



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

7-Steps to New Club Opening



**Gary Levine
Jim Rochford**

New Club Opening Field Guide



Kiwaniis® NEW CLUB OPENING

Table of Contents

7-Steps To Club Opening	3
Selling With A Smile	5
Assemble Your Team	7
Site Selection	9
Creating Your Prospect List	12
Making Appointments	16
Meeting & Recruiting	24
The Close	26
Organizational Meeting	36
Mentoring The New Club	42



7-Steps to New Club Opening

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.



Whereas that may be true, it's not quite that simple.

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.



History has proven that simply "asking" members to join our existing clubs isn't good enough. We have to become great salespeople, promote Kiwanis, and the great work that Kiwanians do. We have to understand that 70% of Kiwanis growth comes from new club opening.

By following the seven steps outlined in this field guide you will open a new Kiwanis club in a few short weeks.

The 7-Steps of New Club Building

There are seven important steps. They are:

1. Assemble Club Opening Team(s)
2. Conduct Site Survey and Site Selection
3. Create a list of prospective members
4. Making appointments
5. Meeting and Recruiting new members
6. The Organization meeting
7. Mentoring the New Club for 2 years

It might look like a lot of work, but it doesn't take a lot of time and is a lot of fun.

Our goal is to set a date for our new club's organizational meeting and then develop a timeline working back from that date. This is important because we don't want this exercise to drag on too long. We want a concise and efficient club opening process that leaves everyone upbeat, excited and wanting more.



The exact steps that achieve our organizational goal may differ around the world but the end result will be the same. A brand new Kiwanis club helping the children of the community.

Leading up to that organizational meeting Kiwanians have one job: enthusiastically sign up at least 15 new Kiwanis members. Whether they are business leaders, friends or family, we want to get as many signed applications and payments as we can. In our world of new club opening, it is not good enough to meet with and have an information exchange. We want to sign 'em up and open up! It doesn't always happen, but that's our goal; that's our mark of success.

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.

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 the world.

The biggest fear that we have (perhaps next to spiders and snakes) is the fear of failure. Right behind the fear of failure is the fear of rejection. It is important to remember that these fears, failure and rejection, are simply states 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 meeting with a potential Kiwanian, knowing that we have a confirmed appointment as opposed to a "walk-in-off-the-street" cold-call. The truth is that if you are able to connect with a decision maker the likelihood of success is the same in both cases. Of course, the likelihood of speaking to a decision maker is greater with an appointment. On average only one out of five sales calls 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."





Assemble Your Team



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.

Assemble Your Team

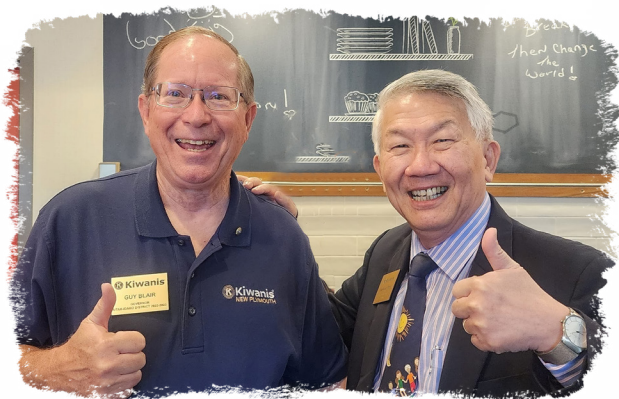
Step one on your journey is assembling your team. No-one can do this alone. You will want to gather a small group of Kiwanians who can commit some time to help you:

- select your site
- make appointments
- call on prospects during the event

The important thing to remember is that you are not alone. You can call on any member of your club or a nearby club to help. Your Lieutenant Governor and/or membership chair will likely want to pitch in. Past Lieutenant Governors and club leaders all have much to offer. Many hands make light work. This is always the case when opening up a new Kiwanis club.



Kiwanis International has experienced new club openers on staff and ready to help. Reach out to them. Your job will be easier and more enjoyable with positive, like-minded Kiwanians working with you.





SITE SELECTION



Every new club opening event
begins with site selection.

Site Survey and 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 for small to medium sized population areas with a strong sense of “community.” We will want to meet with people who either work or live in the community and who want to see it develop and prosper.

