

# TWO FOR TWO

**YOUR GUIDE FOR GROWING YOUR CLUB  
MONTH BY MONTH, PERSON TO PERSON.**



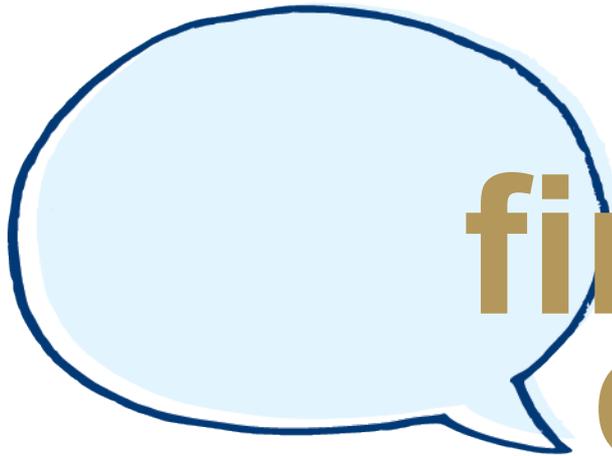


**WHY WE  
INVITE**

**WHAT IF YOU ADD  
A NEW MEMBER  
EACH MONTH?**



*what more could your  
club do to help kids and  
improve your community  
with 12 more members?*



# first, let's chat

about your club's  
membership





**fewer helpers**

**80/20 rule** **what has**

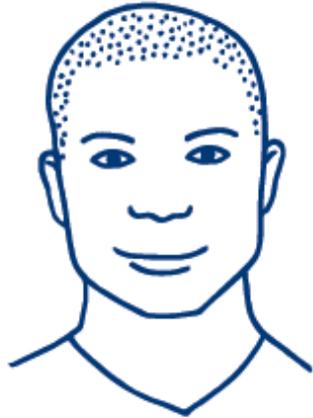
**repeat officers** **your club**  
**experienced?**

**poor attendance**

**less SLP participation**

**drop in membership**





who  
has your  
club  
lost?





**lawyer**

educator

**clergy**

realtor

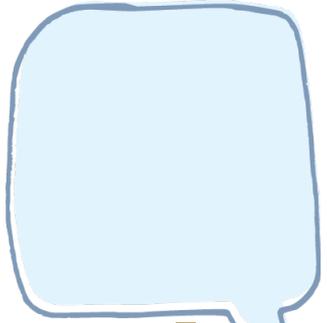
**head librarian**

YMCA director

**financial advisor**

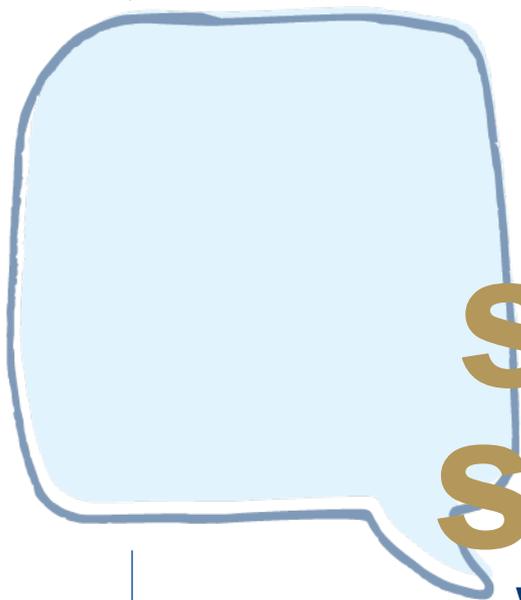
**who  
has your  
club  
lost?**





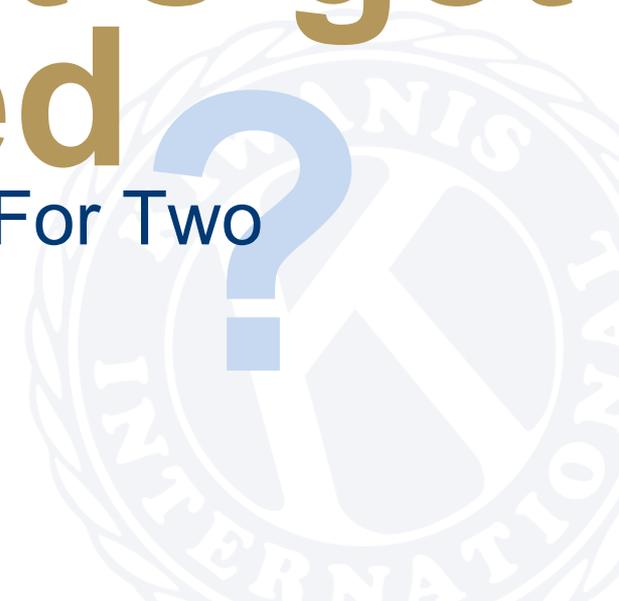
# reality check

- only 3% of people in North America belong to a service club!
- most new clubs, and members, leave Kiwanis between years 4 and 5
- average club has 26.3 members; median club size is 21
- average member age is 61 (63/men; 57/women); for new members, 47
- “sweet spot” are empty-nesters; aim to attract folks 5-10 years younger than your club’s average age



**so, let's get  
started**

what is Two For Two





# & print online

[kiwanis.org/twofortwo](http://kiwanis.org/twofortwo)

## TWO FOR TWO

MONTH May

**PROSPECTS**

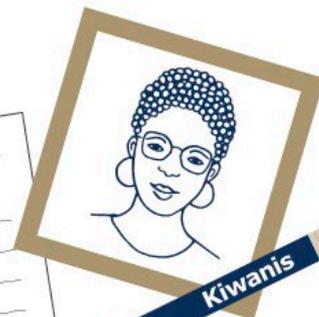
Prospect 1 Steve  
Contact info 555-123-4567

Prospect 2 Christine  
Contact info 555-890-1234

**MEMBERS MEETING WITH PROSPECTS**

Name René  
Name Kris K.

STATUS In-person meeting with Steve at coffee shop 2 p.m. May 12. Texting Christine to invite to May meeting.



Your guide to growing your club month by month, person to person.





2

Members

2

Prospects

1

New Member

every month

# goals

- make meeting prospects fun
- ensure club growth is manageable
- establish recruitment as a continuous club operation





**one new member  
each month yields  
more...**

*hands and more monies  
for service*

*administrative dollars*

*awareness in the  
community*

*networking connections,  
skill sets and ideas*

*knowledge of community  
needs*

**TWO FOR TWO**

## **provides a way to organize your efforts**

- identify two members to pair up and reach out to two prospects each month
- members reach out to prospects
- members invite prospects to an introductory meeting or service project

**people  
join people**







**expert**

workhorse

**techie**

communicator

**motivator**

creative

**connector**

number cruncher

**social butterfly**

who  
does your  
club  
need?



# ROSTER ANALYSIS WORKSHEET

*Diversity is key to a successful club.*

There are several ways to make sure your club includes a diverse set of people. One proven method: Consider all the professions in your community. This list isn't exhaustive, but it can get you started. Use it as a reminder of individual people who would love to be a part of Kiwanis—and whose skills, relationships and experiences could enrich your club's impact. Then use the attached sheet to create a list of people to invite to your next service project or open house.

