



Kiwanis®

Issue 2: November 15, 2017

CAL-NEV-HA Division 36



~THE CLARION CALLER~

Message from the Lt. Governor

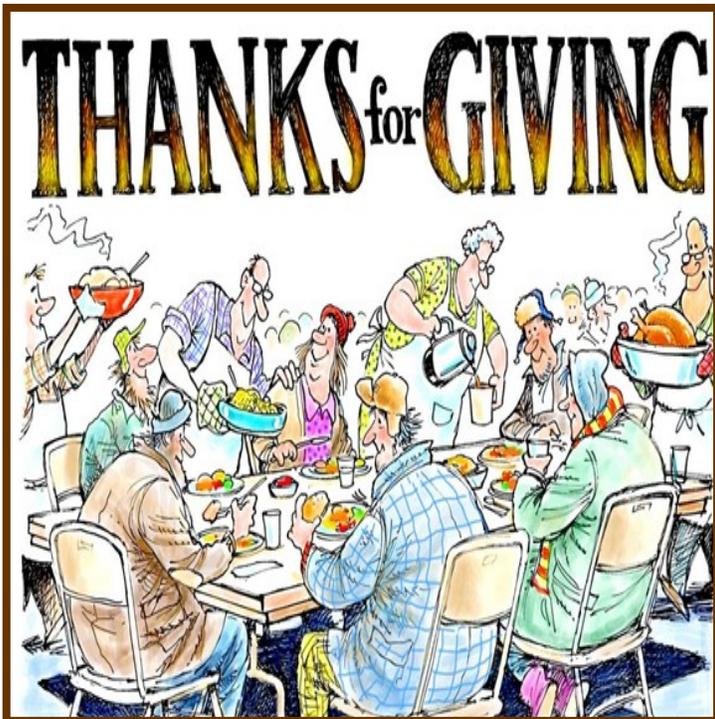
We are off to a good start this year, as most clubs did not have a negative drop in members. A few clubs added new members in October, so we are well on the way to a positive growth total for the Call to Action year, 2017-18.

I was so happy to see the clubs that were represented at the October DCM. I look forward to all clubs being represented at each DCM this year and to see all of our past district officers in attendance. Our members, new and continuing, benefit by the fellowship and contact with each of the clubs.

I want to congratulate all clubs for their service and look forward to the multiple future service opportunities that are shared at the DCMs. Please forward your flyers to Division Secretary **Lisset Salazar** so that your club information can be placed on our brand new Website at KiwanisDiv36.org. Check it frequently for newsletters and updates. You can email Lisset at lisset.zalava28@gmail.com.

Have a Happy Thanksgiving!

Lt. Governor Nena



KIWANIS MEMBERS IN ACTION!

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"They Did Their Share"

By Joanna Fuchs

On Veteran's Day we honor soldiers who protect our nation.
For their service as warriors, they deserve our admiration.

Some of them were drafted; some were volunteers.
For some it was just yesterday; for some it's been many years.

We owe so much to them, who kept us safe from terror.
So when we see a uniform, let's say "Thank You" to every wearer.

100 WAYS TO RECRUIT & RETAIN MEMBERS

Ever wonder why you hear so much about the importance of Kiwanis membership? It's because without an adequate number of members in your club, your service projects can't be completed. Even if you have high membership numbers, the case is always that 'the faithful few' are the only ones who always show up for projects. Encouraging our 'faithful few' to work with other members who never show up for projects might help, but nothing beats gaining new members and harnessing that excitement we've all seen when a new member joins. Then, just how can we keep them as members—active members and not just dues-paying members?

Below we have placed our **100 Ways to Recruit & Retain Members**. We believe that most clubs have successfully tried some of these ideas, but we think there are some new ones here that we've never tried! Who knows? You may be able to come up with other ideas that may not be listed here. If you have other ideas about recruiting and retaining members, share them here in the newsletter and we'll make sure the information gets out to all club membership chairs and presidents. Here we go!

