

KEYS TO GROW MEMBERSHIP

Build. Nurture. Retain.



Build. Nurture. Retain.



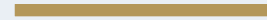
Build
new clubs.



Nurture
all clubs.



Retain
clubs & members.



BUILD

Why do we need to build new clubs ?



9 clubs opened
in 2024-2025
in Europe

52 clubs closed
in 2024-2025
in Europe

Status 21/05/2026



Club opening

Europe **17**



Club closure

In October **17**

In January **4**

France-2
Germany-1
Italy-9 (5 Voices)
Romania-2 (1 Voices)
Switzerland-1
Ukraine-1
United Kingdom-1

Austria-2
Norden-2
Switzerland-3
Italy-1
Germany-2
France-4
Czechia-2
United Kingdom-1

Switzerland-1
France-3

Different styles of clubs



Breakfast



Lunch



After-work



Dinner

Different styles of clubs



Breakfast



Lunch



After-work



Dinner

Different styles of clubs

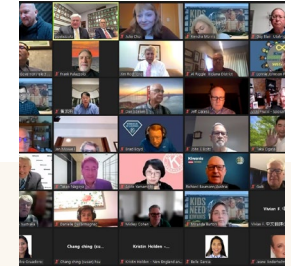


**Young professionals
(Future clubs)**



Golden clubs

3-2-1



E-clubs

Different styles of clubs



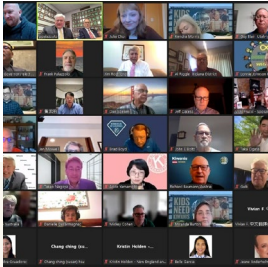
**Young professionals
(Future clubs)**



Golden clubs

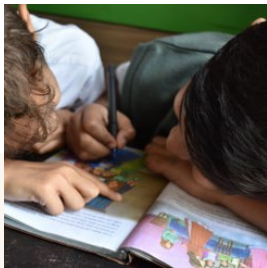
**3 HOURS OF SERVICE
2 HOURS OF SOCIAL ACTIVITY
1 HOUR OF CLUB BUSINESS**

3-2-1



E-clubs

Different styles of clubs



Single purpose (1)

one single goal



Single purpose (2)

one single target group or institution



Single purpose (3)

the same target group as members



Voices club



• Are they “real” Kiwanians?

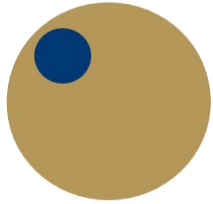
- Voices is a **Kiwanis program** designed for youngsters between 18 and 26 years young
- It bridges the gap between the Kiwanis youth programs (Service Leadership Programs – SLP) and “adult” Kiwanis clubs
- Kiwanis Voices members are **full Kiwanis members**



Finances

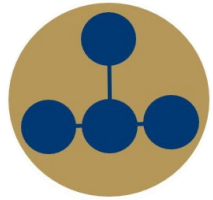
- Annual KI dues: **40 \$ per member** (+ local club / (reduced) district dues)
- **Sponsor club** pays a **one time fee of 100 \$**
- Dues are **returned** after 2 years to the club for a social project. After 2 years, it's being returned annually.

Satellite members



Not a club. A group.

Satellite members can form a **group** that is operating under the auspices of a 'mother club', They **operate independently** with their own style of meeting, own activities, own projects, but they agree with the mother club about the framework.



Management

Satellite groups have their **own internal informal structure** within the group. Satellite members are **eligible to vote** on (the mothers's) club matters, hold club office and serve on the club board.



Finance.

The host club maintains all bank accounts and financial records jointly with the satellite. Club dues are to be agreed with the mother club. They are **full members**.