- A**
  - Accountant
  - Adjuster
  - Advertising executive
  - Agricultural agent
  - Airport authority board member or staff
  - Apartment manager
  - Assessor
  - Architect
  - Artist
  - Attorney
  - Auctioneer
  - Auditor
  - Automobile dealer
- B**
  - Bakery owner/manager
  - Banker
  - Barber
  - Beverage distributor
  - Biologist
  - Boat equipment dealer
  - Boys & Girls Club director
  - Broadcaster
  - Broker
  - Building contractor
- C**
  - Camp director
  - Carpenter
  - Caterer
  - Certified public accountant
  - Chemist
  - Chamber of commerce board member or staff
  - Chef
  - Chiropractor
  - City/town council member
  - Clergy member or official
  - Consultant
  - Contractor
  - Counselor
  - Court reporter
- D**
  - Database administrator
  - Dairy owner/manager
  - Dentist
  - Dermatologist
  - Designer
  - Developer
  - Dietitian
- Distributor**
- Doctor**
- Dry cleaner**
- E**
  - Editor
  - Educator
  - Electrician
  - Emergency medical technician
  - Employee relations consultant
  - Engineer
  - Equipment rental owner
  - Estate planner
  - Executives
  - Exterminator
- F**
  - Factory manager
  - Farm equipment store owner
  - Farmer
  - Finance company owner
  - Financial planner
  - Firefighter
  - First responders
  - Florist
  - Foundation director
  - Fundraiser
  - Funeral director
  - Furniture dealer
- G**
  - Gardener
  - Geologist
  - Graphic designer
  - Grocer
  - Guidance counselor
  - Gunsmith
  - Gynecologist
- H**
  - Hairdresser
  - Hardware store owner
  - Historian
  - Horticulturist
  - Healthcare administrator
  - Hospital administration
  - Hotel/motel manager
- I**
  - Illustrator
  - Importer
- Information technology professional**
- Inspector**
- Insurance agent**
- Interior decorator**
- Investigator**
- Investment analyst**
- J**
  - Janitorial services professional
  - Jeweler
  - Journalist
  - Judge
- K**
  - Kennel operator
  - Kindergarten/preschool director
- L**
  - Landscape
  - Laundry operator
  - Law enforcement officer
  - Lecturer
  - Librarian
  - Livestock broker
  - Locksmith
  - Lumber dealer
- M**
  - Magazine editor
  - Manufacturers' representative
  - Marketing director
  - Marriage counselor
  - Massage therapist
  - Media professional (radio, print or tv)
  - Meteorologist
  - Military officer
  - Museum board member or staff
  - Musician
- N**
  - Naturalist
  - Newspaper publisher, editor, writer, photographer
  - Novelty company owner
  - Nurse
  - Nutritionist

- O**
  - Occupational therapist
  - Office equipment store owner
  - Optician
  - Optometrist
  - Orthodontist
- P**
  - Painter
  - Paper company representative
  - Pediatrician
  - Pharmacist
  - Photographer
  - Physical therapist
  - Physician
  - Pilot
  - Playwright
  - Plumber
  - Podiatrist
  - Police officer
  - Postmaster
  - Printer
  - Psychologist
  - Professor
  - Programmer
  - Public relations executive
  - Public speaker
  - Publisher
  - Purchasing agent
- Q**
  - Quality control consultant
- R**
  - Radio station manager
  - Real estate agent
  - Recreational director
  - Restaurant owner
  - Retiree
- S**
  - Safety consultant
  - Salesperson
  - Salvation Army officer
  - School superintendent
  - Scientist
  - Scouting organization leader and volunteer

- Secretary**
- Social worker**
- Software developer**
- Sporting goods store owner**
- Stockbroker**
- Surgeon**
- Surveyor**
- T**
  - Tailor
  - Taxidermist
  - Teacher
  - Technician
  - Telecommunications manager
  - Telephone company manager
  - Tourism director
  - Training consultant
  - Travel agent
- U**
  - Underwriter
  - Upholsterer
  - Utility manager
- V**
  - Veterinarian
  - Videographer
- W**
  - Web developer
  - Welder
  - Window company owner
  - Writer

- X**
  - X-ray technician
- Y**
  - Youth center administrator
- Z**
  - Zoning consultant
  - Zoologist
  - Zoo president/executive

# who does your club need?

[kiwanis.org/professions](https://www.kiwanis.org/professions)



**Kiwanis**

- 
- Banking/Finance/Insurance
  - Education/Training
  - Government/Public Administration
  - Healthcare
  - Wholesale/Retail
  - Nonprofit
  - Legal
  - Real Estate/Property Management
  - Manufacturing
  - Communications/Media/Marketing
  - Construction/Extraction
  - Religion
  - Transportation/Warehousing
  - Agriculture/Forestry/Fishing
  - IT/Technology
  - Hospitality/Food Services
  - Funeral/Death Services
  - Science
  - Maintenance



don't forget...

- relatives (*especially spouses*)
- friends and neighbors
- work colleagues and vendors
- fellow professional association members
- nonprofit board acquaintances
- church family
- college/school chums
- community service providers

top  
professions  
of current Kiwanis members





you have a timely message...

*kids needed Kiwanis long **before** the pandemic*

*kids need Kiwanis more now, **during** the pandemic*

*kids will need Kiwanis more than ever **after** the pandemic*

*every additional member provides more hands for service - at a time when it matters greatly for the community and children around the world*

# corporate members

- local business partners
- shared workspace entrepreneurs
- youth-focused nonprofit agencies
- in-kind service project supporters
- fundraising project sponsors/donors
- guest speakers



**TIP** get LinkedIn with these prospects



# WHAT (AND WHO) DOES YOUR CLUB NEED?

The strongest Kiwanis clubs have a mix of skills, personalities and experiences. After all, you need different kinds of people to do everything well. You may have some of the people you need in your club already. But if you need others, here are some key types to start with — and questions for your club to consider while identifying them in your community.



## EXPERT

Provides a good base of knowledge on your project's subject matter from personal experience or extensive research on the needs of kids in the community.

**What kind of expertise could enhance what your club does well?**

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## TECHIE

Creates and maintains club website and social media accounts, crafts professional PowerPoint presentations, keeps club up to date on effectively using technology.

**Where can you find techies in your community?**

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## COMMUNICATOR

Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.

**What kinds of jobs have good public communicators?**

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### Get the right mix.

Here's a way to reach out for a wide range of skill sets: Consider all the professions in your community. Start with our list of jobs — and use it as a reminder of the skills and experiences that can enrich your club's service. Find it at [kiwanis.org/professions](http://kiwanis.org/professions).



## NUMBER CRUNCHER

Keeps your budget balanced, makes sure your service projects get the most bang for the buck and keeps the club informed.

**Do you know anyone who loves kids and knows accounting?**

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## CONNECTOR

Uses connections to cut through red tape, connects people to people or to much-needed resources, makes things happen and gets things done.

**Who knows key people and makes things happen in your area?**

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## SOCIAL BUTTERFLY

Introduces potential members from a variety of sources, knows where to find volunteers, spreads the word about your club and its projects.

**Do you know someone who seems to know everyone?**

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## WORKHORSE

Has the time and motivation to help with any project, loves hands-on tasks, has a get-it-done attitude, is level-headed and practical.

**Who are the doers in your community?**

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## MOTIVATOR

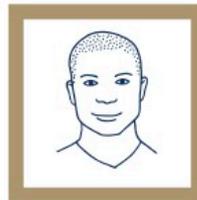
Keeps everyone on task, provides positive energy and a healthy competitive spirit, inspires members to reach their potential.

**Who's the most positive person in your neighborhood?**

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## CREATIVE

Pushes the group to be imaginative and curious, anticipates problems and looks for innovative solutions, creates projects that stand out.

**Where can you find creative, innovative types?**

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# expert

what kind of expertise  
could enhance what  
your club does well?





# workhorse

who are the doers in  
you community?





# techie

where can you find  
techies in your  
community?





# communicator

what kinds of jobs  
have good public  
communicators?

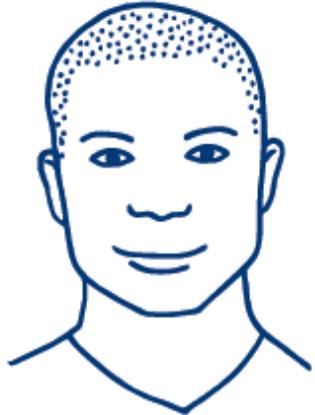




# motivator

who is the most  
positive person in your  
neighborhood?





# creative

where can you find  
creative, innovative  
types?





# connector

who knows key civic  
and businesspeople  
and makes things  
happen in your area?