The prospective community should have a business area(s), for those are the people we will be contacting if we don’t have 15 friends and family to start our new club. Many communities have orphaned Key Clubs (existing Key Clubs without the support of adult Kiwanis Clubs). These are great places to form our new club.

We will want to have a supportive “Sponsoring Club” who will designate (and pay for) two of their members to serve as coaches in the new Kiwanis club for the first two years. (Take note that we often ask one of these two dual-members to serve as the Charter Secretary.) To reduce the club coaches travel time, we will want to locate the new club “close” to the neighboring, sponsor club.

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

As important as planning is, Kiwanians are “doers”. We want to avoid the trap of meeting and planning at the expense of actually getting the job done.



Timeline

Once a site has been selected an initial timeline must be established. Whether you will be recruiting friends, neighbours, church or work mates, it is important to begin by establishing when you want to hold your opening meeting and then work back from there. The worst thing that you can do is have an open ended club opening event that drags on and on. In order to pump up enthusiasm and diminish burnout you want to structure a tight, concise, four to six week event that leaves everyone wanting more.

Although there are a number of items that can be added to the timeline they fall into three main categories:

1. Pre-Event

- Creating a list of prospective members
- Setting Appointments
 - Our goal is 12-15 appointments for each 2-person team taking part in the 3-day event

2. The Event

- Typically, a club opening will begin Monday morning (with participants having arrived Sunday afternoon for a brief training session) and conclude on either Wednesday or Thursday with a club opening meeting

3. Post Event

- Follow-up
- Postmortem





CREATE YOUR PROSPECT LIST



Whether from the local Chamber of Commerce, BIA, or Department of Economic Development, you will want to assemble a list of local businesses you can contact.

It Begins with Appointments

Unless you have a wide circle of friends, associates and/or family, we will have to call on members of the business community to get involved and join our new Kiwanis club. We do so, by first making an appointment to meet with them.

Whereas it's true that the likelihood of leaving a meeting with a signed application is the same whether it was a prearranged appointment or a cold-call, the likelihood of reaching and meeting with a decision maker is greatly increased if an appointment has been made.

Typically, a given team can have no more than two or three scheduled appointments in the morning and another two or three in the afternoon. That means that for your 3-day event you will strive to set up 12-15 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 wanting to reach. It can take several days to make 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 placed but by the number of actual appointments made.

Most events take place Monday through Wednesday with an initial welcoming pre-meeting held on Sunday. That means that when making appointments you will want to front-end 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 Ya Going to Call?

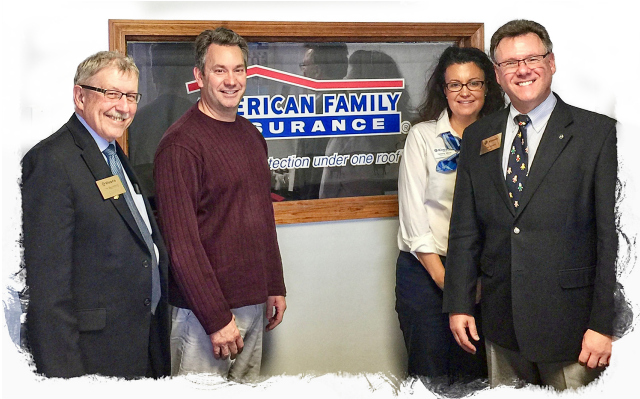
The list of prospective Kiwanians is extensive. Fortunately, the Internet makes it relatively easy to source your contacts and create your list. You can visit Chambers of Commerce, Business Networking Groups and local municipality websites. Many publish member lists complete with names, phone numbers and addresses.



Think of your own club and your own club members. Do you have a lawyer, a real estate broker, an insurance agent? How about a banker, accountant, or teacher? Don't forget recently retired women and men who may have time on their hands and want to stay involved with their community.

Your List May Include...

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



Club Sponsor

With the exception of the Detroit Number One Club, we've all had an existing Kiwanis club sponsor our home club. The sponsoring club provides support, advice, leadership and inter-clubbing opportunities.

New club opening events always add an element of excitement to the sponsoring club, stimulating enthusiasm and injecting energy. 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 new member fee for each of the two club coaches serving as dual-members.

Club Coaches

The importance of participating club coaches cannot be overstressed. It is always easier to effect change from within. The coaches become active, dues-paying members of the new club. The new club is often served best if one of these coaches becomes the new club's Charter Secretary. That Coach's goal is then 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 or how to do it.

