more than 409



clubs and had a net membership increase. The process works. It doesn't take a lot of time. It doesn't take a lot of people. It is a lot of fun, but you do have to follow the steps and set up appointments.

Fundamentally we want to set the groundwork for a two- or three-day new club opening blitz that will

conclude with a club opening event. Kiwanians taking part in the blitz have one job: enthusiastically boost Kiwanis. That means that we want to garner as many signed applications and checks as we can. In the world of the blitz, it is simply not good enough to meet with and have an information exchange with local businesses. We don't want to leave a single office without a signed application and (ideally) without a check as well. It doesn't always happen, but that is the goal; that is our mark of success.

Whereas this manual is dedicated to opening new Kiwanis clubs, many of the concepts can be used to enhance membership in existing clubs.

Kiwanians sometimes ask, "Why spend time and energy opening new clubs when we could just increase the membership in existing clubs?"

Both are important. We all want strong, healthy clubs, but as an organization, we want to grow so that more young people benefit from the programs and the mentorship that we offer. We can't expand our reach without opening new Kiwanis clubs.

When president of my own club, I was thrilled to have encouraged our members to bring in a dozen new Kiwanians throughout the Kiwanis year. It was the boost that we needed, when we needed it most. It represented a 40% increase in our club membership and was the net result of a successful, year-long campaign. Although the effort was great, and we were successful, the reality is that by opening a single new club we would have brought in between 15-20 new Kiwanians in only a few short weeks.

If our organization is going to grow, we simply have to open new Kiwanis clubs.

# SELLING WITH A SMILE



Effective selling takes practice. It is not easy. If it was easy, we'd all be great salespeople and Kiwanis would have more members than the top two service clubs (in membership) combined.

# Selling with a Smile

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The biggest fear that we have (perhaps next to spiders and snakes) is the fear of failure. Right behind the fear of failure, running a close second, is the fear of rejection. It is important to remember that these fears, failure and rejection, are simply a state of mind. As the saying goes, "If you think you can, or you think you can't, you are probably right."

Most of us feel more secure having an appointment as opposed to a cold-call. The truth is that if you are able to connect with a decision maker on a cold-call, the likelihood of success is the same as if you had an appointment. Of course, the likelihood of speaking to a decision maker is reduced on a cold-call. On average only one out of five sales calls will result in an actual sale. Jim Rochford likes to say that, "I get super excited when someone turns me down because that means that I am just that much closer to someone saying, 'Yes.'"



# SITE SELECTION



Every new club opening event  
begins with site selection.

# Site Selection

Every new club opening event begins with site selection. It has been said that, “every community with a school is one that could support a Kiwanis club.” To an extent that is true, but there are some additional factors that contribute to a good selection.

Ideally, we are looking at small to medium sized population areas with a strong sense of “community.” We will want to invite people who either work or live in the community and will want to see it develop and prosper.

The prospective community should have a business area(s), for business people are who we will be contacting. We often start by looking at and meeting with the local schools. Many communities have an orphaned Key Club.

We will want to have a supportive “Sponsoring Club” who will designate (and pay for) two of their members to serve in the new Kiwanis club for the first year or two.

(Take note that we generally ask one of the two dual-members or Club Counselors to serve as the Charter Secretary.)

As well, we need a local point-person to serve as the new club opening leader. This Club Opener can be the Lieutenant Governor, or the Membership Coordinator, but any willing Kiwanian can serve in this role. The key is to work with your Kiwanis leaders. The better your communication, the more involved your leaders are, the more successful you will be.



# TIMELINE



Once a site has been selected an initial timeline should be drawn up.

# Timeline

Once a site has been selected an initial timeline should be drawn up. This, like the ensuing budget, is a road map and is subject to change. Still, it will help the New Club Opener (NCO) and his/her team move forward in a timely manner. Remember, we don't want this to be a long, drawn-out process.

Although there are a number of items that should be added to the timeline (see example) they fall into three main categories:

1. Pre-Blitz
  - Budgeting and Logistics
  - Setting Appointments
  - Our goal is 18 appointments for each 2-person team taking part in the blitz
2. The Blitz
  - Typically, a 3-day blitz will begin bright and early Monday morning (with participants having arrived Sunday afternoon) and conclude on Wednesday with a club opening event
3. Post Blitz
  - Follow-up
  - Postmortem

We'll deal with each of them, beginning with the budget.



# Budgeting

Depending on where you will be opening a new club and who you will be inviting to help open it, there may be expenses that you will have to budget for.