# number cruncher

know anyone who  
loves kids and knows  
accounting?





# social butterfly

know someone who seems to know everyone?



# MAKE THE APPOINTMENT WORK.

When you're ready to start contacting people and scheduling meetings, don't leave things open-ended. *Make sure to agree on a time and location with the prospective member.* When you meet, keep a few tips in mind:

**Remember your key message.** Above all, make sure the prospect understands what Kiwanis is about. The key message: *Kiwanis is a global organization of members, clubs and partners who are dedicated to improving the world one child and one community at a time.*

**Be observant.** If meeting at their home or office, look around during your visit. Take note of items such as wall plaques, photos, awards, etc., so you can engage prospects based on their interests.

**Listen.** Find out what their interests are and connect them to club projects when possible. Talk with them, not at them.

**Take an application.** Complete the application with the prospect and ask for payment. If they can't pay at that moment, offer other options for picking up or receiving payment. Know how much to ask for and how the money is used.

**Take a notebook.** After the meeting, write down anything you consider important. A prospect who doesn't join today might join later — and your information will be useful then.

**Follow up.** Make a phone call or send a note thanking them for their time, regardless of whether they agreed to join. Either way, make sure they know they're on your mind.

**Don't give up!** A "no" may not be permanent. Invite them to a service project if the club has one coming up and connect with them on Facebook or LinkedIn. Post photos of activities on social media. Make sure to share your contact information.

**Nothing attracts a new member like a happy member.**

Be sure to:

- Practice your speech.
- Listen to the other person.
- Maintain eye contact.
- Smile and speak firmly.

Most important of all: Invite them to a meeting or service project.

## SKETCH YOUR ONE-MINUTE SPEECH.

What's the best way to attract new people to your Kiwanis club? By grabbing their interest — and respecting their time. Put together a one-minute speech by thinking of answers to a few simple questions.

**Why my club?** Think about what you love most about your club — and your community. Consider how the two matter to each other.

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**What's our community impact?** Pick the service project that makes you proudest of your club. And think of a young person — or group — your club has mentored.

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**How do we make an impact?** By working together with people in our community who care. More hearts and more hands mean more opportunities for service and partnership.

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# USE OUR PROSPECT REPORTS.

On the following pages, we've provided handy reports for each month. Use them to keep track of the key pieces of your Two for Two efforts. **And remember: You can start any month of the year.** There's no "correct" time to begin. And there's no final date. It's a permanent, ongoing part of club operations.

## PROSPECT MEETING IDEAS

1. Bill and Joe are meeting two prospects who know each other. So Bill and Joe are going to team up, meeting them at a local coffee shop for a four-person chat.
2. Barb and Jane have invited their prospects to a service project on Saturday — and then to a group lunch afterward.
3. Since John and Fran are both meeting with bankers, they're building good will by setting appointments at the bank for the prospects' convenience.

MONTH May

PROSPECTS

Prospect 1 Steve  
Contact info 555-473-4567

Prospect 2 Christine  
Contact info 555-890-1234

MEMBERS MEETING WITH PROSPECTS

Name Rene

Name Kris K

STATUS In-person meeting with Steve at coffee shop 2 p.m. May 12. Texting Christine to invite to May meeting.

## START IDENTIFYING PROSPECTS NOW!

The more you know ahead of time, the less work you'll have each month. Identifying prospects is the most important part of the process. So do it now! Create a base to build on — brainstorming a list of prospects and then updating it as the process goes along.

1. _____	12. _____	23. _____
2. _____	13. _____	24. _____
3. _____	14. _____	25. _____
4. _____	15. _____	26. _____
5. _____	16. _____	27. _____
6. _____	17. _____	28. _____
7. _____	18. _____	29. _____
8. _____	19. _____	30. _____
9. _____	20. _____	31. _____
10. _____	21. _____	32. _____
11. _____	22. _____	





### make it personal

*choose the service project that makes you proudest to be a member*

*remember your Kiwanis “a-ha moment”*

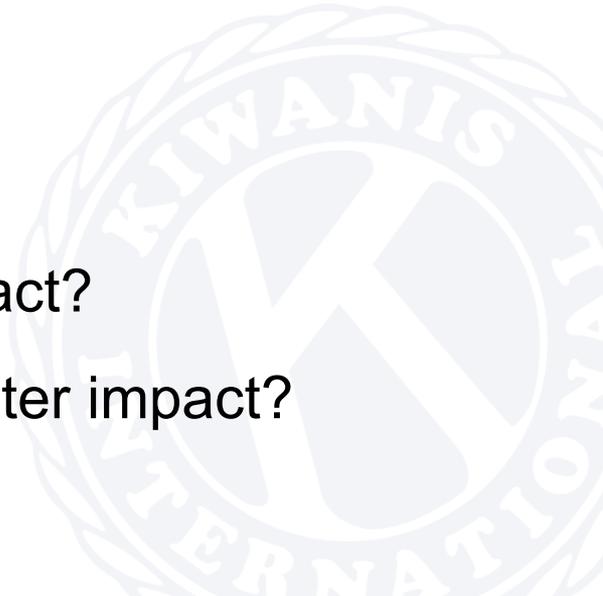
*think of a child your service project impacted*

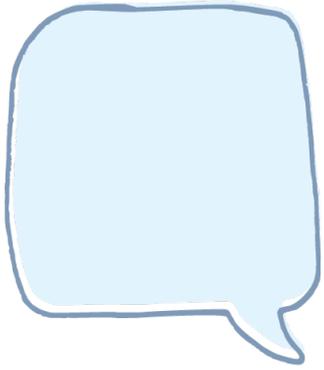
## hone your one-minute speech

- grab a prospect’s interest
- respect their time

## ask yourself...

- why my club?
- what’s our community impact?
- how could we make a greater impact?



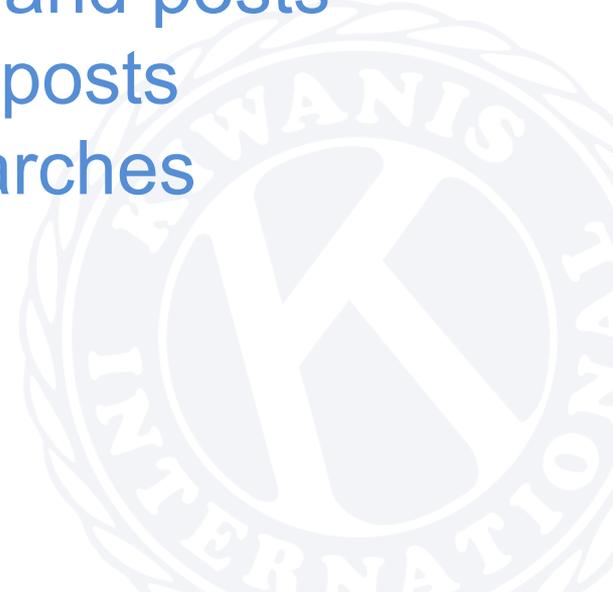


membership  
**tips**  
and  
tricks

## run social media/online searches

get familiar with prospective member interests prior to calling or visiting:

- Facebook profiles and posts
- LinkedIn bios and posts
- Online Google searches





## make the appointment work

- remember your key message
- be observant and listen intently
- take an application (*kiwanis.org/application*)
- take a notebook
- follow up
- don't give up!