BUILD

TOOLS



Kiwaniis® *meetup*





Kiwaniis[®] *meetup*



October

su	mo	tu	we	th	fr	sa
1	2	3	X	5	6	7
8	9	10	11	12	13	14
15	16	17	X	19	20	21
22	23	24	25	26	X	28
29	30	31				

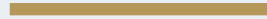
3 Events



Duration

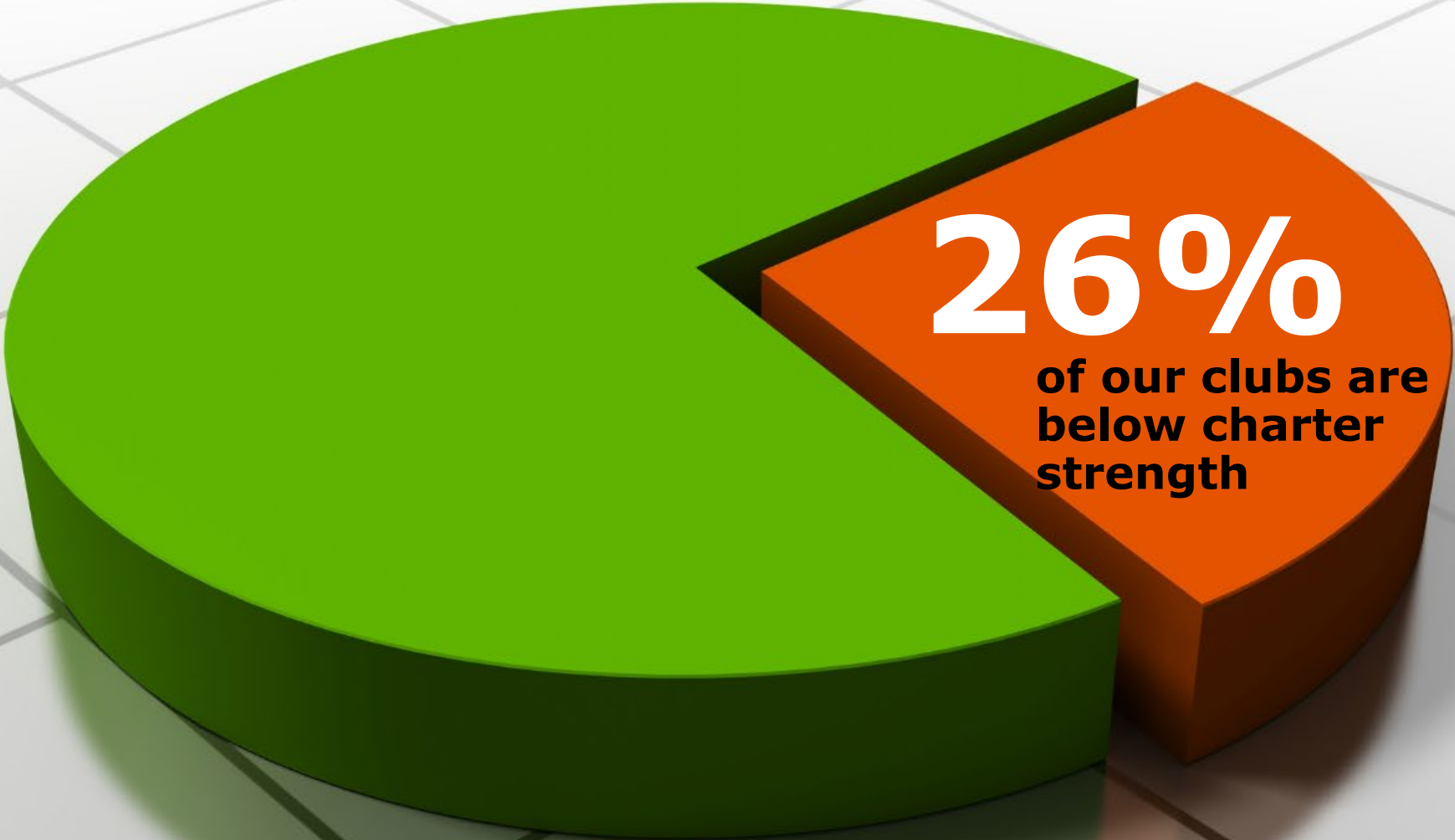


**Young(er)
Audience**



NURTURE

Why do we need to nurture our clubs ?



