



SWITCHING GEARS

MAY 2023

AMSTERDAM



DIFFERENT TYPES OF CLUBS

Breakfast club



Breakfast / Brunch Club is a non-traditional format designed to attract a segment of the population not currently served by traditional clubs. A breakfast club, just like a traditional club, engages members in service, fellowship and networking but without spending a lot of money for a 5- course dinner. In this case the cost of membership is significantly less than that of a traditional club format.



DIFFERENT TYPES OF CLUBS

Lunch club

Kiwanis International offers different types of clubs to meet the needs of a diverse world.

Different club types were created to attract potential members who share common lifestyles — and to offer service opportunities to more people.

Lunch club membership is a great opportunity to build new relationships, discuss leadership skills and be part of the larger Kiwanis world, all while meeting up for a midday meal during lunch break. Lunch clubs tend to reduce meeting costs by choosing a less fancy lunch spot that meets all members' expectations.



DIFFERENT TYPES OF CLUBS

After-work-party club

After work club is exactly what it sounds like. A club for busy professionals who work and can meet only after work for Kiwanis meetings.

After work clubs can be intended for everyone who works, no matter which professional they are in. This type of a club can be open in any district. You can focus on a specific profession or company, but you can also have a diverse club with different professions and inputs.

Tip: Do some research about the white spots on the map in your districts. Cover the areas that have no existing clubs.



DIFFERENT TYPES OF CLUBS

Traditional evening dinner - club

A dinner club is the most common club in Kiwanis, people meet for dinner once a month and share their ideas.

Usually it is done in upper class restaurant.

Aside the choice for an expensive restaurant, the meeting could be also a food stand or a food truck, in a snack bar, a tapas place, a food market...



DIFFERENT TYPES OF CLUBS

3-2-1 club

3 HOURS OF SERVICE

2 HOURS OF SOCIAL ACTIVITY

1 HOUR OF CLUB BUSINESS

This club type reflects a desire of members to meet less and do more.

A 3-2-1 club represents three hours of service, two hours of social activity, and a one-hour meeting each month.

- You need 15 members — just like any other Kiwanis club.
- 3 potential interactions each month
- The monthly one-hour meeting takes the form that club members deem appropriate to the club's needs (traditional Kiwanis club meeting, a meeting in which members organize club activities and service projects for the following month, etc.)



DIFFERENT TYPES OF CLUBS

Young Professionals club

These clubs meet the needs of younger members with busy lifestyles, generally offering more flexible meeting schedules and hands-on service projects. In addition, young professionals clubs conduct social activities for members and families, and they use technology in club operations and administration.

- Emphasize kids and service.
- Let peers speak to peers.
- Get active online.
- Be transparent.
- Start small.



DIFFERENT TYPES OF CLUBS

Golden club

Golden Club

This kind of Kiwanis Club is well known in the US, only fairly recently in Europe. This new form of a club is designed to bring together people who have never had the opportunity to join a Kiwanis club, perhaps because of too many professional or family commitments. The Golden Clubs are open to dynamic, active people over the age of retirement who wish to share their friendship within a Kiwanis Club.



DIFFERENT TYPES OF CLUBS

Internet Club

district or
division wide

Include current Kiwanians who are
having trouble serving in their clubs

An area virtual club is a Kiwanis Club
that is available for all persons interested
in Kiwanis who are unable or unwilling
to join a club that meets in person

Look at potential members in remote or
rural communities. Look for current and
potential members with mobility issues,
including inability to drive or difficulty
in driving in congested areas or long
distances.

Most projects done by Kiwanis clubs are
available for such a virtual club.



DIFFERENT TYPES OF CLUBS

Single Purpose club: targetting one single objective

Single purpose clubs can be focused on one topic, around a certain group of people or a certain organization.

Based on the needs of your community and your ideas, a single purpose club can choose to support one cause, one goal, for example promoting literacy for children, helping the less fortunate, fighting child cancer,...

Example: a literacy club is a Kiwanis club that focuses on raising the literacy levels of children.

There are many ways to accomplish that purpose.

Some of the projects that raise literacy are reading to children, providing books directly or indirectly to schools or children, tutoring children and providing useful subject lessons to teachers.



DIFFERENT TYPES OF CLUBS

Single Purpose club: targetting one single target group

A single purpose club can also be connected to specific children you want to help, or a specific organisation or institute the club wants to support.