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



4

MAKING APPOINTMENTS



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

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 or imply 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 event quota.

Whether you are using our Kiwanis brand-ed CPDESK club opening (kiwanis.cpdesk.us), Google Sheets or handwritten lists of business names, the trick is to have a small team of people who have set aside time to make a series of phone calls three weeks before the club opening event. You will likely have to call a key individual several times before you get them on the phone so it is important to begin the process early.



If you have **three** teams of Kiwanians, visiting **four** businesses a day, for **three** days, you will want to have:

$3 \times 4 \times 3 = 36$ appointments!

You may not always get 36 confirmed appointments for a given site, but that should be your goal. It's doable. Most people you contact will be only too happy to meet with us. The trick is to leave yourself enough time to make the calls to reach them.



Pre-Event Promotion

Involve your district's PR coordinator. Establish a Facebook page for each site in advance of the opening effort; you may also choose to launch an X or Instagram page. This is a good way for those on your team provide 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 fliers up at your local library proudly proclaiming that, "Kiwanis is coming to town!"



Logistics

When preparing for an opening event, there are a few points to keep in mind. First and foremost, you will want your membership growth team out in the field, knocking on doors and meeting prospects 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; asking for and getting applications and dues payments is.



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 effort with an all-team meeting. Ideally, you'll have a meeting room or a private space in a hotel or a restaurant where your team can meet, pair up, discuss who will be going where and distribute promotional material.

Teams work best when made up of two Kiwanians on 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 provide them with a responsible local driver.



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 must have items.

- SLP Brochure
- The Applications
- 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).

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

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

We'll talk about the petition during the event, 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. The likelihood of them reading it and then joining Kiwanis is very small, but it is comforting to leave them with something.

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 and record what happens after each meeting.

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 while Team B calls on schools.

If experienced NCOs are taking part in your event, be sure to mix them up so that they are not traveling together. They will serve you better by mentoring 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."

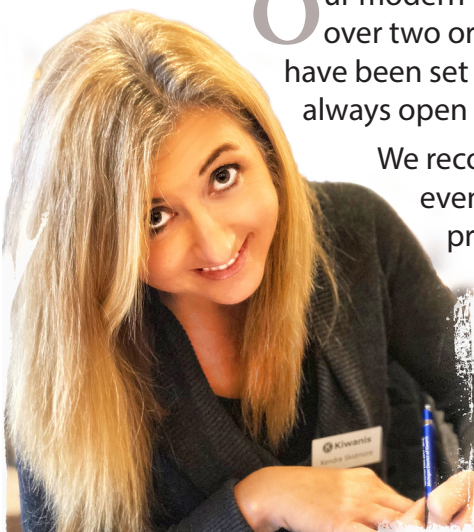
Along those same lines, each two-person team can have only one lead person, otherwise they will end up competing for the spotlight and stepping on each other's toes. Clearly, the more experienced opener should take the lead role. It is a good idea to switch your event partners each day and possibly during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



Event Schedule

Our modern-day events 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.

We recommend that you meet for a pre-event meeting Sunday evening. 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 review the mechanics of the **Three Step Close**.



5

MEETING AND RECRUITING NEW MEMBERS



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. It is simple, direct, and it works.

Sales is all about building a relationship with the person you are meeting. This is particularly important when “selling service”, 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 that sense of “family”. We want to ‘share the love’; share our Kiwanis Hearts. 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 Kiwanis heart if we show them ours first.

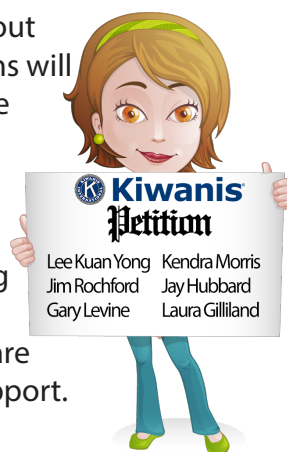
We do this by looking, listening and trying to connect with them about things that they are interested in. On the way into their office, if you notice sports memorabilia, then this is what you will want to talk about.

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 their community, it is time to produce the petition.