### you might also take...

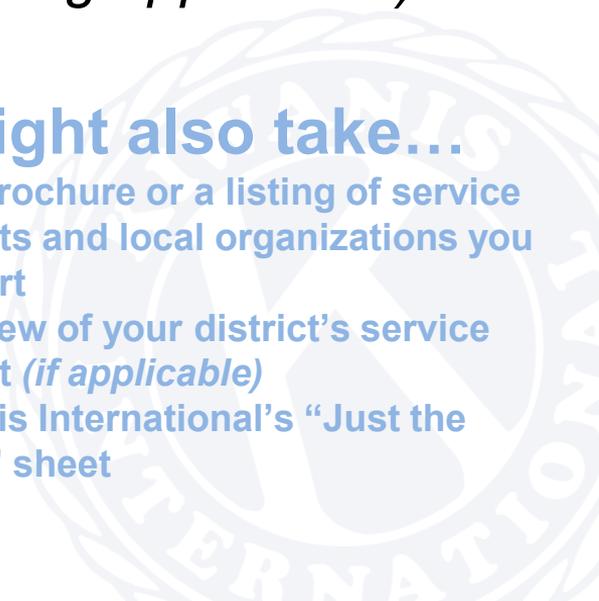
- club brochure or a listing of service projects and local organizations you support
- overview of your district's service project (*if applicable*)
- Kiwanis International's "Just the Facts" sheet

### meet-up ideas

*group chat at a local coffee shop*

*invitation to a service project, followed by brunch*

*set appointments in the prospect's office (at a convenient time for them)*





MONTH \_\_\_\_\_

**PROSPECTS**

Prospect 1 \_\_\_\_\_

Contact info \_\_\_\_\_

Prospect 2 \_\_\_\_\_

Contact info \_\_\_\_\_

**MEMBERS MEETING WITH PROSPECTS**

Name \_\_\_\_\_

Name \_\_\_\_\_

**STATUS**

\_\_\_\_\_

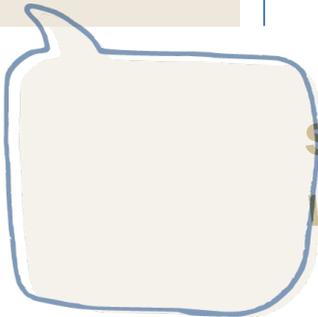
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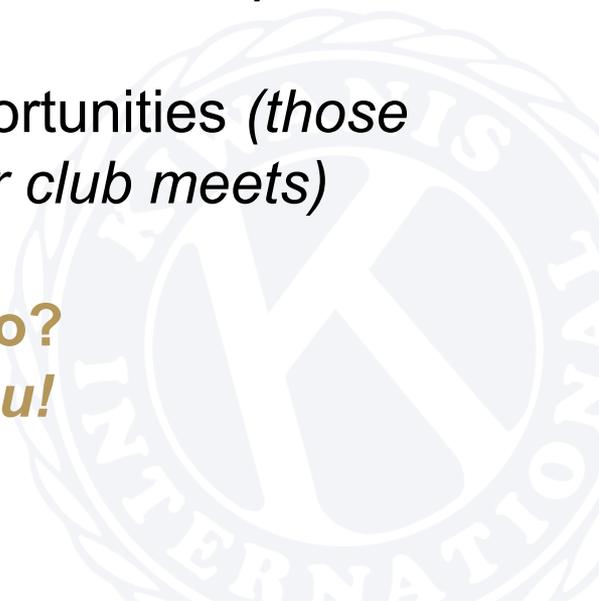
**NEED IDEAS?** Reach out to a financial advisor/planner and a housing inspector.

# use prospect reports

- identify prospects and contact information
- know which pair of members oversee Two For Two each month
- schedule an appointment and then update the status of the meeting
- look for satellite group opportunities (*those unable to attend when your club meets*)



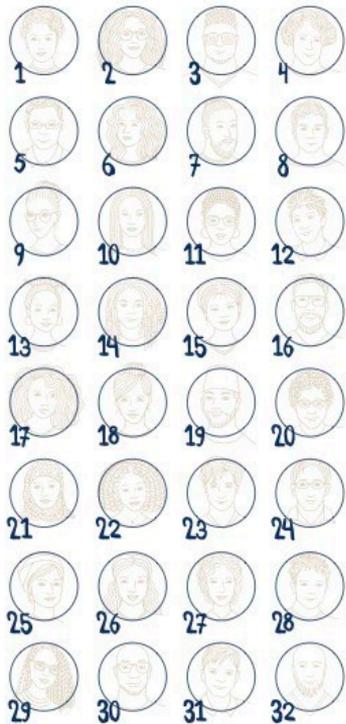
**stuck on who to reach out to?  
*we have suggestions for you!***



# STATUS

As you invite people to join your club, color in a circle below to keep count and track your progress.

Download the new  
member application at  
[kiwanis.org/application](http://kiwanis.org/application).



## KEEP 'EM COMING BACK!

Getting new people into the club is crucial — but it's just the start of membership. Here's a three-month plan for making them feel like part of the club:

### Month 1

- Send a welcome email with login credentials to the members-only portal.
- Call within a week of sending login credentials — see if they need any support.
- Promote new members with a welcome on your website, on social media and in your next newsletter.

### Month 2

- Mail a handwritten note to provide a personal touch.
- Schedule a club event to celebrate new members — and promote it online.
- Create a forum or other space for new members to ask and learn about the club.
- Match each new member with a member ambassador to get them acclimated and engaged.
- Surprise them with a gift — maybe a photo or plaque from the celebration, free tickets to an event or an idea of your own.

### Month 3

- Follow up with member ambassadors to see how things are going.
- Send a postcard of upcoming events and dates for use as a reference — and encouragement.
- Call new members to discuss how their membership is going so far.

what gets  
measured,  
gets done.



3636 Woodview Trace, Indianapolis, IN 46268 USA  
U.S. & Canada: 1-800-KIWANIS, ext. 411 Worldwide: +1-317-875-8755  
[kiwanis.org](http://kiwanis.org)



# 50% goal

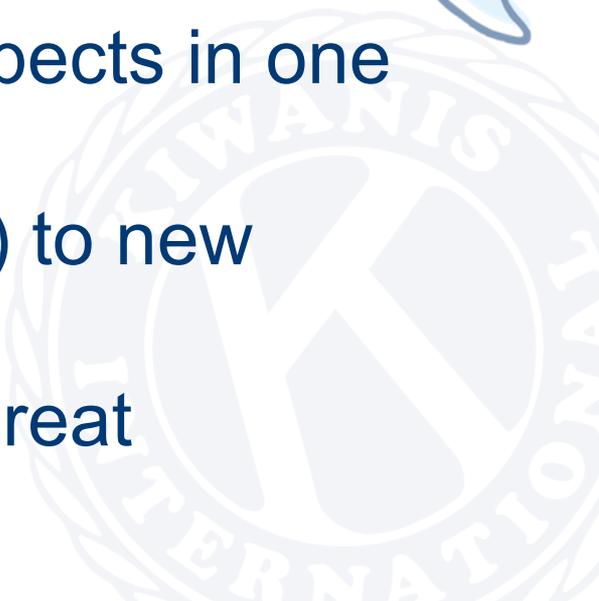


don't confuse  
activity with  
accomplishment.



*nothing attracts a new  
member like a happy  
member*

*ask each of your 12 new  
members to invite friends  
to be guests for  
upcoming service  
projects and/or club  
meetings*

- two dozen (24) prospects in one year
  - convert a dozen (12) to new members
  - keep hosting other great membership events
- 



# new member engagement

## month 1

- welcome
- promote

\* don't forget new member orientation, onboarding and engagement!