Some examples:

- a club that wants to support the foster child organisation in the local community,
- a club that is connected to a specific school,
- a club that is supporting children with ADD,
- a club that is dedicated to the special olympics
- ...



DIFFERENT TYPES OF CLUBS

Single Purpose club: similar target group as members

This single purpose club is focused around people who have the same hobbies, professions or interests.

An example would be a golfers club, a wine-makers club, a painters club.

An example from Asia-Pacific:

- a scuba divers club that meets after diving together at the sea-side.

Another Example:

- An LGBTQ+ focused club is a Kiwanis club that focuses on raising awareness and providing support to youth who identify as LGBTQ+ who are facing homelessness, bullying, thoughts of suicide or mental health issues, isolation from their families, and physical, sexual and drug abuse.
- The club is for individuals that identify along the LGBTQ+ spectrum and for allies, family, friends, and supporters of LGBTQ+ youth.



DIFFERENT TYPES OF CLUBS

The Same Company Clubs

A club that consists of professionals who share a workplace, or have the same profession.

- A good example is a club of teachers from the same school, working to directly help their local community, i.e. their pupils.
- Another example is a club of people working in the same company.
- Another example is a club of people who are co-working in a shared workplace.



SATELITE GROUPS

Not a type of club, but another possibility

A satellite group is not a separate club, but it is a kind of separate "department" added to an existing club. It's a good opportunity to start a new club, when you don't have enough members yet to create a new club.

For example, when you have a classical club, with 20 members averagely aged 68 years old, this club might not be very attractive for a younger generation of 30-40 year old people (such as the sons and daughters of those club members). They can form a satellite group connected to the existing club. They can meet in other places, pay an other amount of club dues depending on the context, they can set up own social projects,...

A satellite can work quite independently, but still works under the auspices from the mother club. It is however meant that the mother club does not "dictating" the satellite how to operate, which style the club should have, which activities it should have,...

The finances of the satellite need to be agreed with the mother club, who is still integrating the finances of the satellite in the mother club's balance and accounts.



Being a satellite member can help alleviate logistical problems, especially in the following situations:

- A group of potential or current members wishes to meet at a different day, time and/or location than that of the established club.
- A group wishes to engage in a service project that benefits a particular community or demographic segment.
- A group of members wishes to serve a particular geographic area.
- Club members wish to create a different meeting formal or schedule, or hold meetings online.

TRY SOMETHING NEW !

A new approach: #Kiwanis MeetUps !



Kiwanis *meetup*

- It is a series of 3 thematic events/evenings open to the public
- It is an event that gives people the opportunity to discover what Kiwanis is
- Each evening has 3 main pillars: growth, charity, networking
- The participants are a younger audience than the average age of the district, ideally between the ages of 30-45
- The event is set in a trendy venue
- The event last 2 hours after working hours
- There is 2-3 two hour events
- There are panel speaker (2-3)
- There is a presentation about Kiwanis
- There is a social action in the event
- There is a symbolic fee for the event that will be donated to a social goal
- Participants will be involved in the social action after the event
- There is promotion of the event on social media platforms
- There are goodies, banner and other signs promoting Kiwanis at the venue

Where and when will you organise a #MeetUp?
Which locations will you foresee for the 3 activities?
Who's the target group you envisage?
What will happen? How will it look?
What's the expected outcome? When will you be happy?
Who's the contact person in the district as main organizer?

Theme:

Location:

Target group:

Date:

What will happen:

How will we promote the event:

Main organizer:



Theme:

Location:

Target group:

Date:

What will happen:

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Theme:

Location:

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Date:

What will happen:

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Main organizer:



CLUB STRENGTHENING

Make it EASY for EVERYONE to join ANY club

2 for 2 campaign

2 members of each club invite 2 prospects. Every month. How will you introduce this in all your clubs?

Old fashioned admission procedures

It's easier to find a job then to join a Kiwanis club. How will you facilitate that the clubs are more open to receive new members and skip old style outdated admission procedures that are NOT required by KI?

Rejuvenation

How can you make Kiwanis life more attractive to young people? How will you also give them a clear place in the organisation? How will you involve them?

Think modern

How will you make that clubs are more open to nowadays way of living of younger members?



**EACH KIWANIAN IMPACTS
THE LIVES OF 160 CHILDREN**

**EACH NEW CLUB OF 15 MEMBERS
WILL IMPACT 2400 MORE CHILDREN**