26%

**of our clubs are
below charter
strength**

Admission procedures



“It’s easier to find a job
than to join Kiwanis”

Be (more) **open to new members**

Reconsider **complicated and old-fashioned admission procedures**

Update your bylaws with more **modern ways of joining the organisation**

MAKE IT EASY

FOR EVERYONE

TO JOIN

ANY KIWANIS CLUB

Member statistics

How many members do you have in the club?

When was the last time you recruited a new member?

What is the average age of the members in the club?

District & club	Members in the club	Newest member since...	Average age
K38	✓ 3911	● 0,0	● 63
Affligem Hopland	✗ 3	● 9,1	● 67
Ottignies-Coeur de Ville	✗ 4	● 5,4	● 69
Bruxelles Iris	✗ 5	● 4,0	● 79
Antwerp International	✗ 6	● 4,3	● 70
Lipsius Druivenstreek	✗ 6	● 0,4	● 63
Ninove/Geraardsbergen	✗ 6	● 16,2	● 68
Bruxelles No 1	✗ 7	● 9,8	● 70
Tienen Primus Inter Pares	✗ 7	● 11,9	● 76
Rosieres Six Vallees	✗ 7	● 5,6	● 77
Friendly Connection Waasmunster	✗ 7	● 7,2	● 65
Bruxelles Scale	✗ 8	● 0,7	● 66
Brasschaat Voorkempen	✗ 8	● 9,5	● 72
Zonhoven Sonuwe	✗ 8	● 1,2	● 58
Zandhoven	✗ 8	● 0,2	● 71
Amay	✗ 8	● 1,6	● 55
Izegem Mandeldal	✗ 8	● 0,4	● 63
Zolder Terlaemen	✗ 9	● 15,3	● 66
Brugge Gruuthuse	✗ 9	● 0,4	● 60
Sint-Martens-Latem/Deurle	✗ 9	● 2,2	● 60
Charleroi Marie de Conde	✗ 9	● 0,7	● 76
Mechelen Beiaard	✗ 9	● 7,4	● 67
Jodoigne	✗ 9	● 0,7	● 66
Young Professionals Ieper	✗ 9	● 1,4	● 33
Holsbeek	! 10	● 0,0	● 65
Ghent Seaport 2000	! 10	● 0,4	● 56
Tienen Sarkara	! 10	● 17,1	● 71
Andenne	! 10	● 0,4	● 57
Mondorf-Les-Bains	! 10	● 6,2	● 72
Chv̄etelet Ville d'Artistes	! 10	● 3,3	● 64
Hansbeke Niviala	! 11	● 0,6	● 58
Liv̄ge Vallv̄e Mosane	! 11	● 4,6	● 57
Middelkerke Epernay	! 11	● 0,7	● 67
Charleroi Ellipse	! 11	● 0,6	● 78
Hoeylaert Zoni'nwoud	! 12	● 0,4	● 61
Walcourt Philippeville	! 12	● 2,1	● 65
Bassenge Vallv̄e du Geer	! 12	● 0,4	● 58

What do statistics learn you?



Which clubs are below charter strength?

Which clubs did not recruit members since more than 3 years?

Which clubs are small, old and don't recruit new members?

Which concrete actions do you plan to address these clubs and to change the situation?



NURTURE

KI TOOLS

Bring a friend



Dear Fellow Kiwanians:

I'm [redacted], your Club Secretary for the Kiwanis Club of [redacted]. I just wanted to remind you of our upcoming meeting this **Thur** last 60-70 minutes. Please see below for additional details.

Agenda Topics

- Introductions of new members (not all members were able to be with us on April 20)
- Open the floor for nominations for Club Treasurer, Membership Chair, Service Project Coordinator, and Social Media Coordinator*
- **Have an idea for a service project? Bring that with you!**
- Membership materials & information
- Continue with referral and potential member follow up

Bring a Friend

- You are always welcome to bring any potential new members to our club meetings. We'll be glad to welcome them with open arms!

Can't Make The Meeting?

- No problem. Please let me know, so I can take note and ensure you get a copy of the meeting minutes. [redacted] [@outlook.com](mailto:[redacted]@outlook.com)

I look forward to seeing you all there.

