



Kiwaniis
meetup

HOW TO GET NEW CLUBS AND MEMBERS



OBJECTIVE



Find new members

Create new clubs

- Experience Kiwanis "live"**
- Convey the feeling of belonging**
- Meet likeminded people**
- Live through new experiences**

ILLUSTRATE

POSITION

COMMUNICATE

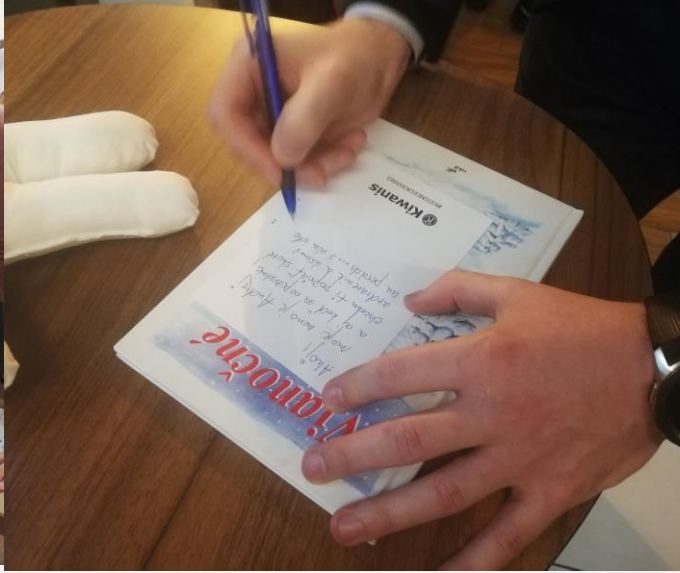
ENHANCE

CALL TO ACTION



STRATEGY



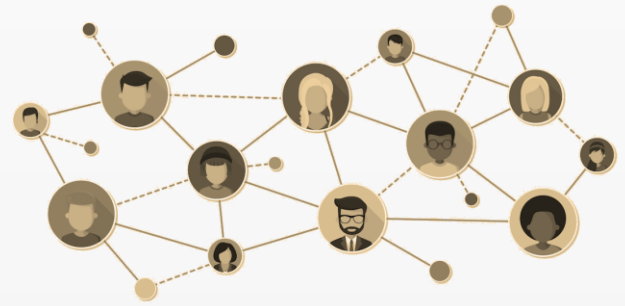




GROWTH



CHARITY



NETWORKING



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October

su	mo	tu	we	th	fr	sa
1	2	3	X	5	6	7
8	9	10	X	12	13	14
15	16	17	X	19	20	21
22	23	24	25	26	X	28
29	30	31				

3 EVENTS

DURATION



YOUNG AUDIENCE



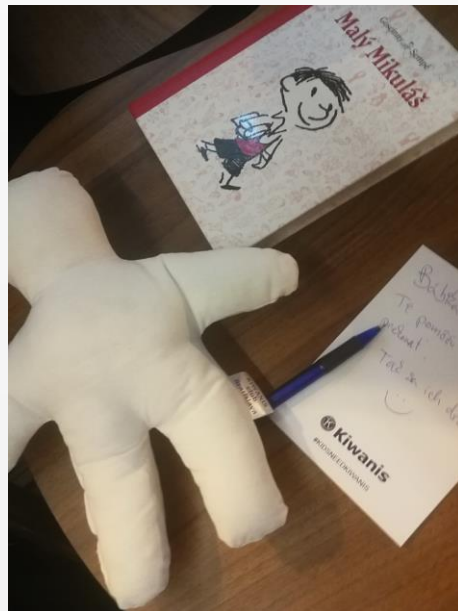
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TRENDY PLACE



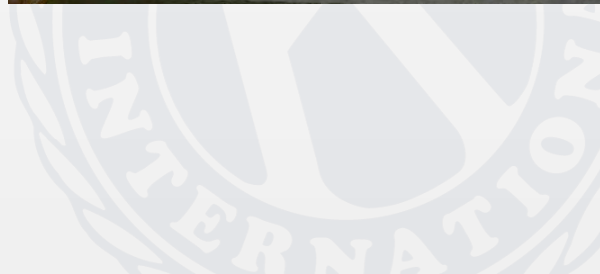
SOCIAL ACTION



GUEST SPEAKERS



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1. TARGET GROUP

2. TOPIC

3. PROMOTE KIWANIS



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TARGET AUDIENCE

**WHO DO WE
WANT TO ATTRACT?**

**WHAT ARE
THEIR INTERESTS?**

**WHY WOULD THEY
LIKE TO JOIN KIWANIS?**

**IN WHAT KIND OF TOPICS
ARE THEY INTERESTED?**

TARGET AUDIENCE

Mental welfare of kids

Ecofriendly lifestyle

Mental health

Working hard — working smart

The Future of Money

Work-life balance

Diversity in Entrepreneurship

Femtech

...

