

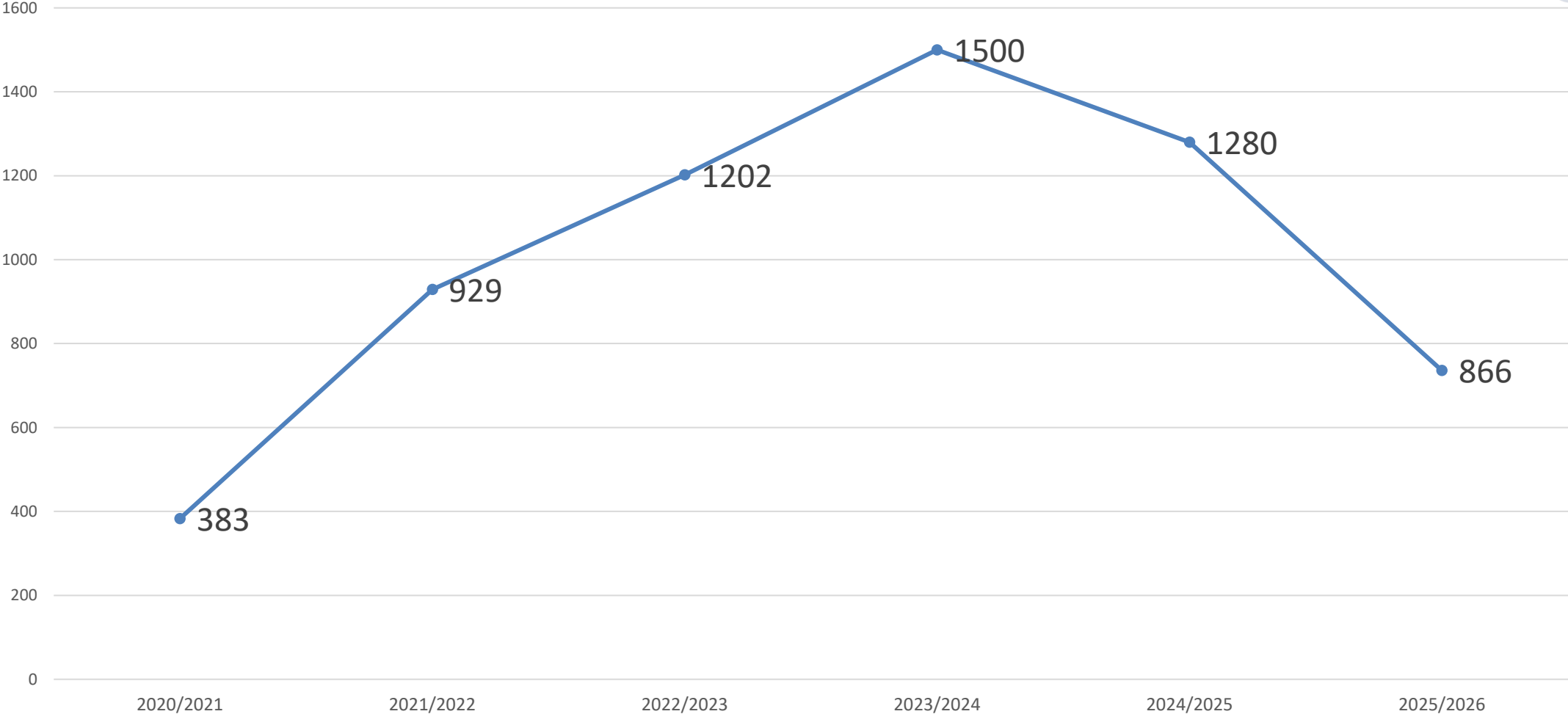
Membership & growth 2020-26



New members recruited



recruited members



New members recruited 2025-26



+ 866



+521 /
60,1%

+345 /
39,9 %



New club opening 2025-26



17 new clubs

+ 2 clubs reborn in Romania

Of which **6** are

+ VC of Petra Aitnaion Palermo

Kiwanis
VOICES



NEO-clubs

 (min.2 new members under 40)



24 clubs

+ 45 clubs with 1 new member < 40 y.

Build. Nurture. Retain.