Open house

Organise events where you invite guests to **discover who you are, what your club is doing, and what your club stands for.**

These can be...

- Meetings with club members
- Social actions & fundraising activities
- Division activities
- Traditional club meetings
- ...

HOSTING AN OPEN HOUSE

Audience: Membership committee, with club members' participation where designated

When your members love their club, they'll want to share that experience and invite others to be part of it. An open house is one such opportunity. Showcase your club to your community, and focus the club's efforts on inviting potential members with these three simple steps.

STEP 1: PREPARE

Two months before: Choose your team

Surround yourself with people who are committed to making the club bigger and better. And consider involving members of your club's sponsored Service Leadership Programs clubs. Then seek approval from your club's board of directors to conduct and fund an open house. (Costs could include postage, printing programs and food and beverages.)

Appoint individuals to take on these tasks:

- **Project lead.** Coordinates the entire program, orients the team members to their responsibilities and monitors their progress.
- **Attendance.** Develops the prospect list, arranges for printing and mailing of invitations and ensures the attendance of members and guests.
- **Venue.** Establishes the meeting time, place, setup and materials (including name tags and applications) and identifies greeters.
- **Program.** Arranges speakers and sets the agenda.
- **Public relations.** Writes press releases and promotes the event in the community.
- **Follow up.** Reaches out to invited guests after the event to answer questions and assess their interest in joining.

Team members:

Project lead: _____

Public relations: _____

Attendance: _____

Follow up: _____

Venue: _____

Greeter: _____

Program: _____

Meet Your Prospective Members

A card game to discuss within your club which profiles of members you are missing and who you would like to attract.

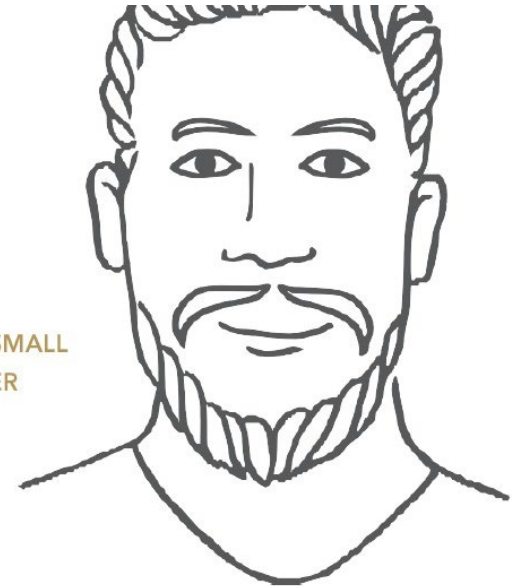
- **What's the best way to approach him/her about joining your club?**
- **What can you offer to them?**
- **How can you keep him/her engaged in Kiwanis?**



**MAURO
DESIRO**

AGE: 55

OCCUPATION: SMALL
BUSINESS OWNER



Mauro is divorced but has lots of friends. He is a business owner of a company that provides consultancy to larger companies about change management and restructuring of international companies. He's sensitive to changes in the society, he's a trend watcher and is passionate about social media. He's fashionable and likes to be a trendsetter. He likes IT and multimedia gadgets.

Two for Two



Two for Two

2 members invite 2 prospects.
Every month.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

Name _____

STATUS _____

NEED IDEAS? Reach out to a member of clergy and a preschool director.

MONTH _____

PROSPECTS

Prospect 1 _____

Contact info _____

Prospect 2 _____

Contact info _____

MEMBERS MEETING WITH PROSPECTS

Name _____

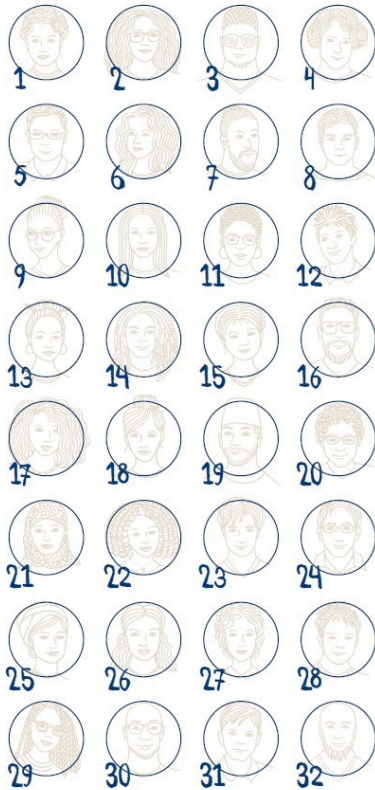
Name _____

STATUS _____

NEED IDEAS? Reach out to a pharmacist and an information technology professional.