Budgeting is a relatively straight forward process. Simply make a list of anticipated expenses and what your sources of revenue are. Your District should be setting aside money for new club opening. This year, Kiwanis International has a matching grant program wherein you can apply for up to \$4,000. As well, the first 300 new clubs opened will receive \$350 to help cover expenses.

Typical expenses that you may have to budget for are:

- Gas or mileage
- Hotel
- Meeting room
- Meal costs during the blitz
- Food and beverage served at the club opening meeting

At the time of writing, we recommend asking that new members pay \$100 to join the club. Of this, \$50 goes to Kiwanis International, and the balance goes to the District and the new club's bank account. All checks are made out to Kiwanis International.

We do ask the sponsoring club to pay the \$100 new member fee for each of the two coaches (i.e., dual-members).



# Club Sponsor

The importance of a club sponsor cannot be stressed enough. With the exception of the Detroit Number One Club, we've all had one. The club sponsor serves as the parent club; providing moral support, advice, leadership and inter-clubbing opportunities.

New club opening exercises always add an element of excitement to the sponsoring club, stimulating enthusiasm and injecting energy.

When the eventual Charter Ceremony is held, the sponsoring club should play an important role, not unlike the father-of-the-bride.

There used to be a financial obligation to sponsor a new Kiwanis club. Whereas that has been done away with, we do ask the sponsoring club to pay the \$100 new member fee for each of the two club coaches serving as dual-members.



## Club Counselors (Coaches)

The importance of club coaches cannot be stressed enough. Having two members join the new club with previous Kiwanis experience cannot be over accentuated.

It is always easier to effect change from within and is better to 'lead from behind'.

To help provide ongoing club support we recommend that two club coaches (counselors) be selected from the sponsoring club. They become active, dues-paying members of the new



club; one of the new club's team. We also recommend that the sponsoring club pay their new club membership fee. We want these dual-members to donate their time and not necessarily their money.

Experience has taught us that the new club is served best if one of these club coaches becomes that new club's Charter Secretary. The Coach's goal is to mentor and train an assistant secretary to take over as soon as possible.

Choosing the right coaches is an important task. The first hand up is not necessarily the best. You will certainly want to choose people with Kiwanis experience, but (even more important) choose Kiwanians who will work well and mesh with the new club. The coach is there to guide and support the new club, not to tell them what to do and how to do it.

Including two club coaches significantly increase the new club's survival rate.

# KI's Club Opening Tool

The club opening tool is an important asset at your disposal. Administratively, it will help guide you through the club opening process.

At first blush it can appear to be a daunting program. In fact, it is relatively straight forward, but does have a couple of quirks that you will have to master.

You access the tool by logging into the Kiwanis Member's Site. Many of us, who log in, wear several Kiwanis hats: club member, division leader (e.g., Lieutenant Governor), district leader (e.g., Governor), etc. To access the opening tool, you must log in as a club member. Once there, you can access the tool by clicking on Membership (on the left) and then the Club-opening tool on the right.

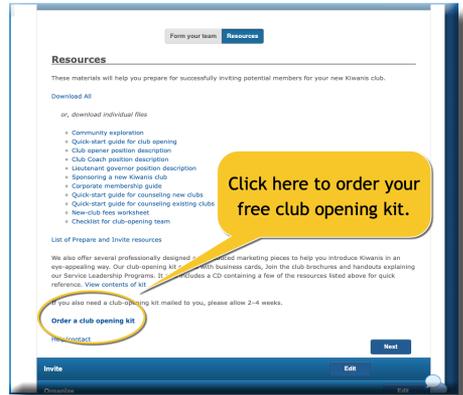
If you are beginning a new club opening exercise, you will want to choose 'Add New Kiwanis Club'. Fill out the initial information form and click continue. Don't worry about getting the information correct. It can all be changed down the road.

Under Form Your Team, it is important to note that you can (and should) have multiple Club Openers. If, during your eventual Blitz, you have six Kiwanians actively recruiting members in the field, then all six should be entered as club openers.

The Resources button at the top of the form is an important one. Not only can you download and print a number of documents but (most important) you can click on the link that is labeled, "Order a club opening kit."

**Upon clicking this link, a form will pop up enabling you to request a free club opening kit from KI.**

Order the kit and order the kit early in the process. In fact, depending on the number of Kiwanians helping in the eventual blitz, you may



want to order more than one kit.