BUILD

Different styles of clubs
Satellite groups
Kiwaniis Meetups
Kiwaniis Voices

Build
new clubs.

NURTURE

Admission procedures
Member statistics
2 for 2
Bring a friend
Meet prospective
members
Open house
Re-member
Rejuvenation

Nurture
all clubs.

RETAIN

Member deletion reports
Atmosphere killers
Club coaching
Satisfaction survey
Member motivation
VALUE FOR MEMBERSHIP

Retain
clubs & members.

Build. Nurture. Retain.



Regular consultation sessions with the district leads and the divisions

Participants:

Governor,
Lieutenant Governor,
Club Builder,
club presidents,
and anyone interested in M & G

Duration: 45 - 60 minutes

Online (zoom, teams)

Contents:

- A brief analysis of the division based on club statistics and soft factors – Taka training (activity, club culture, etc.)
- Club-reports: „Which issue causes the most trouble“
- -Which tools from the B-N-R toolbox can be provided?

Membership – male/female



22 %

-

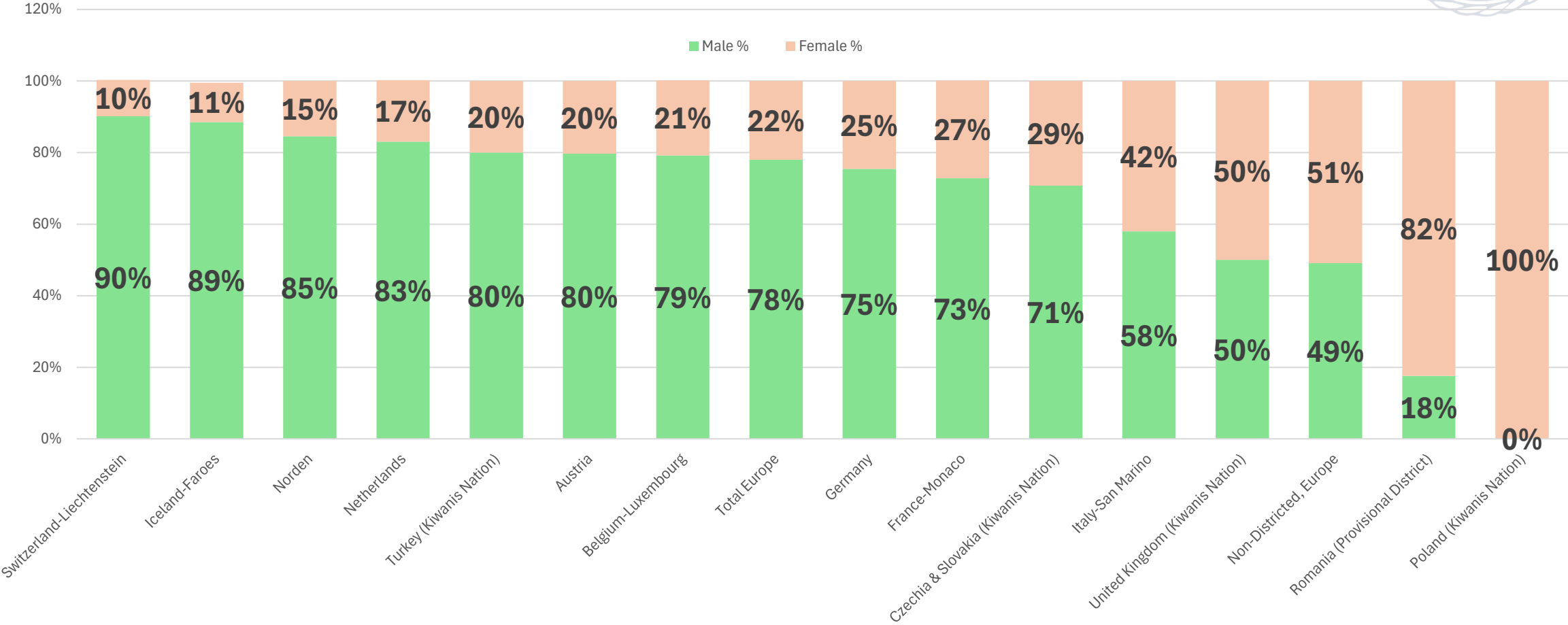
78 %



Members by gender



Ratio Male/Female per district



Members by gender



Average age

Average length of stay



65,6 y

17,8 y

60,8 y

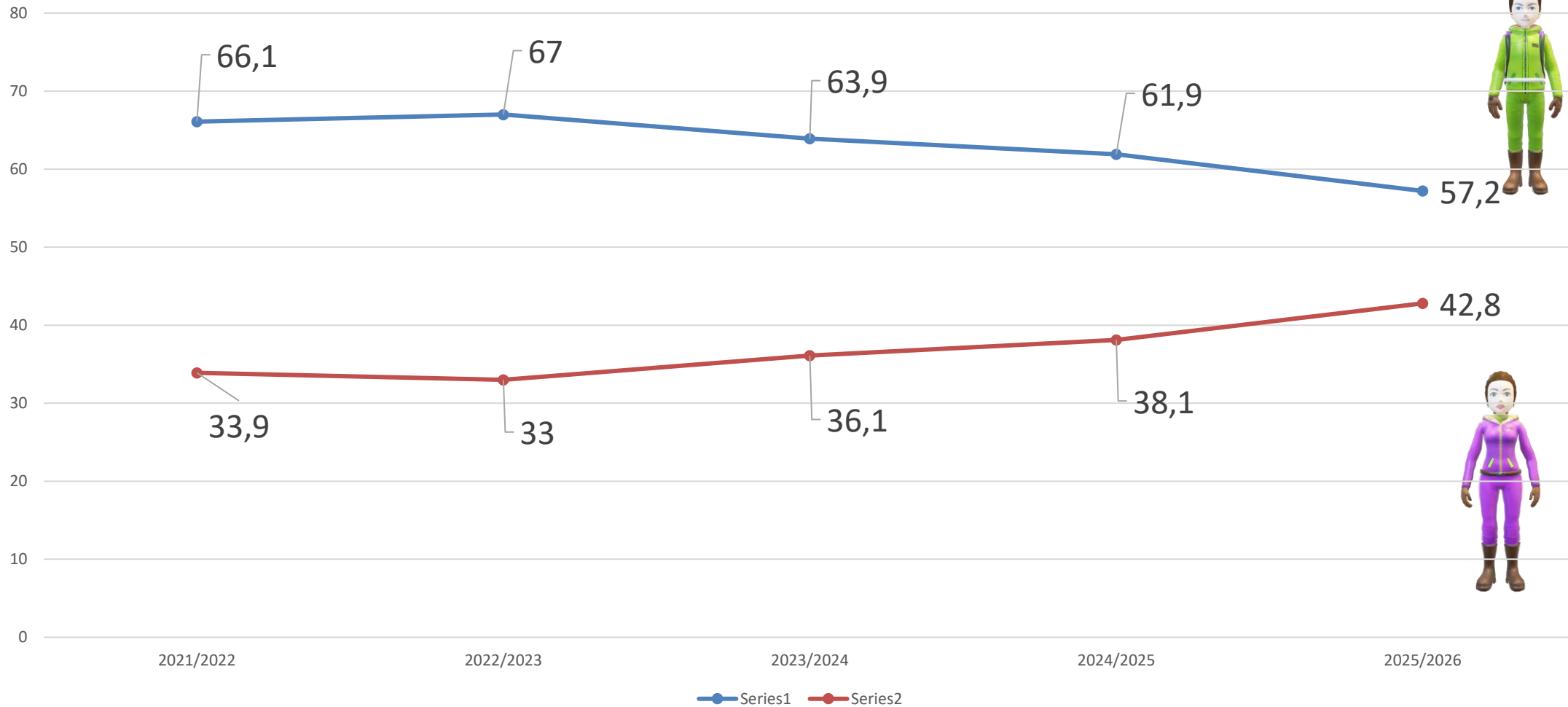
9,2 y



New members by gender



new members by gender by %



Women recruiting women



A group of 3–5 women from the European districts

Engage each target group by somebody who belongs to that target group

- **Strategy focussed on the target group**
- **Meetup for Women**
- **Womens voices on the board**