STATUS

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



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.

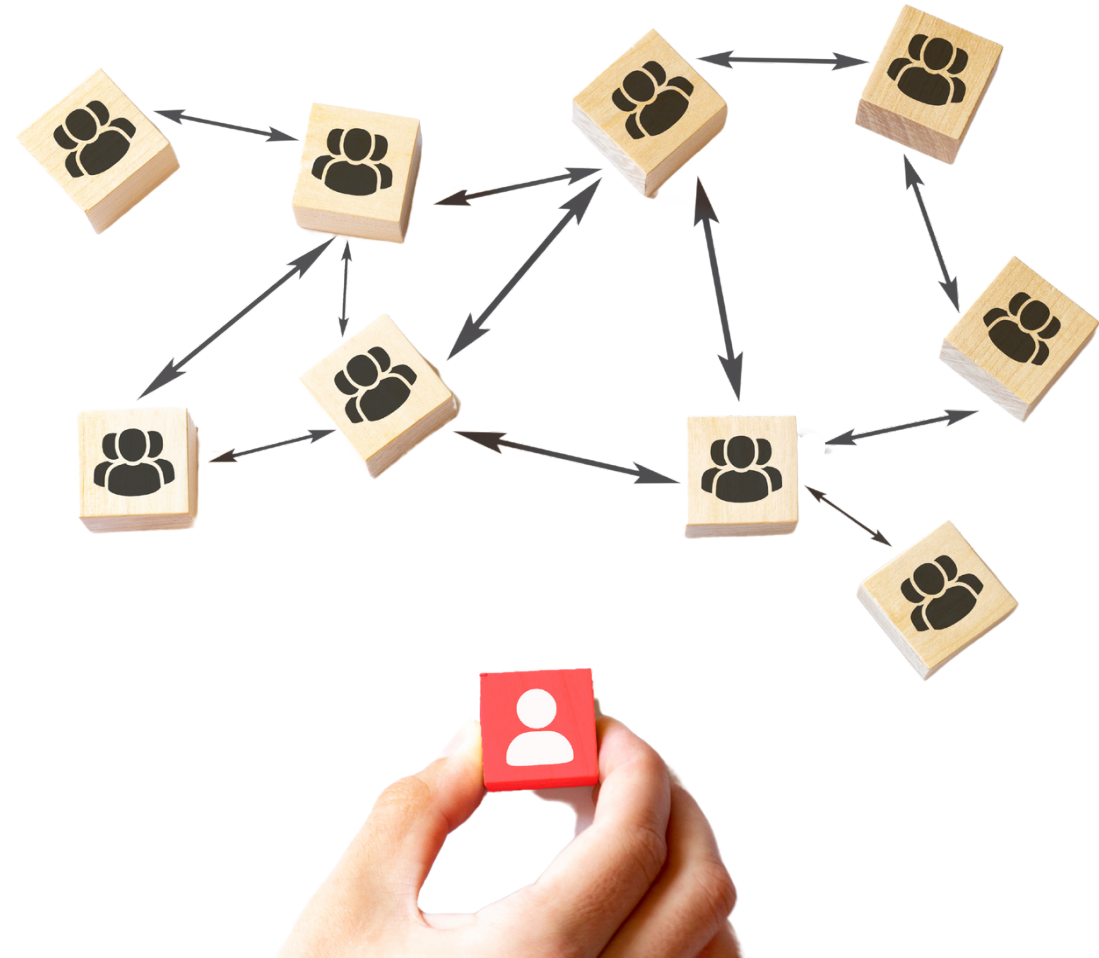
Re-member

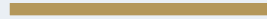


Re-Member **former members** by inviting them again.

