

# TAG! You're it!

May 2009

Serving the Children of the World®

Our future is in your hands!

## Spring into action!

Spring is the perfect time to grow Kiwanis. It is time to wake up from our winter hibernation and begin recruiting new members.

Unfortunately this spring is also a time when our communities are in greater need of our services. So it is a time when we desperately need to bring more people into our organization so we can continue to meet these needs. As members of TAG, you can play an instrumental role in this.

Just as you cultivate your garden, you must also cultivate for new Kiwanis members. Kiwanis International has many tools available to make member recruitment and retention easier. Here are a few "gardening" tools.

1. Encourage the members and clubs to have a membership campaign in the month of May. You can be an indispensable resource in their efforts to enlarge their capacity for service. Counsel the clubs about how they can attract and retain more members during this month.
2. Model growth by conducting a membership campaign in our own club and bring in at least one new member.
3. Invite someone new to participate in new member recruitment. Newly inducted members make great recruiters...just ask! What a great way to get to know each other better than sharing an afternoon talking about a shared passion—KIWANIS. Recruit for a new club or for your home club—either way, everyone wins!
4. Try these resources:
  - ⇒ [Quick Start Guide](#)
  - ⇒ [Six Pack](#)
  - ⇒ [Elevator Speech](#)
  - ⇒ [Best Practices to Building New Kiwanis Clubs](#)
  - ⇒ [Prospect Points](#)

Cultivate the new sprouts in your garden this season and grow Kiwanis!

## Ready, set, recruit!

May has been deemed membership month for Kiwanis and it's time for us all to do our part. Every one of us knows people who have Kiwanis hearts—who have time, talent and treasure to share to help make a better world for children. Every one of us knows men and women whose work with children—as teachers, as church leaders, as educators, as counselors and mentors—make them great candidates to be become Kiwanians. Every one of us knows someone—several someones, I bet—that would help us help more children. We need to grow and the children and communities we serve need us to grow. Now more than ever the world needs the kind of help and support Kiwanis has been providing for nearly 100 years.

- **I challenge you to think about how you [recruit your members](#).** How do you build a list of prospects? Are you talking with school principals, administrators, church leaders, mayors, friends and neighbors? How do you persuade them to join? Do you tout the power of service, of the strength of our Service Leadership Programs, of the benefits of BUG and Terrific Kids? And how do you follow through with prospective members?
- **I challenge you to think about [retention](#), about [building loyalty](#).** In these turbulent and busy times, what is your member retention strategy? Do you have one? If not, engage other clubs in your district and share best practices.
- **I challenge you to [renew your members](#).** To keep them refreshed, engaged and involved. Are your meeting times convenient? Are your meetings interesting and fun? Are your service projects relevant and do they make the difference that people need and want to make? Do you give them the outlet for purpose and passion?
- **I challenge you to use every tool in your [membership toolbox](#),** and don't just use your meetings to bring new members to the work. Think about other things you can do. Invite a potential member to lunch, to witness or participate in a service project, or plan a cookout for a few of your Kiwanis friends and invite people who you think would be outstanding Kiwanians. If they see the passion, the pride, the potential, they will want to join.

The challenge belongs to us all to grow Kiwanis so we can keep the promises for the children and communities today and for tomorrow, too.

Yours in service,



Don Canaday  
President, Kiwanis International



## Come one, come all!

Will you be in Nashville, Tennessee for the 94th Annual Kiwanis International Convention? If so, then why not join us for TAG Training? Spread the word to anyone who wants to be involved with TAG.

### TAG Training

**9 a.m.–12 p.m., Thursday, June 25, 2009** – TAG (Together Achieving Growth) members are now at work in most districts. This event offers the basic orientation for opening new clubs with focused training for club builders, club counselors, and marketing/public relations counselors.

### Advanced TAG Training

**9 a.m.–12 p.m., Thursday, June 25, 2009** – Member involved in TAG (Together Achieving Growth) at all levels of the organization—club, division and district—can learn from sharing success stories. Hear about the latest growth initiatives and how to get the greatest impact from your growth efforts.

## Spotlight on...

### Do's and don'ts for recruiters



#### DO...

When you go to sign up a new member, remember to:

- ⇒ Have a [membership application](#) with you, completed with as much information as you know about the potential member.
- ⇒ Know the person's reasons and excuses for not joining.
- ⇒ Make an appointment to discuss membership individually with a potential member whenever possible.
- ⇒ Listen carefully to learn the person's biggest objection to or interest in joining.
- ⇒ Incorporate their interests into your membership pitch.
- ⇒ Show your personal conviction for Kiwanis membership, but also show respect for the other person's views.
- ⇒ Be prepared to answer the predictable questions and overcome the potential objections.
- ⇒ Help potential members find information they seek.
- ⇒ Enlist the help of other members who have a good rapport with specific potential members.
- ⇒ Ask for suggestions for improving Kiwanis and make a written note of the comments.
- ⇒ Make another appointment before leaving if you can't get the membership the first time. Don't leave the membership application—take it with you and make an appointment to meet again.

- ⇒ Keep trying! (People report that on the average, it takes 4-7 contacts to clinch a membership.)
- ⇒ Remember, you are selling the best organization around.
- ⇒ Forward membership applications to the appropriate club officer.

#### DON'T...

- ⇒ Knock competing organizations.
- ⇒ Flatly contradict or enter into an argument. (Instead, try, "That seems to be a common misconception. Actually, Kiwanis does...")
- ⇒ Be afraid to try!
- ⇒ Give up after one try. (Remember, on the average, it takes 4-7 contacts to clinch a membership.)
- ⇒ Beg for membership.
- ⇒ Deal in personalities.
- ⇒ Argue in front of a group, or in any way embarrass your prospect in front of others.
- ⇒ Confront a group of non-joiners about membership. (Talk to them individually.)



### Talk fast!

Inviting someone to join a Kiwanis club starts with telling the Kiwanis story. But what if you only have a minute or so to introduce Kiwanis and your club to someone new? No worries! Imagine you've only got from the moment the elevator doors close in the lobby till they open again on the 20th floor—start talking!

Hear are five tips to help make the most of your [elevator speech](#).

1. **Practice.** Write down your speech. Edit it, too. Practice your delivery and message in front of a mirror or role play with friends. Take it slowly. Develop different versions of your presentation for different situations.
2. **Be yourself.** Your description of Kiwanis should sound effortless, conversational, and natural. Adapt it to your personality. Project your passion for Kiwanis and the work you do for children.
3. **Listen.** Allow the other person with whom you're speaking to ask questions and keep the conversation going. Make sure your speech is relevant to the person on the receiving end. Pause briefly between sentences, and remember to breathe.
4. **Engage.** Include a compelling hook to engage the listener. Incorporate examples of stories to illustrate your point. Be warm, friendly, confident, and enthusiastic. Maintain eye contact. Smile and use a firm voice.
5. **Take action.** End with an action request, such as inviting the prospective member to attend a Kiwanis meeting or participate in a project. Be prepared with a business card or club flier to share.

