



# The Governor's Message

By Nebraska-Iowa District Governor Dale Doudna

## MEMBERSHIP, MEMBERSHIP, MEMBERSHIP

As we move into the second half of the 2023-24 Kiwanis Year, I am faced with the fact that MEMBERSHIP has to be the focus of my attention as governor. There are so many great things happening in the Nebraska-Iowa District that I would rather highlight, but for the good of the District, I believe that MEMBERSHIP has to be the focus of the District.

We started the year with 3,761 members and ended March with 3,767 members. A net growth of 6 members. Of course, numbers don't tell the whole story. During that time we have had four clubs close with a combined membership loss of 53 members. In addition, we have four more clubs in the process of closing with a total membership of 56. That means that to just break even, we have to open new clubs or increase membership by 56.

My goal for 2023-24 was to increase the number of kids we impacted. The goal is that we would **IMPACT 1,000,000 kids in the District**. We are opening a new club in Grinnell, Iowa that will add 15-20 members. Our plan is to open another two new clubs. We have also added K-Kids Clubs, Builders Clubs and Key Clubs. All good things and each will help us IMPACT more kids. But, what we need now is to add new Kiwanians to existing clubs.

So we, Brian Wells, who District Membership Chairman, myself, and the District Board have approved a Membership Contest for the months of May and June. Actually, there are three separate contests. Three ways to win. In addition Brian Wells and a number of Kiwanians he has recruited are ready for Clubs to hold Club Boosts. They can even occur during the Contest Period. Finally, Kiwanis International has developed the Two x Two Program. This program has been in existence long enough that statistics now show that the program works for Clubs that implement it.

First, here are the highlights of the Membership Contests.

### Divisional Contest:

One club from each division can win \$100 for their choice of a Service Project.

25 possible winners!

A division does need to have growth of at least 2 new members X the number of clubs in the Division.

*Still, 25 possible winners!*

### Districtwide Club Contest:

There are 2 Tiers

Tier 1: Clubs with 25 or fewer members at the start of the contest.

Tier 2: Clubs with 26 or more members at the start of the contest.

Prizes are stipends for Service Projects.

First place in each tier wins \$1,000 Stipend.

Second place in each tier wins \$500 stipend.

There are minimum requirements for a club to win these stipends.

Winners from these first two contests will be determined by a point system.

1 point for a new member.

1 point for every 5% of growth (based on KI membership as recorded on April 30).

1 bonus point for any new member that helps a club reach charter strength (15).

**Individual Member Contest:**

Every sponsoring member along with the new member will be entered into a drawing. One pair will be drawn for every 10 new members.

The prize for each drawing will be \$100 off of registration for both the new member and the sponsor to the District Convention August 2-3. (Checks to be issued after Convention Attendance).

*We could have lots of winners.*

Second, why not invite the District to help your club by doing a boost. The costs of the boost are covered by the District. You have to do some preparation for a boost and we need having some club members participate. But the results all benefit your club. If you can get your boost scheduled during the contest period (May-June), you get double benefits.

Third, your club can begin the Two for Two program.

Fourth, your club can plan a local membership contest, an open house for perspective members, an open house for prospective members hosted by more than one club. Maybe an Open House for prospective members hosted by your Division. Be creative and have fun. Brian Wells, (District Membership Chair), myself, District Trustees, Lt Governors, Past Governors and District Chairpersons are all willing to provide you assistance in planning events.

How successful will all these plans be? It all depends on how excited we are about growing our Clubs. Let's just take a look at the possibilities.

We currently have 3,767 members. If each of us brought in just 1 new member, our membership would be 7,534. **WOW!!!** If each Club brought in 4 new members during May and June, our membership would be 4,047. **WOW!!!** If each Club implemented and worked the 2 for 2 Program and only succeeded in getting one new member a month, at the end of this Kiwanis Year, we would have 4,467 members. At the end of 2024-25 Kiwanis Year we would have 6,167 members. **WOW!!!** More importantly consider how we would increase our IMPACT. **WOW!!!**

Please join me and your fellow Kiwanians in Growing Kiwanis.