Do this in a **structured** way:

- Former member reunions
- Connect members that have moved
- Promote satellite membership for those who current club model does not fit
- Create a former member virtual club – begins with former members as charter group and then expands





RETAIN

Why do we need to retain our members?

-1055

1355 New admitted
members last
kiwanis year

2410 Lost members
last kiwanis
year



Atmosphere killers



Fights in clubs
Peacock behavior

Fights between
clubs

Badmouthing
about leaders

Badmouthing
about the
organisation

BUILD A CULTURE OF

C

COMMIT

A

ATTRACT

R

RETAIN

E

EMPOWER

Club success



Value



Pride



Desire

Club success



Value

Clubs that thrive are providing **VALUE** to their members

DELIVERING VALUE TO KIWANIS CLUBS

1. Our organizational structure exists as an association of clubs — to assist those clubs in providing **VALUE** for the membership experience.
2. **VALUE** is delivered at the club level to the member when club leaders know how to ensure that:
 - **SERVICE** is conducted.
 - **FUN** is planned for.
 - **MARKETING** is used so the community knows what Kiwanis is and does.
 - **MEMBERSHIP** strength is a consistent, annual goal to have more hands for service.
 - **KIWANIS FAMILY RESPONSIBILITIES OF SPONSORING SERVICE LEADERSHIP PROGRAMS** are met.
3. Our leaders don't need to dwell on the fact that we all care about kids. Our leaders need to help clubs be at peak strength to care about kids.
4. And, as always, **DISTRICT** leaders need to build new clubs to replace those that have folded and, as a result, expand Kiwanis service.



Club success



Value



Pride

**Clubs that thrive are
PROUD of being a
Kiwanian and
they show it to the world**

Club success



Value



Pride



Desire

Clubs that thrive DESIRE to GROW and to be successful

Successful clubs in Europe



	Members	Recruitment
Luzern	91	1,7
Baden	85	0,4
Vevey-Montreux	78	0,0
Neusiedl am See	75	0,4
Basel	72	1,1
Vestmannaeyjar-Helgafell	66	0,0
Thun	66	0,0
La Gruyère	66	0,0
Yverdon	64	0,0
Solothurn	64	0,0
Langenthal	59	0,1
Sursee	58	0,0
Kufstein	56	0,7
Eupen	56	0,8
Schaffhausen	55	0,0
Verviers	54	1,2
Liechtenstein	54	0,6
Monthey-Chablais	54	1,1
Zell am See	51	0,4
Uri	51	0,6
Oron	51	0,4
Burgdorf	51	1,1
Bregenz	51	0,7



RETAIN

TOOLS

Member satisfaction survey



YOUR OPINION MATTERS

What do you enjoy most about being a member of our club? _____

What makes our club special? _____

If you could change one thing about our club, what would it be? _____

What do you wish our club would start doing? _____

Additional comments or thoughts? _____

Rate the following statements about club operations using this scale:

5 = Strongly agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly disagree

MEMBER EXPERIENCE

- I am satisfied with my overall experience as a member.
- Our club regularly recognizes our members for their contributions and achievements.
- I enjoy our club meetings because they are fun and well-organized.
- I am comfortable inviting guests to our meetings and events.
- Our club holds meetings and events at times and locations that fit my schedule.
- Our club welcomes new members in a meaningful way.

___ **TOTAL**

LEADERSHIP & EDUCATION

- The club has a clear leadership succession and mentoring program.
- Our club leaders communicate effectively to our membership.
- I am willing to assist in supporting a new club nearby to help more children.
- Orientation and continued education about Kiwanis are provided to members.
- Our club has a clear purpose that guides our plans and goals.
- I feel comfortable sharing my thoughts and concerns with club leadership.

___ **TOTAL**

SERVICE IMPACT

- Our club offers many opportunities to create an impact in our community.
- Our club is willing to implement new service projects in our community.
- I am proud our club is a hands-on, service-oriented club.

