

CLUB ACTIVITY

SHARING KIWANIS WITH PEOPLE WHO HAVE DIFFERENT PERSPECTIVES ON SERVICE.

MEET YOUR PROSPECTIVE MEMBERS

Your club has identified several members of the community to approach for membership in your club. Here are seven individuals you encounter as you are marketing your club to community members. Each needs a different approach to showcase how Kiwanis meets their specific needs for community involvement and time commitment.



INSTRUCTIONS

DURING AN UPCOMING CLUB MEETING, DIVIDE YOUR CLUB MEMBERS INTO SMALL GROUPS (SEVEN GROUPS WITH EQUAL NUMBERS OF PEOPLE, IF POSSIBLE).

- Give each group 5-10 minutes to role-play.
- Bring the groups back together and have each group introduce their prospective member character and how they would approach that individual for membership.
- Once the group has explained its approach, ask other members to give additional ideas on talking to that community member.

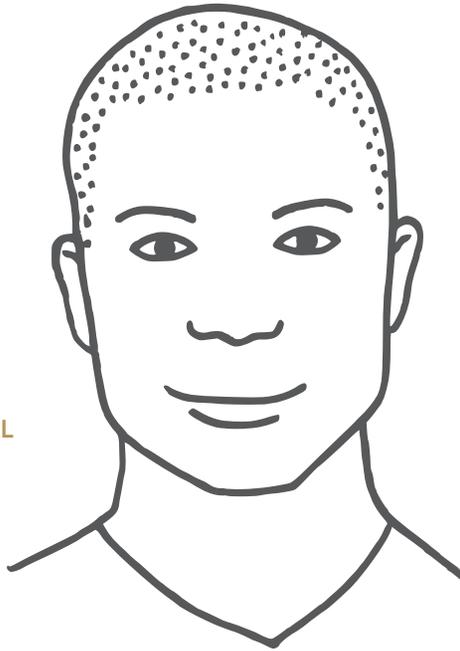
If you need to create fewer than seven groups, give each group two characters to discuss before coming back together as a club.



MICHAEL JOHNSON

AGE: 25

OCCUPATION: LOCAL INSURANCE AGENT



Michael is new to the community. He moved to the area after graduating college. He is a Circle K alumnus from a Big 10 university and now resides in a small town, establishing his business. Michael is friendly and looking for ways to network. When he was in CKI, he often volunteered to lead projects and committees. Michael is polished and well-poised. Like most people, he does not appreciate being talked down to or made to feel like his ideas don't count because of his age.

DISCUSSION:

- What's the best way to approach Michael about joining your Kiwanis club?
- What does your club offer a 25-year-old?
- What will keep Michael engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

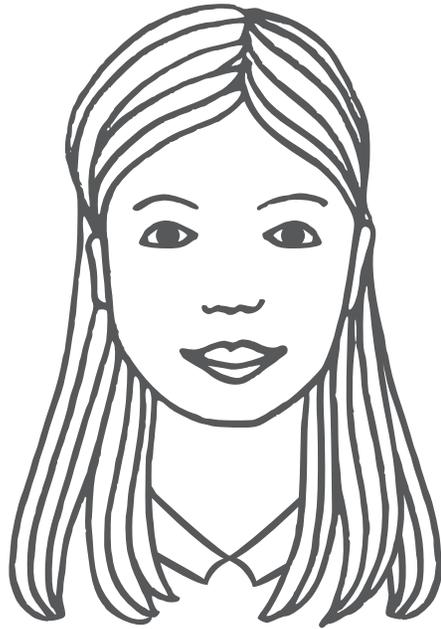
1. There is no one my age in your Kiwanis club. Will this be a problem?
2. I'm just getting started. I have no money for dues and other costs associated with being a member.
3. I appreciate your club's fundraising, but I want to be active in hands-on service.



LINDA WILLIAMS

AGE: 35

OCCUPATION: MIDDLE SCHOOL TEACHER



Linda is a local middle school teacher. Linda loves gardening and has started a local community garden on a vacant plot that the school corporation owns. She is passionate about her students and getting them the best education possible. She is always looking for opportunities to make a difference in their lives, especially some of her less fortunate students. She is also aware that she tends to overcommit.

DISCUSSION:

- What is the best way to approach Linda about joining your Kiwanis club?
- What does your club offer a 35-year-old?
- How will you keep Linda engaged if she decides to join and not take advantage of her tendency to overcommit?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. There is no one my age in your Kiwanis club.
2. I have no money for dues and other costs associated with being a member.
3. I am afraid if I join your club will overcommit myself. I have a real issue with that.



JUAN GONZOLAS

AGE: 45

**OCCUPATION: BANK
MANAGER**



Juan is all business during the week and all recreation throughout the weekend. At 5 p.m. on Friday, Juan is either packed and ready to go fishing or has a Saturday tee time scheduled for his college-friend foursome. He's proud of his heritage as a Hispanic American and has pushed his bank to create several bilingual programs. He wants his bank to be a part of making the community the best it can be.