The rest of the on-line tool is pretty straight forward. During the blitz, as new Kiwanians fill out and sign applications you can enter them in the Prospects Identified section and indicate whether or not they have paid their membership fee.

In-depth tutorial on the use of this club opening can be found by contacting Membership Support.

## Logistics

When preparing for a blitz, large or small, there are a few points to keep in mind. First and foremost, you will want your membership growth team out in the field, selling Kiwanis, as much as possible. That means striving to minimized drive-time. Time spent in a car traveling from destination to destination (appointments or cold calls) is not productive time asking for and getting application and checks.



The chosen hotel (if you are using one for out-of-town Kiwanians) should be as close to the new club community as possible. Your appointments or areas to cold call should be grouped together to minimize drive time.

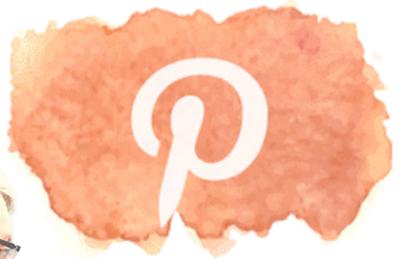
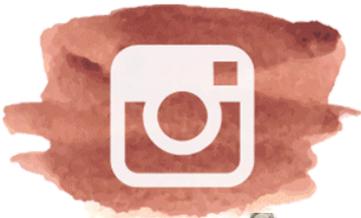
You will want to launch your blitz with an all-team meeting. Ideally, you'll have a meeting room or a private space in a restaurant where your team can meet, pair up, discuss who will be going where and distribute sales material.

Teams work best with two Kiwanians each. One will serve as the lead and the other will provide backup support and stories that help illustrate the 'why' of Kiwanis. Each team will require transportation. If they are visiting Kiwanians you will want to have responsible local driver, with a well-working car, ideally with GPS, assigned to work with them.

# Pre-Blitz Promotion

**I**nvolve your district's PR coordinator. Establish a Facebook page for each site in advance of the blitz; you may also choose to launch a Twitter or Instagram page. This is a good way for those on your blitz team to beam out information about the new club through social media. If there is a local daily or weekly newspaper contact them well in advance for an article about Kiwanis coming to the community.

Put flyers up at your local library proudly proclaiming that, "Kiwanis is coming to town!"



# APPOINTMENTS



Appointments form the crux of every new club opening blitz. The likelihood of reaching and meeting with a decision maker is greatly increased if an appointment has been made.

# Appointments

Appointments form the crux of every new club opening blitz. Whereas it's true, as we said earlier, that the likelihood of leaving a meeting with a signed application is the same whether it was a pre-arranged appointment or a cold-call, the likelihood of reaching and meeting with a decision maker is greatly increased if an appointment has been made. This is especially true for government workers (e.g., school board, municipal workers, politicians, police, fire, etc.) but also true of most managers.

There is an old sales adage that says, "One in five prospects will actually meet with you." If you are on a team, knocking on doors, that will seem like an awful lot of, "Nos," before you get someone who will actually say, "Yes, come on in." Guaranteeing a successful blitz begins with setting up appointments for each of your two-person teams.

Typically, a given team can have no more than three scheduled appointments in the morning and another three in the afternoon. That means that for your 3-day blitz you will want to have set up roughly 18 appointments for each of your teams. That may not sound like a lot, but it is.

Each of your appointments may require three or four phone calls before you eventually get through to the person you are calling. It can take between two and three days to make the calls and get the appointments for a single team.

If success in the field is measured not by the meeting but by the signed application, then success on the phone is measured not by the number of calls made but by the number of actual appointments logged. No accolades will be given for phone calls placed; only for appointments made.



Take note that we are wanting to make appointments by calling the individuals we want to meet with. We don't want to send them introductory letters or e-mail messages. There is no value in doing that. It may give you a sense of doing something, like busy work, but will not yield any positive results. Our overall goal, in the club opening process, is to minimize effort and maximize results.

Most blitzes take place Monday through Wednesday with a welcoming pre-meeting held on Sunday. That means that when making appointments you will want to front-end load them (i.e., schedule as many of them on Monday morning or afternoon as possible). This is particularly important if you don't succeed in making all 18 appointments for each team. Positive appointments held on the first day may end up yielding referral appointments on the second or third day.

## Who You Gonna Call?

Appointments begin with sourcing lists of business prospects. They can usually be downloaded or found on the Internet. Google Maps is a great tool. A quick search for "Insurance companies" or "Banks" in a specific area will turn up lots of prospects.