- There is member interest in most of our projects.
- Our community has a need for our service projects.
- Our club projects are worthwhile, rewarding and impactful.

___ **TOTAL**

COMMUNITY VISIBILITY

- Our club is highly visible and viewed as a major asset in our community.
- Our club is seen as an important advocate for children in our community.
- I can say in one sentence the impact our club has in the community.
- Our club partners with community groups and individuals on large-scale projects.
- Our members share Kiwanis stories that inspire others to participate.
- My club involvement has expanded my networking connections and/or forged new friendships.

___ **TOTAL**

FINANCIAL VIABILITY

- The cost of membership is reasonable and provides value to me.
- Our club uses grants and partnerships whenever possible.
- Our club generates enough money to fund current and potential service projects.
- The time spent raising money is reasonable for money raised.
- Our club makes sound decisions on how and when we spend our money.
- Our club creates a budget every year that aligns to our club's vision and goals.

___ **TOTAL**

TOTAL SCORE:

Motivate your members



Identify



Appreciate



Recognize



Reward

Achieving Club Excellence



Kiwanis®	Achieving Club Excellence
Tools	link
ACE Tools Workbook	https://www.kiwanis.org/wp-content/uploads/2025/09/WORKBOOK-ACE-Tools-1.pdf
celebrate success	https://www.kiwanis.org/wp-content/uploads/2024/03/CELEBRATE_SUCCESS.pdf
club excellence plan	https://www.kiwanis.org/wp-content/uploads/2024/03/CLUB_EXCELLENCE_PLAN.pdf
club scorecard	https://www.kiwanis.org/wp-content/uploads/2024/03/CLUB_SCORECARD.pdf
club vision	https://www.kiwanis.org/wp-content/uploads/2024/03/CLUB_VISION.pdf
community survey	https://www.kiwanis.org/wp-content/uploads/2024/03/COMMUNITY_SURVEY.pdf
develop partnerships	https://www.kiwanis.org/wp-content/uploads/2024/03/DEVELOP_PARTNERSHIPS.pdf
evaluate your impact	https://www.kiwanis.org/wp-content/uploads/2024/03/EVALUATE_YOUR_IMPACT.pdf
host potential members	https://www.kiwanis.org/wp-content/uploads/2024/03/HOST_POTENTIAL_MEMBERS.pdf
member survey	https://www.kiwanis.org/wp-content/uploads/2024/03/MEMBER_SURVEY.pdf

Build. Nurture. Retain.



Build
new clubs.



Nurture
all clubs.



Retain
clubs & members.

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.

Club Membership Plan



ENHANCE CLUB OPERATIONS

	YES	NO
Do you have a membership chair?		
Has your membership chair attended training?		
Do you have a membership committee?		
Have your membership committee members attended training?		
Does your club board meet monthly to discuss membership growth strategies?		

START THE CONVERSATION

What are some talking points to remember when you speak to your club about growing your membership — including those that address and alleviate members' potential objections?

FIND THE ACE TOOL YOU NEED

Achieving Club Excellence (ACE) tools help you look at all your club does — from operations and fundraising to service and community outreach. You can find the ACE tools you need based on this common list of concerns. Each tool is available online at [kiwanis.org/ACEtools](https://www.kiwanis.org/ACEtools).

CONCERNS	TOOLS THAT CAN HELP
Members of your club seem less engaged.	<ul style="list-style-type: none"> Member survey Club vision Celebrate success
Your club needs new ideas for recognizing individual and club accomplishments.	<ul style="list-style-type: none"> Celebrate success
Your members have ideas, but nothing seems to happen.	<ul style="list-style-type: none"> Club vision Club excellence plan Club scorecard
Your club wants to become more visible in the community.	<ul style="list-style-type: none"> Evaluate your impact Develop partnerships Celebrate success
Your club's annual fundraiser is becoming less successful.	<ul style="list-style-type: none"> Community survey Evaluate your impact Develop partnerships
Your club's signature project is losing member interest.	<ul style="list-style-type: none"> Member survey Club vision Evaluate your impact
Your club has ideas but needs direction or goals.	<ul style="list-style-type: none"> Community survey Evaluate your impact Club excellence plan Club scorecard
Your club is unsure of its purpose in the community.	<ul style="list-style-type: none"> Community survey Club vision
Your club is losing members.	<ul style="list-style-type: none"> Member survey Club vision Club excellence plan
Members can't decide which organizations to support.	<ul style="list-style-type: none"> Community survey Club vision Evaluate your impact
You have membership events and guests, but no one is joining.	<ul style="list-style-type: none"> Club vision Host potential members
Your club struggles to find new leaders.	<ul style="list-style-type: none"> Member survey Community survey Host potential members
Your club's projects require more members than you currently have.	<ul style="list-style-type: none"> Community survey Club vision Evaluate your impact Host potential members