The purpose of the petition is to strengthen the budding bond between you and your prospect. By signing the petition, the prospect is endorsing our Kiwanis principles and agreeing that a new Kiwanis club will benefit their 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 when you will tell the prospect that Kiwanis needs his/her support through membership. You will produce the application and ask that they sign it while you wait. Your goal is to walk out of that office with a signed application. It is critical that they do it while you are there.

When the prospect begins filling out the application, it is important **that no words are spoken**. Most people find it very difficult to fill out a form and answer questions at the same time.

Once the prospect has completed the application, you can explained that Kiwanis is a dues based organization, and ask for payment. If they don't have either a check book, or cash, and you don't have to ability to accept an on-line payment, they can bring their application fee to the club opening meeting, but it is much better to get the fee while you are in their office. A monetary contribution demonstrates commitment on their part and shows that they have “skin in the game”.

The following is a typical script that illustrates the Three Step Close. You begin with an outstretched hand and a warm greeting.



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 400,000 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. After spending these few minutes with you, 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 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 \$_____ for membership. Of that, a good portion goes to pay for insurance. It is important that all clubs have Liability and Directors and Officers insurance. Some 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 possible to walk away with the dues (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, before we leave, can you think of anyone else that has a large Kiwanis heart and a passion for service? We'd love the opportunity to speak to them as well.

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."

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 only a Kiwanian or two. 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 already know how important 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 volunteers for events.

We don't want to step on the toes of an existing club. We want to compliment what is already happening in the community and work together with existing 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.

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 company team-builder.





ORGANIZATIONAL MEETING



The organizational meeting represents the end
of your successful event.

Organizational Meeting

The organizational meeting represents the pinnacle of a successful event. It is gratifying to feel the energy of new Kiwanians getting together for the first time. We don't want to dampen their spirits in a long, overly bureaucratic session.

This is not the time for Kiwanis history or a talk about our Children's Fund. Think of this as an upbeat meet-and-greet; a party with a short (albeit important) meeting component.

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

A majority of the new charter members are required to be in attendance in order to consider this an organizing meeting and approve the initial club bylaws. Such a requirement helps with the long-term success of the club. It is important that the opening team ensure the required attendance in order to officially organize.

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 feel 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 & Election of Officers
 - (only the President and Secretary are required)
- Conclusion

Each of these four areas should be carried out with humor and enthusiasm. Avoid getting 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 subsequent meetings. 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 meet?
- Where will they meet?
- What time and day will they meet?

Club Officers

- Election of the President
 - Our new Kiwanians will likely not know each other. Generally, our club opening team will have conferred to suggest a new member most likely to serve 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. We often encourage one of the Club Coaches, to serve as the Charter Secretary, with a new member serving as the Assistant 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 volunteer committee (often by two members of your sponsoring club), or by an outside accountant?
 - *We recommend a volunteer committee.*
- When it comes to voting, will you allow absentee or proxy ballots?
 - *Most clubs do not allow either.*
- 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.*



Review

A formal review encourages us to discuss exactly what worked and take note of what didn't. We all want to learn from our mistakes and celebrate our successes.

A positive review, that identifies strengths and weaknesses, ensures that in the end we all succeed.

Bylaws, Roster and Payment

Like with your outstanding 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.

Charter Night

The 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 an initial club fundraiser.

Attending clubs often bring financial gifts to help boost the new club's 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 the new club time to get their feet wet and plan for the event.





MENTORING THE NEW CLUB



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

After the Event is Over

Opening a new Kiwanis club doesn't end with the organizing meeting, it begins with it. New clubs require constant nurturing. That's why we have asked the two club coaches to join the club and serve as active, participating members: mentors, continually leading from behind.

TAKE NOTE:

Where as we refer to these two "dual members" as club coaches, it is important that the new club regard them as members; *members with experience*. Their status in the club is greatly diminished if they are regarded as short-term advisors.

Club Coaching

In addition to guiding new club presidents in meeting preparation and agenda setting, coaches can help steer the club towards initial projects that are known to have a high success rate. Few things motivate Kiwanians more than working on successful projects. We all want to believe that our time spent with Kiwanis makes a difference in our communities. This is exemplified with the smiles that we see on children's faces.

And in Conclusion...

New club opening is team-building, motivating 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 alone. Help is always at hand, and not far away. KI now has dedicated Club Opening Specialists and our roster of experienced new club openers is ever-growing.

Together, we'll improve the world one new Kiwanis club at a time.

OUR NUMBER ONE CLUB OPENER
YOU!

