



Kiwanis®

WESTERN CANADA DISTRICT

ENHANCING MEMBERS EXPERIENCE

Too often we lose members or members become disengaged. For our clubs to thrive our members needs must be engaged. Following are few tips to enhance our member's experience:

Passion = Position. What really motivates a volunteer should mirror the tasks or positions you assign. For example, if your volunteer is a great organizer, then have him or her run your service projects. If a volunteer has marketing experience, the communication committee is the right fit. Match up their passions with what you want them to do.

Clearly articulate the mission, the period, and the expectations of the role they sign for. One of the better ways to communicate it is to paint the picture of what success looks like. They will get there and you will be amazed at the creativity.

Meaningful Service Project. Members want to create value and impact the community. This is key for both existing engagement and new members recruitment. Perhaps it is time for a new project. Hands on projects get members – new and old- working together and discussing both Kiwanis and their own goals and ambitions. Hands on projects are great for team building.

Consistent communications foster empowerment. Communicate with them regularly and make the communications with them different. Treat them like special “insiders,” and they will work hard. Celebrate both Kiwanis and members successes **AND SAY THANKS.**

Just let go. Leadership should be inclusive. Letting go and giving up some control to the members is healthy for all involved. Again, show trust and you will get results.

Listening. Make time to reach out. Learn member's personal goals and motivations for being involved. Here are a few questions you can ask:

- What motivates you to volunteer?
- What do you want to see change?
- How do you think we could make a bigger impact?
- What are we missing?

Community. Have you done a community assessment recently? This can often lead to a new project or even a restructuring of existing projects.

Have Fun in all you do . Make your meetings, fundraisers, service projects, celebrations, and social functions fun to promote a sense of belongings to the group

HOW CAN WE HELP ?

- Looking for ideas for new service projects, fundraisers, and fun meeting ideas?
- Looking for support for a virtual or face to face meet and greet meeting?
- Looking for digital marketing tool to communicate with younger members?

Reach out to us Ronald Gosselin on behalf of your membership committee. Email: rongoss@telus.net phone 403-851-4199

Ron Gosselin

District Membership Coordinator
Kiwanis Western Canada District



A 12 Step Rejuvenation Program

- Make your purpose known
- Remind them often
- Give them a reason
- Promote friendliness
- Speak their language
- Plan your program-meaningful meetings
- Stay young
- Don't forget the fun
- Show them you care
- Extend a warm welcome
- Make it personal
- Show appreciation

[Club Strengthening](#)

[Club Strengthening Step by Step](#)

[187 Tips to Nurture and Revive Your Club](#)

[Club Strengthening \(ACE\) Tools](#)



10 Member Retention Tips

- Survey your members and solicit feedback
- Involve new members early in club projects and committees
- Find out their interests & passions
- Remember significant personal dates (birthday cards, Kiwanis anniversaries, special events, etc.)
- Fun and interesting meetings
 - casual tone and laughter
 - informative speakers and program
 - Fun Formula (happy \$\$, joke de jour, fine master, this day in history, tell us about)
- Assign a buddy or mentor
- Ask them individually to participate in a hands on service projects
- Celebration of Service Leadership
- Remind often / show the impact they are having in the community
- Make members feel appreciated, special and valued

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