DISCUSSION:

- What is the best way to approach Juan about joining your Kiwanis club?
- What does your club offer a 45-year-old leader in the community?
- How will you keep Juan engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

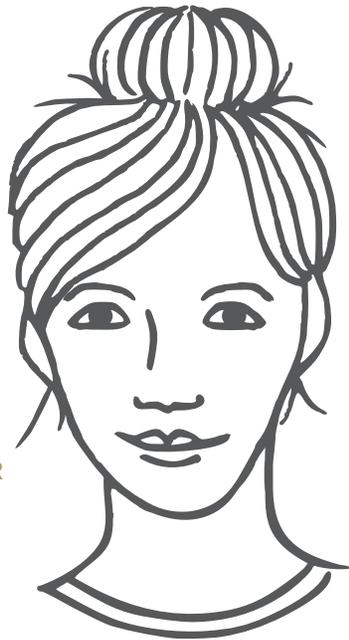
1. I'm very busy and very socially active. I don't know whether I have time for something like this.
2. I'm physically active. I'd like to do something physical to give back to my community since I deal with finances all day.
3. It looks like I would be the first person of color in your club. Plus, I'm younger than most of your members. I just don't know if I have anything in common with the club.



JENNIFER DAVIS

AGE: 50

OCCUPATION: STAY-AT-HOME MOM, RECENT EMPTY-NESTER



Jennifer and her husband, Bill, recently sent their second and youngest child to college. When she was laid off 10 years ago, Jennifer and her husband agreed that she would stay at home while Bill traveled a lot for work. Jennifer has decided to remain at home because they are preparing to move Bill's father, Ted, into the house. Ted has been depressed after the loss of his wife. Jennifer is an avid runner and has completed multiple half marathons and her first full marathon this past year to celebrate her 50th birthday.

DISCUSSION:

- What is the best way to approach Jennifer about joining your Kiwanis club?
- What does your club offer a 50-year-old?
- How will you keep Jennifer engaged in your Kiwanis club if she decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I don't want to make any decisions until I get my father-in-law settled and know how much work it will be to have him live with us.
2. I've always sacrificed myself for my family. I am looking forward to some "me" time now that the kids are out of the house.
3. I'm only 50. Isn't Kiwanis for old people?



JAMES MILLER

AGE: 55

OCCUPATION: SMALL
BUSINESS OWNER



James is divorced but has lots of friends. He has owned the local hardware store for the past 15 years after taking over from his father. James currently volunteers for Habitat for Humanity, his university's alumni association and his church. On average, James volunteers at least 10 hours a month.

DISCUSSION:

- What is the best way to approach James about joining your Kiwanis club?
- What does your club offer someone who already actively volunteers?
- How will you keep James engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. Why should I pay dues to join Kiwanis when I can do service without paying for membership?
2. I get a lot of requests to donate store items and materials to the groups I'm in. I suspect you approached me because of that, but I can't keep giving things away.
3. I don't see the benefit of Kiwanis for me. I'm already volunteering and involved with my community.



MARY JONES

AGE: 60

OCCUPATION: SOCIAL WORKER



Mary and her husband live in their home of 40 years. They were hoping to retire early, but their youngest son has moved back in after graduating college — his job search is taking longer than expected. Mary volunteered when her four kids were young but stopped when the kids graduated from high school. Mary loves helping people, but it's what she does for a living and a workday can make it mentally exhausting. She wants to downsize their home so she can spend more time for her own pursuits. She also has a couple of grandkids now and wants to spend time with them.

DISCUSSION:

- What is the best way to approach Mary as a potential member for your Kiwanis club?
- What does your club have to offer someone like Mary?
- How will you keep Mary engaged in your Kiwanis club if she decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I help people every day, all day. Kiwanis sounds a lot like my job.
2. With my son at home, everything feels up in the air. I'm not sure what I want to do with my time, and I'm not sure I'll ever get a chance to find out.
3. I want to downsize, so who knows where I will be living a year or two from now.



MIRANDA BELVERE

AGE: 42

OCCUPATION: CIVIC LEADER
(e.g., mayor of a town, parks director)



Miranda is busy from the minute she gets up to the minute she goes home. She has an assistant who rarely lets anyone get to her. The community is growing, and Miranda constantly worries about having resources to meet everyone's needs. She has been burned by volunteer groups' promises in the past. She is passionate about helping the citizens of her community. Her sister is a single mother with a special-needs son, so she is sensitive to their needs. She was a school superintendent previously — she is respected, ambitious and influential.

DISCUSSION:

- What is the best way to approach Miranda — particularly with the challenge of Miranda's gatekeeper? What can you do to gain her attention and prove your goals align with hers?
- Her schedule will make it difficult for her to join — so what else might your club get from meeting with her?
- What can you do to alleviate her suspicions about volunteer groups?
- If Miranda joins, how will you keep her engaged?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I'm very busy and have very little free time.
2. I have an entire community to serve and I don't know much about Kiwanis — so how do I know your goals align with mine?
3. Experience tells me that volunteer groups are bad at collaboration. They go around me instead of working with me.