## month 2

- personal touches and surprises
- celebrate and match

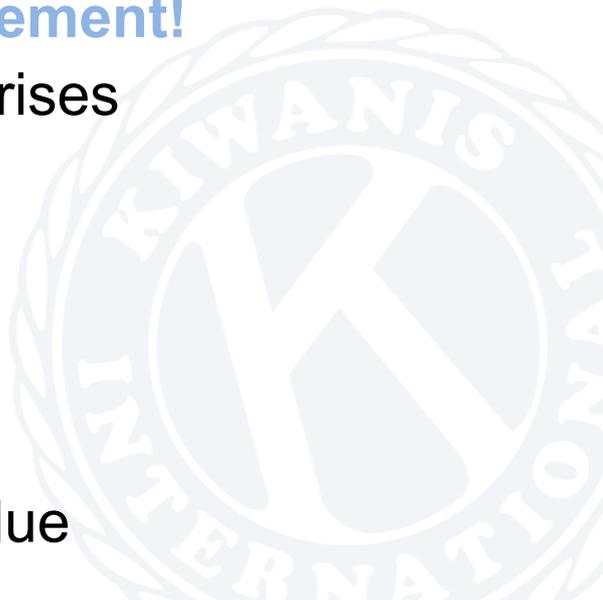
## month 3

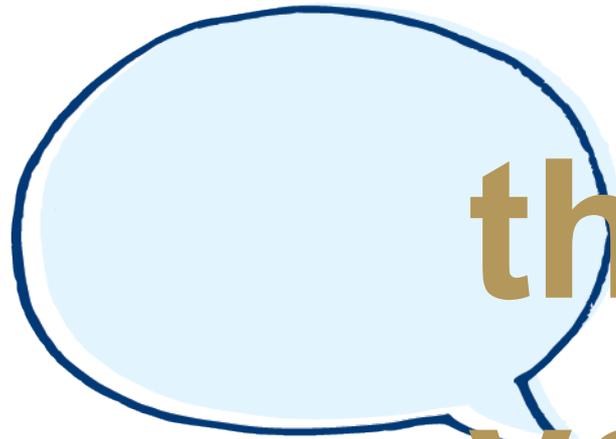
- follow-up
- keep them updated
- make sure they see the value



keep new members coming back...

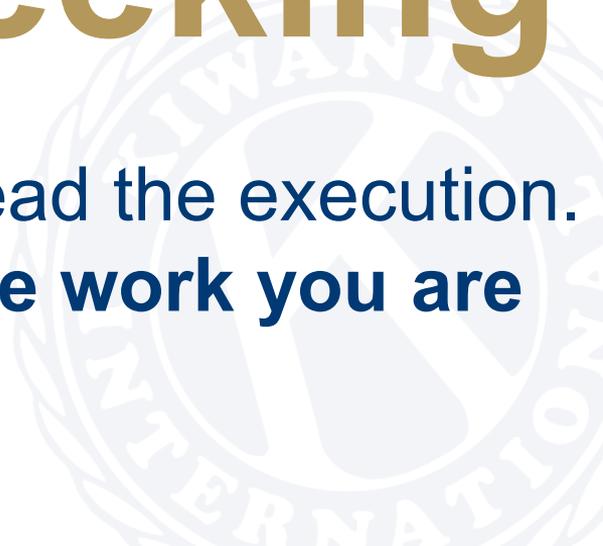
*getting new people in the club is crucial - but it's just the start of membership*





**the magic  
you're seeking**

“People romanticize their plans but dread the execution.  
**The magic you're looking for is in the work you are  
avoiding.**” - *Nazanin Mandi*



# Kiwanis<sup>®</sup> ONE DAY



#COVID19GA  
**COVID-19**  
CORONAVIRUS DISEASE  
How are **YOU** dealing with the  
Pandemic?

You are invited to an open discussion on dealing with stress during this difficult time led by Mary Ellen Hinkle, LPC

Missing your weekly Chamber Coffee?? Join us on Thursday, April 9th at 12 noon for a business check up! Click on the registration link that accompanies this poster and we'll send you a link and a password to the online event!  
Space is limited to the first 100.



Virtual Discussion Topics:  
How are you and your employees handling this situation?  
Consequences of Harmful Core Beliefs  
Dealing with Anxiety at this Time

Grab a cup of coffee and pull up a chair. Whether you are here to give support or get it...your voice matters

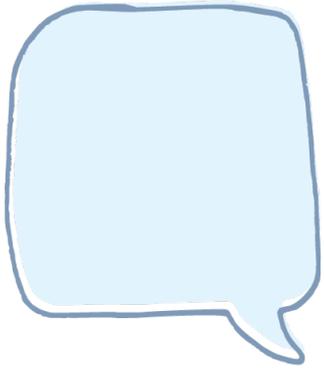
About your host: Mary Ellen Hinkle is a Dallas native and a Therapist for Counseling Institute of Texas. She received her Masters degree in Counseling from The University of North Texas and has been working as a licensed counselor for 28 years. She has worked in many varied settings, from General Counseling to Critical Incident Debriefing after the Northridge, California earthquake and Hurricane Katrina.



 Sponsored by Rowlett Chamber of Commerce and Northeast Dallas Co./Rowlett Kiwanis Club 

## augment your club's current member recruitment efforts

- tie in with May Membership Month (*stretch from March-May*)
- invite prospects to help with Kiwanis One Day service project (*Kiwanis One +1 Day*)
- host a virtual chamber coffee klatch
- have fun with club member rivalry (*incentive contests*)



membership  
**tips**  
and  
tricks

## more roster analysis considerations

- home-based freelancer
- shared workspace leasing agent
- stay-at-home parent
- youth clergy
- nonprofit volunteer board chair
- computer programmer
- child development expert
- local leadership program facilitator
- United Way volunteer coordinator



## DIVERSITY

Multiple identities represented in an organization



## EQUITY

Constantly and consistently recognizing and redistributing power



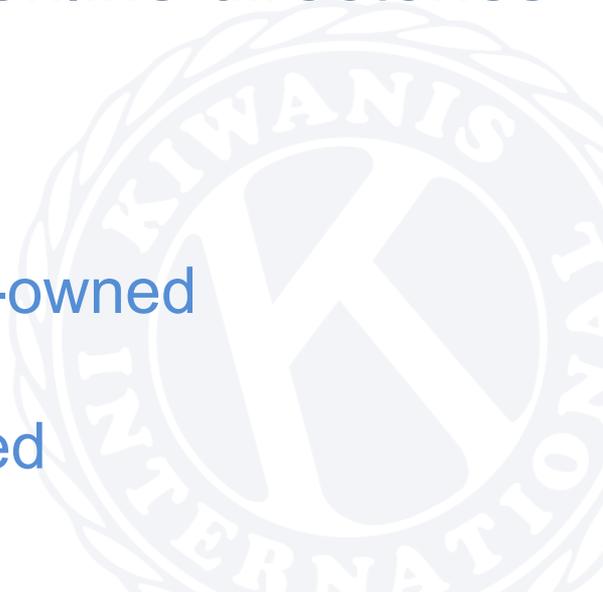
## INCLUSION

Thoughts, ideas and perspectives of all individuals matter



# seek to mirror the demographic complexion of your community

- secure greater networking connections
- gain insights into community needs
- Google local/national online directories
  - women-owned
  - veteran-owned
  - minority-owned
  - Christian/Jewish/Muslim-owned
  - LGBTQIA-owned
  - young professional-owned



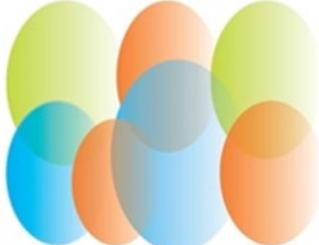
TIP

there are online business directories for nearly every demographic group you wish to reach

A national business directory established and published by DIR, the Institute for Leadership Training since 1982



2020 National Minority and Women-Owned Business Directory



2020-2021 B2B MARKETING • ENTREPRENEUR • BUSINESS

www.dir.com

Get your FREE Copy available here



Christian Business Directory

2020 print edition



Linking Local Christians in Business

A supplement to our online directory at [www.pechurchnet.co.za](http://www.pechurchnet.co.za) and [www.christianbusiness.co.za](http://www.christianbusiness.co.za)



BuyVeteran.com



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Select City / State Select State Select Category

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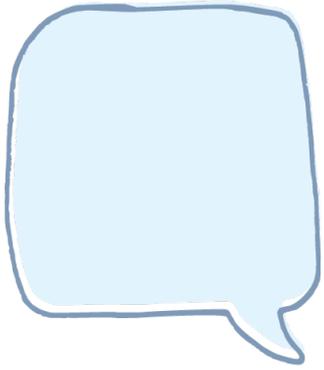
Featured Listings

OFFICIAL PUBLICATION OF

JEWISH NEWS



COMMUNITY DIRECTORY 2019



membership  
**tips**  
and  
tricks

## **no access to a chamber member list?**

- Google search for “banks/insurance agencies/financial services firms, etc. in your town/city”
- check high school/college websites to see if they list “athletic boosters”
- approach vendors of choice: your club’s bank, CPA, investment management firm, etc.
- contact firms that sponsor nonprofit special events and/or donate



*looking to add more corporate members?*

**contact businesses that are high school/college boosters and those placing ads in printed fine arts programs, etc.**





## WELCOMING SATELLITE MEMBERS

There are many people who share your members' desire to change children's lives and improve the community. But for some of them, making it to regular meetings can be an obstacle to joining.