- Schools
- Banks
- Insurance Brokers
- Financial Planners
- Public Libraries
- Emergency Services (Police and Fire)
- City Hall employees
- Business Owners (Chamber of Commerce list)
- Local volunteer of the year
- Business Network International local chapter



# The Appointment Phone Call

The method used for making appointments varies but always hits these marks:

## Dos

- Tells them in very broad strokes what Kiwanis is all about
- Tells them that Kiwanis is coming to town
- Lets them know that we need their advice and input

## Don'ts

- We do not tell them that we are looking for them to join.
- We do not tell them that we are wanting to give money to their organization

Here is an example of an appointment making call:

### SETTING UP APPOINTMENTS

FADE IN:

INT. YOUR HOME OFFICE OR KITCHEN TABLE -  
MORNING

KIWANIAN

Good morning <<PROSPECT  
NAME>>. My name is <<YOUR  
NAME>> and I'm with Kiwanis  
International. I don't know  
if you've heard of Kiwanis,

Short pause for possible response.

KIWANIAN (CONT'D)

But we're a global non-prof-  
it organization of volunteers

that primarily do projects that benefit children in the communities that we serve. <<PROSPECT NAME>>, we're looking at opening a new Kiwanis Club in <<COMMUNITY NAME>>, but before we do, it is important that we do our due diligence and talk to people, such as yourself, who have a finger on the pulse of the community. Can we set up a quick meeting next week to talk a little bit about Kiwanis and the business community of <<COMMUNITY NAME>>?

Often you will now be asked, "What is it that you will want to know?"

#### KIWANIAN (CONT'D)

We want to talk about business in <<COMMUNITY NAME>> and learn some of the strengths of the community and areas where we might be able to help. Ideally, we'd like to meet with you Monday morning if that works with your schedule.

If it doesn't then try for either that afternoon or Tuesday morning. If that doesn't work, then go for either Tuesday afternoon or Wednesday morning. If that week will not work at all then you can either set up an appointment with someone else or set one for the following week.

Take note that setting up an appointment for the following week doesn't count towards your blitz quota.

# Appointment Mapping



Once you have made all of your appointments you will want to divide them up by time and location, and then assign them to one of your teams. You will likely not have names assigned to your teams at this time, but you will know how many teams will be going out into the field for you know how many Kiwanians will be taking part in the event.

Once you sort the appointments by time (e.g., if there are three appointments all scheduled for 9:00 a.m. Monday morning, then they will have to be split up between teams a, b and c), you will want to group them according to their location. Remember, we want to minimize the time spent in a car driving around.

## Appointment Materials

Prior to your initial team meeting, once you have scheduled your appointments and determined the number of teams that will be going out into the field, you will want to sort your new club opening material.

Quite a lot of material will be sent to you by Kiwanis International, but there are only really 5 or 6 items that you will want your teams to take with them on the blitz.

- SLP Brochure
- The Applications (apps)
- Kiwanis leave behind piece
- The Invitation
- Petition
- Tracking sheets (either white cards or on-line tracking)

In addition to a supply of the above, it is useful to include pens and a small stapler to attach business cards to either the completed apps or

the white cards (if you are using them).

Please don't go to the trouble of collating the material or packaging it. Each of the pieces are used separately and at different times (some not all the time). You do want to make sure that you have enough for everyone.

The number one piece that is recommended is the SLP brochure. It is given to everyone that we meet with.

The number two piece that is used is the app itself. You will want to have an app ready for every appointment or cold-call that you make. You may not give it to them, but you'll want to have one ready to give to them.

The number three document is your club opening invitation. This will have the time and place for your club opening event scheduled for (likely) Wednesday evening.

We'll talk about the petition during the blitz, in the next chapter, but suffice it to say that each "kit" should have one.

The Kiwanis "leave behind" piece is the one brochure that you hope to never use. It is a good leave behind piece but in doing so, you are admitting that the prospect isn't going to fill out and sign an application. The likelihood of them reading the leave behind brochure and then joining Kiwanis down the road is very small indeed.

It is recommended that you use our on-line field tool. If you don't, then you will want to make sure that each team has an ample supply of white index cards that they can make notes on. Record what happens after each meeting that you have.



# Organizing Your Teams

As we've previously discussed you will want to organize your teams to cover either specific areas of the business community, or specific business groups. For example, Team A may call on banks and insurance companies while Team B calls on churches, schools and the municipal office.