TOPICS

In the beginning the moderator sums up what Kiwanis is

During the evening: interactive quiz about Kiwanis (Slido, Kahoot)

After the panel discussion: a 3-minute interview with an active Kiwanian

MOTIF = KIWANIS





Kiwanis v rámci svojich činností

Text describing the organization's activities and impact.



Kiwanis na významných miestach

Text describing the organization's presence in significant locations.



Centrum Dorka Prešov

Text describing the Dorka Center in Prešov, including its mission and services.



Centrum Dorka Košice

Text describing the Dorka Center in Košice, highlighting its role in supporting families.

Text describing the Kiwanis Club in Košice and its financial support for the center's activities.

SHOW FOR WHO WE WORK



SHORT SCALE SOCIAL PROJECT



Search Facebook



Events

Search Events



Home



Your Events



Birthdays



Notifications

+ Create new event

Your Upcoming Events

[See All](#)



Saturday at 8 AM

Bootduiken

Dries



May 17 at 4 PM – May 21 at 2 PM



TUESDAY, FEBRUARY 25, 2020 AT 6:30 PM – 8:30 PM

Kiwanis Meetup vol.2: Mileniáli vo svete biznisu

Siedma struna

[About](#) [Discussion](#)

PROMOTE YOUR EVENTS

**PERSONAL
INVITATIONS**

**FACEBOOK
EVENT PAGE**

**FACEBOOK
PAID PROMO**

**INSTAGRAM
POSTS**

**SHORT VIDEO
INVITATION**

**NETWORK OF
MEMBERS**

**LINKED IN
PROMO**

**YOUR EMAIL
SIGNATURE**

PROMOTE YOUR EVENTS

EXAMPLE: MILLENIALS IN BUSINESS

- Panel discussion
- Kiwanis introduction
- Wrapping books and Kiwanis dolls and hand-written personal cards
- Networking



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EXAMPLE: MILLENIALS IN BUSINESS

Guest speakers:

1. **Manager of the Year**
2. **The CEO of a profitable business**
3. **The co-founder of a profitable start-up company**



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EXAMPLE: TECHNOLOGY OF THE FUTURE - ROBOTICS

Target group:

- young people interested in technology, young parents, local entrepreneurs.

Invited speakers:

- A professor at the University of Automatics
- A representative of a company in the field of technology & robotics



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EXAMPLE: TECHNOLOGY OF THE FUTURE - ROBOTICS

Social Project:

- Robotics kits were purchased and donated to a school in the city

Follow up:

- The participants were invited to hand over the new equipment to the school.



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EXAMPLE: COMMUNICATION THROUGH ART AND DRAMA

Target group:

- Parents 35 to 40 years
- Parents whose children suffer from health problems
- Young people who suffer from health problems

Invited speakers:

- An actor from the theater "Marin Sorescu" in Craiova
- A Kiwanian from KC Art Oradea



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EXAMPLE: COMMUNICATION THROUGH ART AND DRAMA

Social Project:

- tickets to the theatre and a trip from Corabia to Craiova for disabled children and their parents.

Follow up:

- The participants were invited to join the trip to Craiova and watch the play of Moliere with the group.



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#KIWANIS MEETUP GRANTS





APPLICATION FORM GROWTH GRANTS FOR A #KIWANIS MEET UP PROJECT



Kiwaniis

EUROPE

PLEASE CHECK BEFORE APPLYING IF YOUR PROJECT MEETS THE MEETUP CRITERIA

**Checklist for meeting
the criteria of #KiwaniisMeetUp's:**

CAN MY EVENTS BE CLASSIFIED AS A #KIWANISMEETUP PROJECT?

- 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

DETAILS OF THE APPLICANT

(Name of your) District:	
Contact details of the person who applies on behalf of the district: <i>(name, function in the district, email, mobile number)</i>	
Contact details of the organiser of the growth activities/ responsible for the MeetUp project: <i>(name, function in the district, email, mobile number)</i>	
Account number for the grants in case the proposal is awarded with growth grants: <i>(IBAN, BIC CODE, name of the banc, branch of the banc, name account holder, address account holder)</i>	

THE PURPOSE OF THE GRANTS

Short description of the activities:

*(what will happen,
who is the target group,
how will it look,...)*

Places and dates of the activities:

- 1.
- 2.
- 3.

Short overview of the costs:

*(What will you do with the grants? How will they be used?
Which costs do you have, and
which will be financed with the grants)*

What's the expected outcome?

*(what kind of result do you expect,
which outcomes, outputs, effects do you envisage,...)*

SIGNATURE

Date, place, name, signature:

EMAIL THIS FORM FILLED IN TO ACADEMY@KIWANIS.EU

SUPPORT



Kiwanis

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