1. Ask someone
2. Bring a guest to meetings
3. Advertise in newspapers & cable TV (PSA announcements)
4. Have a clear club goal & a strategic plan
5. Letters or personal contact with local businesses
6. Join your local Chamber of Commerce
7. Place customized bookmarks in library books
8. Have public meetings at malls, outdoors, etc
9. Have a booth at malls, fairs, festivals etc.
10. Place pamphlets in doctors' offices, libraries, etc.
11. Host an Open House
12. Hold a division-wide assembly only on membership
13. Contact former members
14. Give the membership chair one minute at every club meeting
15. Elect the membership chair as a board member
16. Put together guest information packets
17. Hold service projects that serve a need in the community
18. Invite family members to join
19. Send letters to people in the news with an invitation to visit
20. Print club business cards
21. Share your copies of Kiwanis magazines
22. Hold high-profile meetings
23. Hold wine and cheese receptions for prospective members
24. Ask for help from the Formula team
25. Have a special guest day
26. Send club members to district membership seminars
27. Make prospective members feel important
28. Honor outstanding community members with awards
29. Don't take one's age or finances into consideration
30. Make some meetings social events
31. Build an effective club Website; use social media
32. Use group email to promote your club (e.g., Evite)
33. Put posters in public areas
34. Ask corporations and employers to sponsor or subsidize membership
35. Have a reward program for those who bring in new members
36. Create more fun
37. Give a money back guarantee—if after 3 months a new member does not want to be a club member, return their fees
38. Invite the media to cover well-known speakers
39. Use word of mouth
40. Network with coworkers, friends, and family
41. Follow up with guests
42. Place a colored dot on the watch of every member to remind them to bring a guest
43. Lead by example—how many members have you recruited?
44. Have members give talks at other organizations
45. Provide guests with free meals
46. Look for members in ethnic groups not represented in your club (***diversity is important to club growth!***)
47. Create brochures for electronic distribution
48. Advertise at all community events
49. Ask the District for help
50. Hold joint meetings with other groups
51. Share your club experience with others
52. Participate in community events
53. Write letters to the newspaper about your projects
54. If a prospect can't attend your meeting due to time, suggest another club
55. Publicize club successes, elections, events, in local newspapers
56. Circulate the club and division newsletter widely
57. Design a club brochure
58. Share your club experience with others
59. Participate in community events
60. Write letters to the newspaper about your projects
61. If a prospect can't attend your meeting due to time, suggest another club
62. Publicize club successes, elections, events, in local newspapers
63. Circulate the club and division newsletter widely
64. Hold recruiting events with two or more clubs
65. Form/join a speakers' bureau
66. Wear your club's pin
67. Mention your club at meetings of other organizations during announcements
68. Send newsletter to guests
69. When asked about your leadership skills & career success, tell them about your club
70. Ask the **LtG** and/or **Past District Officers** to attend a meeting to talk about membership
71. Ask every member to submit three prospects to the membership chair
72. Make your meetings FUN
73. Give every member a club decal or bumper stickers for their car
74. Give testimonials about your club while guests are at the meeting
75. Repeatedly invite prospective members
76. Practice selling your club at club meetings—have a one minute 'elevator speech' ready
77. Conduct a Membership Satisfaction Survey
78. The club president asks three club members as a personal favor to each recruit one new member
79. Bring your boss to a club meeting
80. Make direct contact with women's business associations

73. Bring your co-workers to a club meeting
74. Bring your subordinates to a club meeting
75. Create new member kits
76. Use books, brochures, videos and posters from KI
77. Hand out invitation cards for a “Free” meal at club
78. Have members constantly promote your club
79. Meet at a good location
80. Assign every member to a 5-person recruitment team—each team brings in a new member every six months
81. Develop a strategic plan membership is a year-round priority and needs to be planned
82. Have incentives for recruitment
83. Have a large poster that lists all the members who have sponsored a new member in the past year
84. Purchase special badges for those who bring in members
85. Display a thermometer showing progress towards club goal
86. Induct new members with pizzazz; invite spouse/partner
87. Feature member’s bios in the club newsletter
88. Develop a welcome letter from the president for all new members
89. Contact all members who have resigned in the past 3 years
90. Use billboards at bus stops and road sides
91. Ask companies to put club ads on their commercial trucks
92. Recognize new members in newsletters
93. Regularly check the KI Website for more ideas
94. Ask your pastor, rabbi, or imam to join
95. Invite spouses to social functions
96. Ask recipients of club donations to speak for Kiwanis
97. Pass out M & M candy to remind members that “Membership Matters” and that we need “More Members”
98. Invite a friend to Division Council Meeting
99. Encourage Key Club members to ask their parents to join
100. **BE SURE TO SET A MEMBERSHIP GOAL FIRST!**