If experienced NCOs are taking part in your blitz (i.e., members of the Eye of the Tiger team), be sure to mix them up so that they are not traveling together. They will serve you better by showing the ropes to a less experienced opener. As the saying goes, "If you give a man a fish, you will feed him for a day. If you teach a man to fish, you will feed him for a lifetime."

Along those same lines, each two-person team can have only one lead salesperson (otherwise they will end up competing for the spotlight and stepping on each other). Clearly, the more experienced opener should take the lead role. It is a good idea to switch your blitz partners each day and (if possible) during your lunch break. This way you will maximize your learning opportunities.

## Blitz Schedule

Our modern-day blitzes generally take place over two or three days. If the appointments have been set up as described, you can almost always open a new club in that time frame.

Although not cast in stone, we generally meet for a pre-event meeting Sunday evening. Kiwanians are often nervous about blitzing. It's not something that most of us have done very often. The pre-event meeting serves as an ice-breaker and team motivator. Here, you can talk about the community that they will be working in and highlight some of the appointments that have been made.



As well, this is when you will review the mechanics of the sales process and the **Three Step Close**.

At the end of each day, often over dinner, a debriefing session is a great way to share successes and highlight challenges that the entire team can learn from.

# The Three Step Close



The Three Step Close has been perfected by  
Past International President Jim Rochford.

It is simple, direct, and it works.

## Step One — Relationship Building

The Three Step Close has been perfected by Past International President Jim Rochford and his growing Eye of the Tiger team. It is simple, direct, and it works.

Sales is all about building a relationship with the person you are selling. This is particularly important when selling Kiwanis, for we are wanting them to join our global family, give us their money and (much more valuable to them) their time. They will be much more likely to do this if we begin to develop a sense of “family”. We want to ‘share the love’. Past International President, Don Canaday tells us that we are looking for community minded people with good Kiwanis Hearts. It will be more likely for them to open up and show us their heart if we show them ours first.

We do this by looking, listening and trying to connect with them about things that are of interest to them. On the way to their office, if you notice sports memorabilia, then this is what you will want to talk about.

The meeting begins before you enter the building. You’ll want to wear a name badge and have your material readily available. If you are meeting with business and community leaders, then you will want to dress like a business or community leader.

## Step two — The Petition

After you have introduced yourself, talked about Kiwanis and explained how our SLP programs will benefit the community that you are in, it is time to produce the petition.

The purpose of the petition is to strengthen the budding bond between your prospect and Kiwanis. By signing the petition, the prospect is endorsing our principles and agreeing that a new Kiwanis club will benefit the community. They are not committing to join; simply showing their support.

## Step three — The Close

Once your prospect has heard your story and shown support by signing the petition, it is time to “close the deal”. This is the stage when you will tell the prospect that Kiwanis needs his/her support through membership. You will produce the application and ask that the prospect sign it while you wait. Once the prospect has signed the application, you can ask for a check. If the prospect doesn’t have a check book and you don’t have to ability to accept an on-line payment, they can bring it to the club opening meeting. Take note that it is best to get a check while you are in the prospect’s office.

The following is a typical script that illustrates the Three Step Close.

You will want to greet your prospect with an outstretched hand and a business card.



THE THREE-STEP CLOSE

FADE IN:

INT. LOCAL BUSINESS OFFICE - MORNING

Arrive at the Local business with either an appointment or on a cold-call. Greet your prospect and give him your business card.

KIWANIAN

(warmly)

Good morning <<PROSPECT'S NAME>>. I'm <<YOUR NAME>> and this is <<PARTNER'S NAME>>. We're here on behalf of Kiwanis International.

If this is a cold-call:

KIWANIAN (CONT'D)

Do you have a few minutes that we can talk to you about Kiwanis?

Your immediate goal is to get into his/her office where you can sit comfortably and begin to build a relationship. This is the time to try and engage the prospect in small talk about a subject of interest (e.g., "How long have you worked at this bank?", "Do you live in this community?").

KIWANIAN (CONT'D)

Thank you for this opportunity to talk with you. Are you familiar with Kiwanis?

Wait for a response. Sometimes they are familiar with Kiwanis and sometimes they are not.

#### KIWANIAN (CONT'D)

You're right. Kiwanis is a world-wide organization of volunteers. There are roughly 600,000 in our Kiwanis family in about 85 countries.

What distinguishes us from other service clubs, all who do good work, is that Kiwanis focuses on young people. Have you ever heard of Key Club?