Why let that prevent your club from strengthening its service? Consider the option of satellite membership.

### Finding prospects

Before beginning the search, determine who to target and how to approach them. Here are a few people and places to consider:

- Small neighborhoods or residence centers within a larger community.
- Employees from a specific business or group of businesses (for instance, in an office or industrial park).
- Gathering places such as community centers and places of worship.



### YOUR CLUB'S ROLE

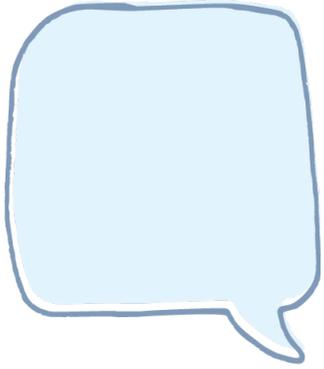
Here are a few tips for helping satellite members reach and maintain a high level of commitment, activity and enthusiasm.

- Make sure satellite members receive the same new member orientation, support and continuing education as the other members.
- Inform satellite members of all club activities and encourage participation.
- Foster an environment of open communication and problem solving.
- Satellite members are eligible to vote on club matters, hold club office and serve on the club board. They would be expected to perform all of the regular functions of those positions, including attendance at relevant club meetings.
- Encourage satellite members to attend club meetings whenever possible so they can meet and network with other club members.



# launch a satellite...consider a focus

- track prospective members who are unable to meet when your club gathers
- target folks unable to get away for club meetings, yet wish to do service
- host monthly after-hours socials or Saturday morning “service-with-a-smile” meetings
- opportunity to explore single-focus passions (*literacy; environment; food insecurity; ESL; LGBTQIA+ allies; etc.*)



membership  
**tips**  
and  
tricks

## **listen and respond to new member passions**

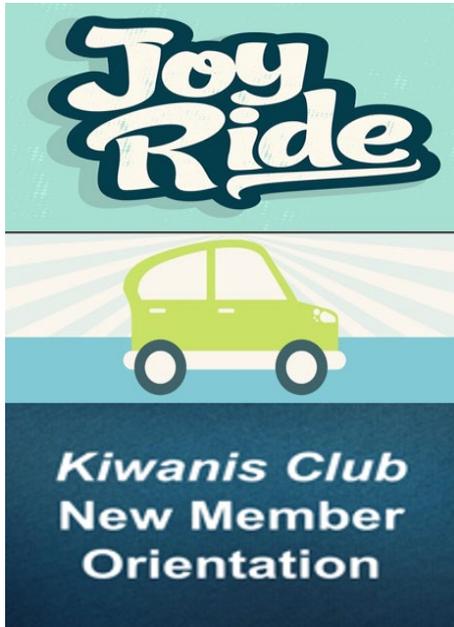
- ask each to list favorite local nonprofit
- make a \$20 tribute donation
- club listed in most local nonprofit annual reports
- new member gets acknowledgement
- ask new member to pair up and organize easy club service project within first six months

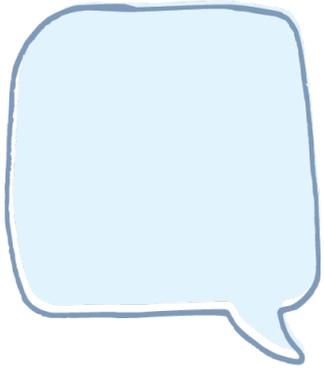




## invite new members to take a joy ride

- a far more enjoyable and impactful orientation
- map out places that convey your club's story (*SLP schools; public library; nonprofit/corporate member partners*)
- drive by them and share stories of the impact your club is making
- also provide an overview of your division, district and KI





membership  
**tips**  
and  
tricks

## Two For Two resources

- *Two for Two guidebook/messaging calendar* - [kiwanis.org/twofortwo](http://kiwanis.org/twofortwo)
- *Roster Analysis Worksheet* - [kiwanis.org/professions](http://kiwanis.org/professions)
- *Online fillable membership application* - [kiwanis.org/application](http://kiwanis.org/application)
- *KI Just the Facts overview* - [kiwanis.org/](http://kiwanis.org/)
- “Kiwaniis International Membership Leaders” in Facebook Groups

TIP

new handout  
providing monthly  
membership  
messages to  
augment your Two  
For Two efforts in  
newsletters,  
Facebook posts  
and on websites

## Two members invite two prospects

### Two For Two – Membership messages

#### Year-Round



- Membership is a numbers game. We simply must ask our members to invite more of their networking connections to assist with service projects and/or attend club events. At the beginning of every Kiwanis gathering, ask the members who have brought along guests to introduce them. As the event concludes, ask the members to announce if they are planning to bring guests to the next gathering.



- Be sure to invite the faculty advisors of any Service Leadership Programs your club sponsors to visit your meetings and participate in service projects on a regular basis and bring along student participants when available.
- Reinforce the importance of interclub and division council meeting participation by your club members, as well as attendance at district and international educational conferences and conventions.
- On an occasional basis, consider [interclubbing](#) via Zoom with overseas Kiwanis clubs.
- Make sure your club meetings begin with fellowship and camaraderie. Consider posing a seasonal question for everyone to answer, so every member has an opportunity to participate.
- Most every community has publications that list [newly-incorporated](#) businesses, as well as new corporate and nonprofit leaders (staff and volunteer). Consider hosting quarterly club meetings where you invite these key community stakeholders to visit and share two-minute overviews of their organizations.
- Work towards ensuring that your club's membership base reflects the diverse complexion of your community by searching online professional and segmented directories, such as ones for veteran-owned businesses, professional women's organizations and those advancing minority and religious community affiliations.
- Make sure that the story of your club's impact in the community is shared in some form or fashion during special events.
- No access to a chamber member list? Conduct a Google search for "banks/insurance agencies/financial services firms, etc. in your town." Check your local high school/college website to see which companies may be listed as "athletic boosters." Approach vendors of choice: your club's bank, CPA, investment management firm, etc.

#### September

- Walk the Talk! Kick off the new administrative year by making sure you personally bring in at least one new member during October-November. It will give you the credibility to go out and ask others to do the same. Likewise, [make a contribution](#) to the Kiwanis Children's Fund and your club/district foundation, so you can ask others to join you in supporting them.
- In order to provide more service to children and our communities, we need to increase our number of members. It all begins with inviting guests to join you in service projects



**TIP**

every club that implements Two For Two can enter a monthly drawing for a US\$200 gift card to our Kiwanis Family Store (drawing held on the 20th of each month)





**TIP**

online monthly newsletter is available for club presidents, presidents-elect, secretaries, membership chairs and lieutenant governors (*must subscribe*)

**Kiwanis**

July 4, 2022

**HOW TO INVITE**

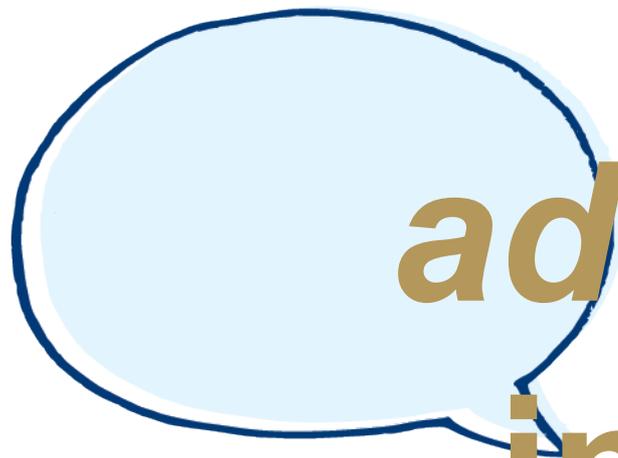
**Focus on impact.**

**USE EMOTION TO CUT THROUGH THE CLUTTER**

When you talk about Kiwanis, focus on emotional elements. Spotlight how you're helping kids thrive, prosper and grow. Zero in on how you feel when you see the smiles of the kids you helped.

