Turning Corporate Sponsorships into Corporate Memberships for your Kiwanis Club!

Let’s face it, everyone is busy and Covid took a lot out of our business community. People are working longer hours trying to get things up and going as our shops and restaurants start to open up to the public. Making a Kiwanis meeting may not be something these folks can do. What makes sense....**Corporate Membership**!

Let’s start with what is a Corporate Sponsor: A Corporate Sponsor supports a service project or Fundraiser in your Kiwanis Club. They do this by making a specific donation to this event in exchange for advertisement of their business. A good example are those people who pay for ads on your pancake day placements. They help sponsor the event.

But why not take this one step further and offer them the best gift of all – Membership!

What do we usually hear from companies:

I am too busy to come to meetings or my employer doesn’t allow it

I do not have time to do anything outside of my job

I already belong to another service organization

What do you say to this:

**Too busy**: Busy people are the best at prioritizing what matters to them.

**Time constraints**: Members decide how active they will be. There are no requirements for 100% attendance. Some clubs hold hybrid meetings – In-Person plus Zoom.

**Fellowship**: An opportunity to impact a community and improve the world for children while at the same time networking with other business owners and potential customers.

**Member of another club**: If the person is already part of another service organization in town, thank them for their service but explain to them there is no other service club like Kiwanis. Being a member of your club could compliment their existing affiliation.

Dues and Fees

Corporate Members pay the same fee as regular members when they join. This fee is on a sliding scale. Ask your membership chair for the breakdown. This fee makes their membership official and covers:

1. Liability and Directors and Officers insurance with Kiwanis International
2. A magazine subscription, also with KI
3. Kiwanis programs such as Service Leadership Programs
4. A district HQ with staff, marketing assistance for clubs, convention planning team, district newsletter, a PR team, membership and growth assistance, printing, officer training team, a district store, ordering service, support for the SLP programs, and more.
5. This fee covers them until the new Kiwanis year, after that they pay regular club dues.

Advantages of Corporate Membership

Networking with other business owners

Meeting new potential clients

Non-Profits - Having fellow Kiwanis members and their sponsored leadership students available to volunteer at your events!

Making a statement to others that you support your community

The membership belongs to the business or organization. While they will need to list a member’s name that can be easily changed by your club secretary should the original member leave that company.

**Extend an invitation**. Ask them to attend a meeting at no obligation to join and just enjoy the guest speaker and meeting the club members.

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