Again, wait for a response. They may have been former Key Clubbers. Take note that former Key Clubbers and CKIs do not pay Kiwanis International dues for the first two years. Most Districts extend them this same incentive for their District dues. If this is the case, then no money will be asked for should they decide to join. You won't want to tell them this at this time but will want to remember it when you do talk about dues later in the meeting.



## KIWANIAN (CONT'D)

Key Club is our high school program. It is the largest student run organization in the world today and the one that we are most proud of. Kiwanis has programs for kids of all ages, starting with the very young in elementary school, junior high, high school and college and university. Certainly, the work that we do to help young people isn't only through the schools, but our school-based youth programs are second to none.

This is where you will want to talk about a program or two that your own club is involved in (e.g., Read Around the World, Terrific Kids or Bringing Up Grades).

Hand the prospect your SLP brochure

Remember that you want to make your stories heartfelt and personal. We are "selling the sizzle" and not the steak. Your challenge is to keep the stories short. The last thing that you want to do is "get into the weeds". You don't want to inundate the prospect with so much information that they start to glaze over.

## KIWANIAN (CONT'D)

<<NAME>>, We have been talking to a number of business leaders in <<COMMUNITY>> they've told us about some of

the need. One of the things that we are asking business leaders to do is sign this internal petition that simply states, without any obligations that the Kiwanis programs we have been talking about will serve to benefit the young people of <<COMMUNITY>>.

Produce the petition to be signed. Take note that this is not a tracking sheet. It is simply a sales tool designed to engage the prospect in the ultimate formation of a new Kiwanis club.

#### KIWANIAN (CONT'D)

Thank you. Now, in order to make this happen, in order to bring these programs to <<COMMUNITY>>, we have to form a new Kiwanis club right here in <<COMMUNITY>>. What we are doing, in addition to meeting and talking with business leaders such as you, are looking for men and women who either live in <<COMMUNITY>> or work in <<COMMUNITY>>; who believe in building the community and believe that our children are our future. We like to say that we are looking for people who have caring Kiwanis hearts and who like children. Do you like children?

This question always gets them to relax and laugh. It often gets them talking about their own children or grandchildren.

KIWANIAN (CONT'D)

In order to form a new Kiwanis club, we have to find 15 or 20 men and women with a Kiwanis heart. It doesn't take very much time and it doesn't take very much money. We believe that you have such a heart and would make an excellent charter member of our new club.

At this point it time you will want to produce the certificate and tear off the application portion of it. Holding the application back, but presenting the prospect with the rest of it:

KIWANIAN (CONT'D)

This talks a little bit more about Kiwanis and this...

Handing the prospect your application.

KIWANIAN (CONT'D)

...Is an information request form that we use as our application. If you would please fill this out for us, we'd appreciate it.

At this point in the process, the prospect will either fill out the form or ask you a number of questions that you will have to

answer. We will deal with some common objections in our next chapter. If the prospect begins to fill out the app, then the rule of thumb is to sit quietly and not say a word. There are very few people who can carry on a conversation while they are actively filling out a form. Don't forget to ask them to turn the app over and sign and date the bottom of it. Nothing else on the backside has to be completed by them.

#### KIWANIAN (CONT'D)

Thank you. We know that you won't regret this. I don't know if you are able to attend, but we are holding a quick get-together <<DAY, TIME AND PLACE>>. If you aren't able to attend that's fine. Remember, at Kiwanis, no-one takes attendance. Still, if you are able, we'd love to see you there.

Please verify the following fee information for it does change slightly in some Districts.



KIWANIAN (CONT'D)

Kiwanis is a dues-based organization. It is certainly not all about the money; it is about the mission. We charge only \$100 for new members. Of that, \$50 goes to pay for insurance. It is important that all clubs have liability and Directors and Officers insurance. It also pays for our Kiwanis magazine. The other \$50 stays right here, with your new club. We think that it is important for each new club to have some startup money in their administrative account.

Whereas it is not always critical to walk away with a check (some business require an invoice that they can then process), if asked whether or not you want it right away:

KIWANIAN (CONT'D)

Yes, that would be great. It saves us having to have a volunteer come back and pick it up.

Thanks again, and welcome to Kiwanis. Now, with your permission is there someone who can take our picture so that we can share it with our team?

END OF MEETING

# Handling Objections

The ability to successfully anticipate and deal with your prospects objections is the mark of a truly great new club opener. Many of the prospects that you encounter will think favorably of Kiwanis and embrace our goals but be leery of committing their time and their money to a new endeavor. Countering their objections is key to recruiting new members. The following are possible objections that may be raised and possible counters to those objections.