MEMBERSHIP REPORT AS OF NOVEMBER 11

CLUB	SEPT	OCT	+/-
Big Bear Valley	19	19	
CA’s Global Friendship	19	20	+1
Cooley Ranch	14	14	
East Rialto	33	36	+3
Fontana	26	26	
Greater San Bernardino	32	32	
Highland	16	17	+1
Inland Center	11	11	
Redlands	98	98	
Redlands Morning	18	18	
Redlands Evening	19	19	
Rialto	19	19	
San Bernardino	27	29	+2
Yucaipa Valley	30	30	
Division Totals	381	388	+7

If your club has a new member, your club secretary should **immediately** add the new member to your online roster so that your membership numbers will be accurately shown in the Kiwanis monthly membership report. Also, please share a picture of your new member and a brief bio in the newsletter!

What’s your favorite service project?

By involving itself in important community service projects, Kiwanis clubs worldwide practice and celebrate the Fifth Object of Kiwanis: **“To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service and build better communities.”**

Clubs members who participate in their club’s service projects generally have a favorite one—usually it’s one that is continually needed. The Redlands Morning Kiwanis Club members’ favorite is preparing “Meals of Love” for residents at the Ronald McDonald House. Generally, this club prepares meals on a monthly basis and always receive a thank-you card signed by the grateful families.

Last month the club prepared a chili meal with all the fixings for the more than 50 residents, many of whom came back for seconds! Here’s a picture of the Redlands Morning Club members who cooked and served the meal.



L-R: Marie Jones, John Coley, Carole Coley, Donna

So, what’s your club’s favorite service project or one that your believe has the greatest impact on its recipients? It can be more than one project.

Share your favorite and other service projects in the newsletter along with a brief article and pictures.

Kiwanis Trivia

There are 5,001 Kiwanis Clubs in North America and 141,925 members. Of that membership number, Cal-Nev-Ha District represents 11,674 and Division 36 represents 388.

Redlands Evening Club readies the town for **Christmas**

The Redlands Evening Kiwanis Club completed their annual Christmas-time “*signature*” service project.

On Saturday, November 4, with help from six members of the Citrus Valley HS Key Club, they decorated the street lights in downtown Redlands.

Then, on Monday, November 6, nine members and three non-member volunteers put up the nearly 30-foot manufactured Christmas tree in time for upcoming holiday festivities in the area. They also decorated the pergola at Ed Hales Park in downtown Redlands. To view the tree, head to Ed Hales Park on the corner of State and Fifth Streets.

Club member **Judy Miller** took this picture of the tree construction in progress: L-R (ground level) **Gerry Young, Jim Creech, Tom Simpson, and Jerry Linkhart**.

Up on the tree frame are **Susan Irving** (their newest member) and **Rick Miles**. Not pictured are members **Ron Clark** and **Keven Roark**.

This club activity was so newsworthy that an article appeared in Tuesday, November 7 edition of *The Redlands Daily Facts*.

It’s beginning to look a lot like Christmas! Wouldn’t you agree?



DATE	CLUB
Wednesday, December 20	Yucaipa Valley
Wednesday, January 17 (2018)	East Rialto
Wednesday, February 21	Fontana
Wednesday, March 21 (Governor’s Visit)	Greater San Bernardino
Wednesday, April 18	Rialto
Wednesday, May 16	Redlands Morning
Wednesday, June 20	Cooley Ranch
Wednesday, July 18	Redlands Noon
Wednesday, August 15	San Bernardino
Wednesday, September 19 (LtG Installation/Awards)	Greater San Bernardino

Please bring you DCM flyers to the meeting prior to your hosting month.

**Joni Ackerman, Governor
Cal-Nev-Ha District
2017-18**

**Nena Tórréz, Lt. Governor
CNH Division 36
2017-18**



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Email your pictures and articles to the Editor for publication by the Monday prior to the next DCM.