Studies show that you have eight seconds before you lose a person's attention when you're talking to them. Visual communication isn't any easier. People are bombarded by more than 10,000 brand messages per day — which means your club's communications can get lost in the noise. People scroll past your social media posts. They walk by your flyers. They ignore your brochures. They stop listening to you talk — unless you catch their attention with emotion.



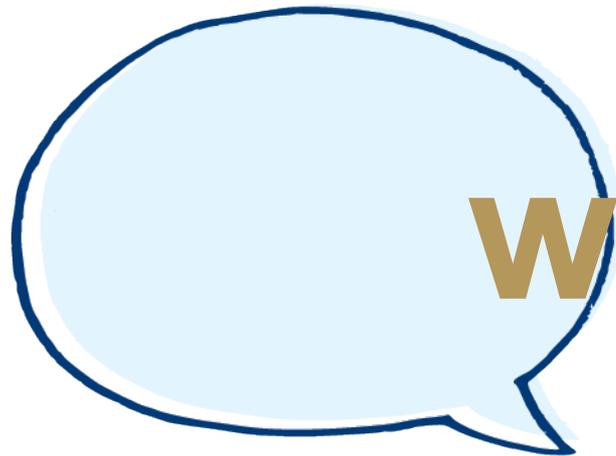


*add members...*

**implement**

**Two For Two**





# wrapping up

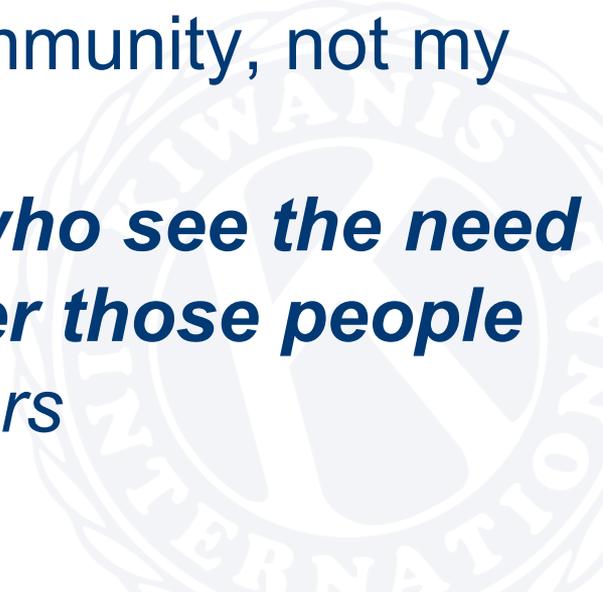
**“When you get wrapped up in yourself,  
you become a very small package!” - *Patty Boyd***





“We live in a world in which we need to share responsibility. It's easy to say, 'It's not my child, not my community, not my world, not my problem.’

***Then there are those who see the need and respond. I consider those people my heroes.” - Mr. Rogers***





after our founding in 1915,  
our greatest growth spurt  
took place during the  
'Roaring 20's'

as we emerge from this  
prolonged pandemic, let's  
make the remainder of this  
decade the '*Soaring 20's*'  
for membership growth!





**thanks for being bright  
beacons of hope in your  
communities...**

**kids, and your fellow  
citizens, are counting on  
you to meet emerging  
needs...**

**our future is so bright, we  
are going to have to wear  
shades!**





**we're not just 'serving  
the children of the world'...**

**we are encouraging,  
molding, shaping,  
advising and nurturing  
future generations of  
community leaders!**

**they are our legacies...  
you are their role models  
and mentors**





**our Service Leadership  
Program members are the  
bright beacons of hope  
for future generations!**

**nurturing their community  
leadership potential  
inspires us and moves  
our lives from success to  
significance**





**what is our ROI  
(Return on Investment)?**

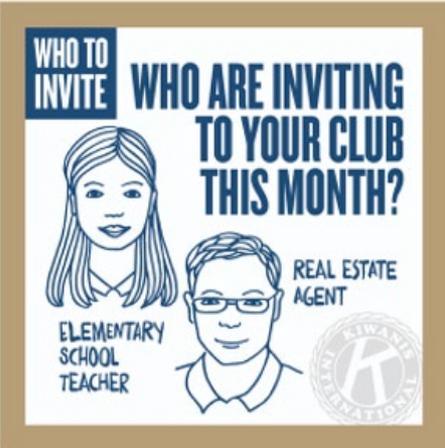
***Ripples of Impact!***

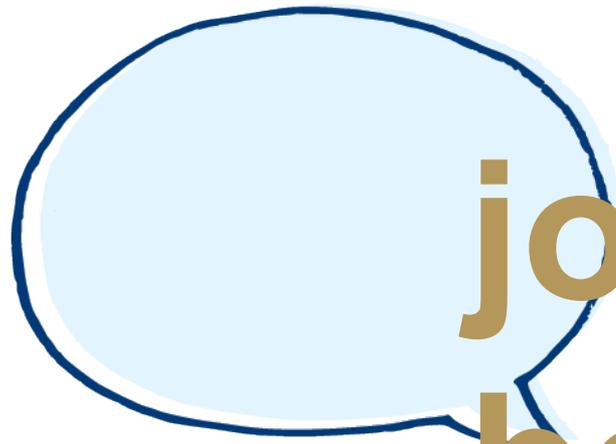
**(creating a tidal wave of  
kindness for generations  
to come)**





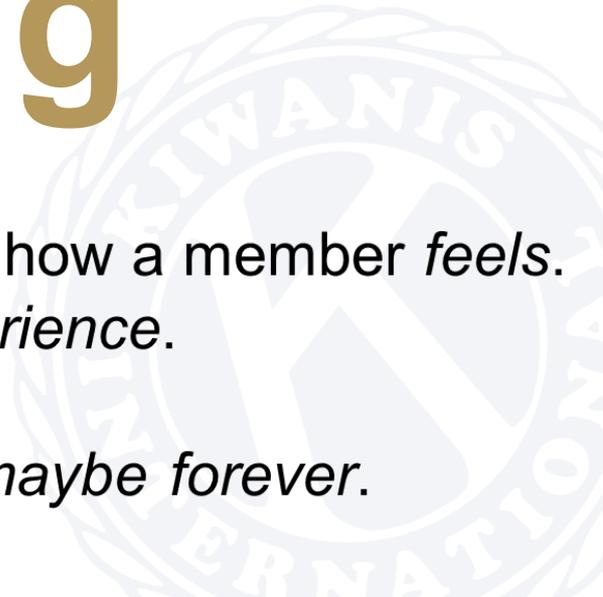
**“a club meeting  
(or service project)  
without a guest  
is a failure!” - Bob Mitchell**





# joining vs. belonging

- Joining is what a member does. *Belonging* is how a member *feels*.
- Joining is a transaction. *Belonging* is an *experience*.
- Joining is rational. *Belonging* is *emotional*.
- Joining is episodic. *Belonging* lasts longer...*maybe forever*.