## **I'm way too busy to take on something new.**

These days we are all very busy with not a lot of free time. We have family commitments, work commitments and others. Most of the new Kiwanis clubs that we are opening meet only once or twice a month. In fact, Kiwanians no longer take attendance. We don't like to think that it is, "all about the meeting." We like to think that, "it is all about the mission. It's about helping children in our community."

It is always good to give personal examples. I talk about my wife, Distinguished Secretary Julia, who joined while she was still a full-time classroom teacher. She couldn't attend any of our club meetings during the school year but could actively participate in club projects and events after hours and on weekends as time permitted.

You will want to accentuate that not everyone is required to participate in every activity. A Terrific Kids or Bring Up Grades presentation might only involve a single Kiwanian. As in all things, "many hands make light work". Whereas we are currently striving to form a club with 15 members; that is only the beginning. New Kiwanis clubs start with 15 members, they don't stop with 15 members.

## **I already belong to another service club.**

Great! We know that we are talking to the right person. You al-

ready know how import service clubs are and what they mean to the community.

Gone are the days when someone can only belong to one club. Many clubs regularly partner with other service clubs in the community to help supply manpower for events.

The last thing that we want to do is open up a new club that steps on the toes of an existing club. We want to compliment what is already happening in the community and work together with the other clubs.

The fact that you are an existing club member makes you an ideal conduit for a strong positive information exchange between the two clubs.

## **I'm not that fond of kids.**

You'll recall that I did say that young people are a major focus of Kiwanis, but they are not the only focus. We have clubs that actively raise money for Kiwanis apartments and seniors in the community.

Whereas Kiwanis does focus on young people, the most important thing for a new club to do is to look at the needs of your community and plan to address those needs.

## **Leave it with me. I think that someone else, here, might be interested.**

That's great to know. As it happens, we have something that we like to call a "Corporate Membership".

If you join as a corporate member then you are stating that you believe in growing your community and improving the lives of our young people but cannot commit to attending meetings yourself. Others from the company, such as your assistant manager, may attend representing the company.

When it comes to service projects, there may be two or three who might like to pitch in. This works as a great team-builder.

# Organizational Meeting



The organizational meeting represents the end of your successful blitz.

# Organizational Meeting

The organizational meeting represents the end of successful blitz. It is gratifying to look back and feel the energy of new Kiwanians getting together for the first time. They are fresh, upbeat and optimistic. What you don't want to do is dampen their spirit.

The organizational meeting is not the time for a long-winded history lesson on Kiwanis and our Children's Fund. It is not the time for a PowerPoint presentation outlining the District's leadership. Think of the club opening meeting as an upbeat meet-and-greet; a party with a meeting component.

Yes, you will want to have some food and refreshments. Yes, you will want to hold it in a private space where the new Kiwanians can mix and mingle with the veterans. Yes, you will want to book it in a centrally located facility that doesn't require the new Kiwanians to travel very far.

There are three team members who will have jobs assigned to them.

## Greeter

Designate one of your team to serve as your official greeter. It is a good idea to have a sign-in sheet and name tags that attendees can wear. The Greeter will serve as the host, making sure that the new Kiwanians are paired up with a team member so that everyone feels welcome.

## Leader

One of your team will be designated to serve as the leader. Once the meeting begins, this person will formally welcome the attendees and lead them through the organizational process. It breaks down into:

- Welcome
- Club Organization
- Bylaws
- Conclusion

Each of these four areas should be carried out with humor and enthusiasm. At no time do you want to get down into the weeds and lose the aspect of fun.

## **Scribe**

Choose one of your team to fill out the one-page formation sheet and the fill-in-the-blanks club bylaws.

## **Welcome**

If the Governor or Lieutenant Governor are present, they will want to bring “official” greetings. The rule of thumb is to involve a number of Kiwanians and make sure that no-one speaks very long.

## **Club Organization**

There is a one-page new club information sheet that must be completed and e-mailed to Kiwanis International at the end of the meeting. When completing this, and the subsequent bylaws, we recommend that you offer the new members a set of best practices to agree on, making it clear to them that they can all be changed at a subsequent meeting. Nothing is cast in stone.

Here is a list of items (questions and their answers) that the new club members must agree to and vote on in order to complete both the Kiwanis International New Club Opening Form and the Club Bylaws:

## **Logistics**

- What will the name of the new club be?
- How often will they like to meet?
- Where will they like to meet?
- What day would they like to meet?
- What time of day would they like to meet?