RESOURCES

for growth

Kiwanis TV

tv.kiwanis.eu



ALL ENGLISH DEUTSCH NEDERLANDS **FRANÇAIS** ITALIANO



CRÉER UN NOUVEAU CLUB

Créer un nouveau club



2 POUR 2

Deux pour deux



MEET UP

MeetUp



DIFFÉRENTS TYPES DE CLUBS

Différents types de clubs



ON NE TOUCHE PAS AU LOGO

On ne touche pas au logo



GROUPES SATELLITES

Groupes satellites

Kiwanis Academy

academy.kiwanis.eu



[Activity Calendar](#)

[Training Offering](#) ▼

[Training Tools](#) ▼

[Trainers Online](#) ▼

[Kiwanis Europe](#)

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WELCOME TO THE KIWANIS ACADEMY!

The Kiwanis Academy Platform provides an open training system which encompasses three main areas: learning processes, tools for education and training, and a database of trainers and experts. The platform offers the possibility to attend or offer training sessions, interact, exchange best practices and knowledge, reaching out to all members and connecting those who are remote.

TRAINING CALENDAR

Look for Kiwanis training activities and educational events.

TRAINING TOOLS

Useful tools for learning – for club and training activities!

TRAINER DATABASE

Database with Kiwanis' trainers and experts for educational activities.

Club toolbox

kiwanis.org/members/club-toolbox



CLUB TOOLBOX

Many club coaches have been lieutenant governors or presidents. They have faced many of the issues you're facing. They're also specially trained for this position — so they're ready to offer guidance and links to the resources you need. And because they have the support of fellow club coaches, they can bring ideas and suggestions that have worked for other clubs.

Club strengthening resources

- **NEW!** Create your club's membership plan
- Two For Two
- **UPDATED:** Achieving Club Excellence (ACE) Tools
- Club foundations
- Diversity, equity and inclusion resources
- Club boost checklist
- Media release for club strengthening

Coaching resources

- Coaching existing clubs
- Coaching new clubs

Pre-chartering

- Club opening tool
- New member orientation
- New member orientation checklist
- Types of clubs
- Corporate membership
- Board of directors sample agenda
- Sample agenda for first organizational meeting
- Official charter paperwork
- Inviting new members
- Kiwanis club brochure – fillable PDF (fill in the blanks)
- Order a custom club brochure
- Finance and liability
- Charter celebration ceremony
- Planning a silent auction

First year resources

- Sample club meeting agenda

First year resources

- Sample club meeting agenda

Sustaining clubs

- Club electronic voting guidelines
- Inviting new members
- Roster analysis
- Character cards — Sharing Kiwanis with prospective members
- [Creating public awareness](#)
- Hosting an open house
- Signature Project toolkit
- Working Together: Bridging Membership, Partnership & Public Relations Committees

NEW: Digital marketing – Facebook resources

- Facebook 100
- Facebook 101
- Facebook 102
- Maximizing digital leads

Triaging clubs

- Inviting new members
- Character cards — Sharing Kiwanis with prospective members
- New member application
- 3-2-1 club
- Engage current members

Contact us !



+60 12-321 8750



+43 664 3400230



 **Kiwanis**
Jan Van Hove
Director of Membership and Education
Kiwanis Europe

M +32 (0) 472 06 31 16
jvanhove@kiwanis.org

www.kiwanis.org

Questions ?

THANK YOU !