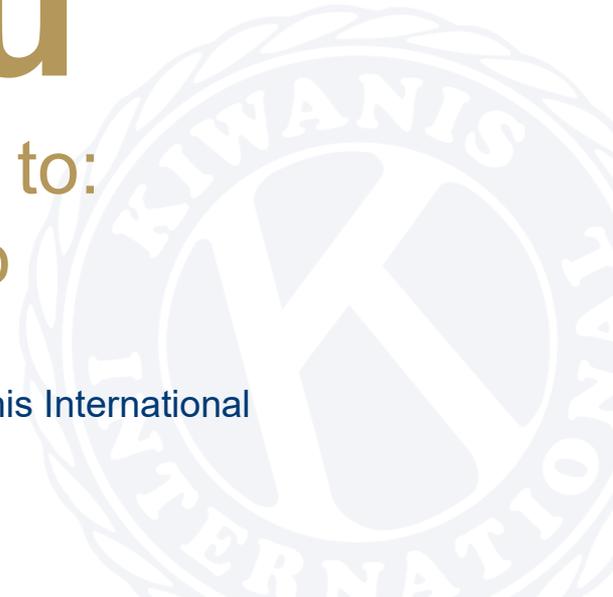


# thank you

for more information, link to:  
[kiwanis.org/twofortwo](https://kiwanis.org/twofortwo)

Brad B. Boyd | Global Membership & Education | Kiwanis International

 [\*\*bboyd@kiwanis.org\*\*](mailto:bboyd@kiwanis.org)

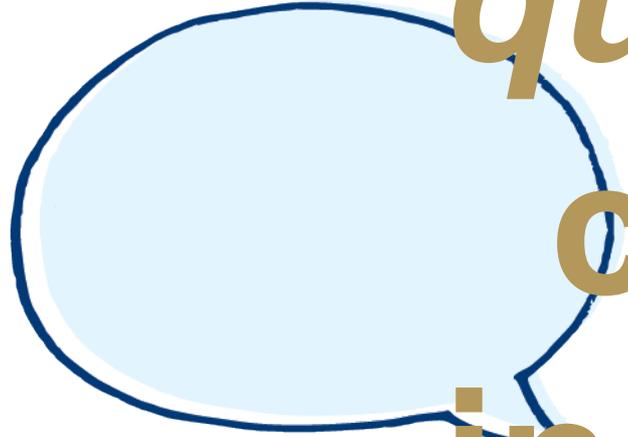




*questions*

**comments**

**insights**





**for more information**

**Brad Boyd**

Area Director, North America 3

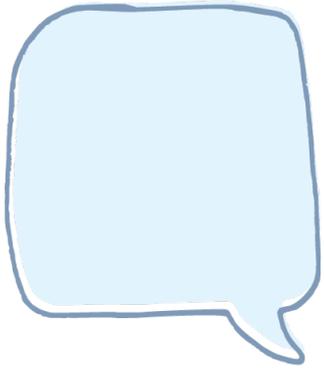
Kiwanis International

*[bboyd@kiwanis.org](mailto:bboyd@kiwanis.org)*









membership  
**tips**  
and  
tricks

## Headline to label this slide of tips

- Tip 1
- Tip 2
- Tip 3

**Brad – I created this slide to possibly use to pullout the “tips” throughout the presentation.**

**OR anything not specific Two For Two related that can be used for the last 30 minutes of the session.**

**Brad – Look at the corporate membership slide as an example of how to use tips – just an idea. I will create a few sides with different tip boxes on them.**



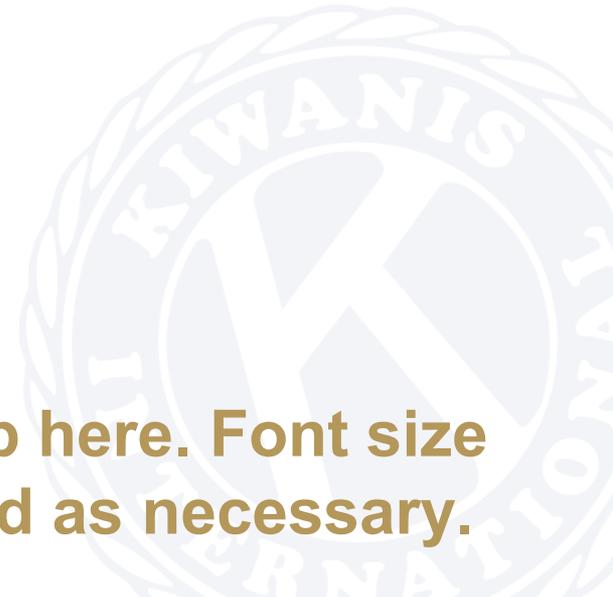
**TIP** Insert one line tip here.



**Brad – Look at the corporate membership slide as an example of how to use tips – just an idea. I will create a few sides with different tip boxes on them.**



**Insert two-line tip here. Font size could be adjusted as necessary.**





This is a tip for Two For Two. This is a tip for Two for Two. This is at tip for Two For Two. This is a tip for Two for Two. This is at tip for Two For Two. This is a tip for Two for Two. This is at tip for Two For Two. This is a tip for Two for Two.

**Brad – Look at the corporate membership slide as an example of how to use tips – just an idea. I will create a few sides with different tip boxes on them.**



# youthful professionals

Emerging leaders, in 20's to early 30's

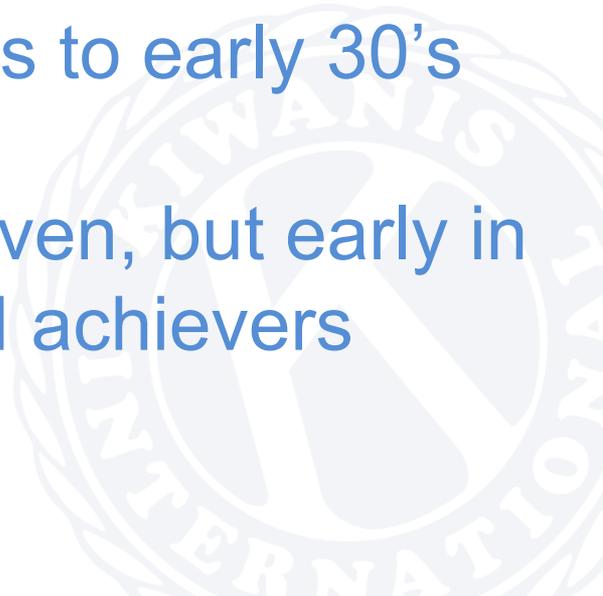
Physically-active and driven, but early in careers; globally-minded achievers

WHY I GOT INTERESTED

"A chance to make a meaningful, immediate impact and make some career connections."

WHY I JOINED

"It's a prestigious global child-focused service organization with local and international service opportunities."

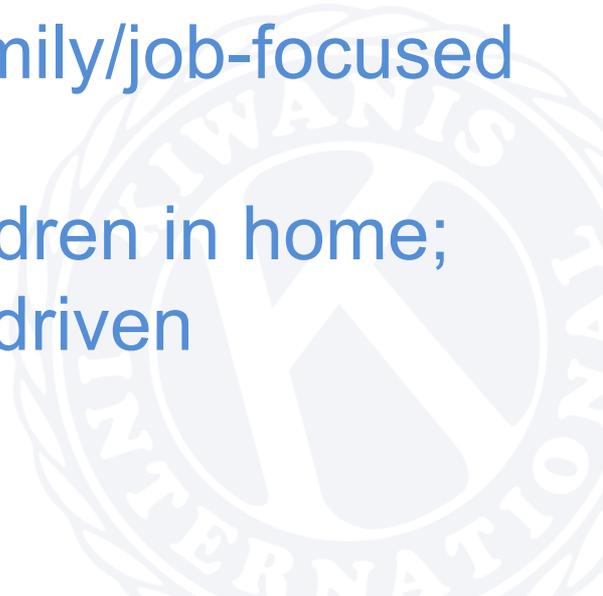




# workhorses

Adults 30-55, usually family/job-focused

Younger, often have children in home;  
older, tend to be career-driven



# seasoned volunteers

Adults over 50; usually empty-nesters  
with sense of civic duty

Seeking meaning (moving from success  
to significance and leaving a legacy)