## Club Officers

- Election of the President
  - The new Kiwanians making the club will likely not know each other. Generally, we will have previously conferred (as the blitzing team) to suggest the new member most likely to succeed as president.
- Election of the Secretary?
  - In order to form a new Kiwanis club, these are the only two positions that must be filled at this time: the club president and club secretary.

## Club Bylaws (Cheat Sheet)

- Would they like to have a Vice-President?
  - *We recommend that the new club **not have** a VP to begin with unless there is someone who is keen to take on the role.*
- How many club directors would they like to have?
  - *We recommend that they have three.*
- How long would you like their terms to be?
  - *We recommend staggered 3-year terms.*
- Would you like your Secretary to be elected or appointed by the President?
  - *Most new clubs prefer to elect their secretaries.*
- How many years would you like your president and secretary to serve?
  - *We recommend that they serve one year, starting with the next Kiwanis year (e.g., if the new club is opened half way through the Kiwanis year, they would end up initially serving for 1½ years.*

- After the new member period expires, what would you like your annual club dues to be?
  - *We recommend that they start small, usually \$130/member (as long as this covers the KI, District and Divisional dues).*
- KI states that you perform an annual financial review. Would you like this to be carried out by a committee of your club (not including Board members), or by an outside accountant?
  - *We recommend a committee of the club.*
- When it comes to voting, will you allow absentee ballots?
  - *Most clubs do not.*
- Finally, a member is considered not in good standing if their dues have not been paid in more than, how long?
  - *Generally, three months works well for new clubs.*



# After the Blitz is Over

Opening a new Kiwanis club doesn't end with the blitz, it begins with it. Jim Rochford likens it to having a baby. One doesn't come home from the maternity hospital with a new bundle of joy, place the child in the crib and say, "Welcome to your new home. We'll look forward to seeing you in another 18-20 years." We know that for the child to survive and to thrive we must provide constant nurturing.



The same can be said with new Kiwanis clubs. They, too, require constant nurturing. That's why we have asked the two club counselors to join the club and serve as active members: mentors, quietly leading from behind.

Even before the next new club meeting, there will be follow-up appointments to make. We want each of those new members to look at their circle of friends and ask them to join the club. The more members who join the club, the healthier it will be.

## Postmortem

A formal postmortem encourages us to discuss exactly what worked and take note of what didn't. We all want to learn from our mistakes so that we don't make them a second time. By the same token, we want to share our successes so that we can learn from those as well.

You'll want to be honest and respectful. As Past International President Don Canaday says, "I've never met a Kiwanis leader who wants to fail. We all want to succeed." A positive postmortem, that identifies strengths and weaknesses, ensures that in the end we all succeed.

# After the Blitz



Opening a new Kiwanis club doesn't end with the blitz and first Meeting, it begins with it.

## Expenses

**T**here will be expenses that have to be reconciled. You will want to attend to these as quickly as possible. All of your paper work should be completed as soon as you can so that volunteers suffer no unnecessary financial hardships.

## Bylaws, Roster and Payment

**L**ike with your expenses, you will want to send in your completed bylaws, new club roster and payment for your new club dues as soon as possible. KI wants this information within 30 days of the club opening meeting. That may seem like a lot of time, but it is funny how the pressures of life get in the way.

## Charter Night

**T**he Charter Night celebration is your time to celebrate your new club status with your neighboring Kiwanis clubs. It is most often a “dress-up” event held in the evening together with a meal. Tickets are sold to club members and clubs in your Division. The event often includes a silent auction or bucket draw, which serve as a club fundraiser.

Attending clubs often bring financial gifts to help boost your service account.

The entire night should be thought of as a grand celebration. It is often scheduled three or four months after you begin meeting. This gives you time to get your feet wet and plan for the event.

## And in Conclusion...

New club opening is a team-building, motivating exercise that is rewarding and a lot of fun. Once a site is chosen the entire process can take place in a few short weeks.

As with all things Kiwanis, you should never feel that you are all alone. Help is always at hand and not far away. KI now has dedicated Club Opening Specialists and our Eye of the Tiger team is ever-growing.

Together, we can use the lessons that we've learned building 409 clubs and spread our Kiwanis message to new communities in need. We can work together and help all of our children one new Kiwanis club at a time.

We are Tigers! **HEAR US ROAR.**



**Eye of the Tiger eKiwanis Club**  
[www.kiwanistiger.com](http://www.kiwanistiger.com)

