

CLUB ACTIVITY

SHARING KIWANIS WITH PEOPLE WHO HAVE DIFFERENT PERSPECTIVES ON SERVICE.

MEET YOUR PROSPECTIVE MEMBERS

“Make it easy for each person to join any Kiwanis club.”

That is written as one of the main priorities in the strategic plan of Kiwanis International.

In Europe, most clubs are not so accessible and are not open to receive new members. This needs to be changed. We should be more open and do more active recruitment.

In this discussion game, we have identified several potential members of the community to approach for membership in your club. Here are seven individuals you encounter as you are marketing your club to community members. Each needs a different approach to showcase how Kiwanis meets their specific needs for community involvement and time commitment.



INSTRUCTIONS

DURING AN UPCOMING CLUB MEETING, DIVIDE YOUR CLUB MEMBERS INTO SMALL GROUPS (SEVEN GROUPS WITH EQUAL NUMBERS OF PEOPLE, IF POSSIBLE).

- Give each group 5-10 minutes to role-play.
- Bring the groups back together and have each group introduce their prospective member character and how they would approach that individual for membership.
- Once the group has explained its approach, ask other members to give additional ideas on talking to that community member.

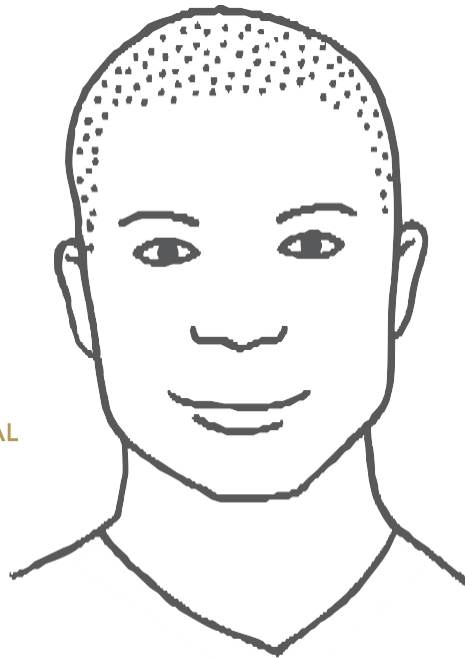
If you need to create fewer than seven groups, give each group two characters to discuss before coming back together as a club.



PIET WILLEMS

AGE: 25

**OCCUPATION: LOCAL
INSURANCE AGENT**



Piet is new to the community. He moved to the area after graduating from university. He is a graduate from the university in the capital and now resides in a small town, establishing his business as a young professional. Piet is friendly and looking for ways to network. When he was at university, he often volunteered in the students' organisation. Piet is well spoken and well-poised. Like most people, he does not appreciate being talked down to or made to feel like his ideas don't count because of his age.

DISCUSSION:

- What's the best way to approach Piet about joining your Kiwanis club?
- What does your club offer a 25-year-old?
- What will keep Piet engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. There is no one my age in your Kiwanis club. Will this be a problem?
2. I'm just getting started. I have no money yet for high dues and other costs associated with being a member.
3. I appreciate your club's traditional dinner evenings, but I'm more interested in trendy after-work parties or shorter lunch meetings.



AMELIE SAINTHUILLE

AGE: 35

**OCCUPATION: TEACHER
AT SECONDARY SCHOOL**



Amélie is an English teacher at a secondary school. Amélie loves gardening and has started a local community garden on a vacant plot that the school corporation owns. She is passionate about her students and getting them the best education possible. She is always looking for opportunities to make a difference in their lives, especially some of her less fortunate students. She is also aware that she tends to overcommit.

DISCUSSION:

- What is the best way to approach Amélie about joining your Kiwanis club?
- What does your club offer a 35-year-old?
- How will you keep Amélie engaged if she decides to join and not take advantage of her tendency to overcommit?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. There is no one my age in your Kiwanis club.
2. There are not a lot of women in Kiwanis, and most of the men are older, average age about 63.
3. Why should I pay dues to join Kiwanis when I can do service without paying for membership?



ONAY GENCTURK

AGE: 45

OCCUPATION:
ACCOUNTANT



Onay is all business during the week and all recreation throughout the weekend. At 5 p.m. on Friday, Onay is having always a drink with his former colleagues from his previous job. On the weekends he is playing sports as he's sitting behind his computer during the whole week. With a Turkish background, growing up within a white community, was always a challenge. As he always needed to prove himself more than others in the community, he has learnt that hard work pays off. He still recognizes how stereotypes and prejudices have a big influence in the community daily. This really impacts him.

DISCUSSION:

- What is the best way to approach Onay about joining your Kiwanis club?
- What does your club offer a 45-year-old free lancer in the community?
- How will you keep Onay engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

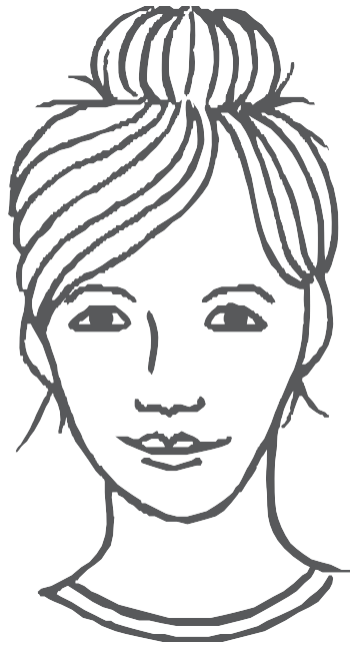
1. I'm very busy and very socially active. I don't know whether I have time for something like this.
2. I'm physically active. I'd like to do something physical to give back to my community since I deal with finances all day.
3. It looks like I would be the first person of color in your club. Plus, I'm younger than most of your members. I just don't know if I have anything in common with the club.



ANNELIES DE KIMPE

AGE: 40

OCCUPATION: SCHOOL
DIRECTOR OF A PRIMARY
SCHOOL



Annelies is a school director (head teacher) of a primary school in a small village, with 200 pupils. She divorced one year ago and she moved to the next village. In her previous village, she was a member of another service club, but she left that one, as her ex-husband also is in that other service club. After one year, she would like to join again a service club, as she liked the socializing part with fellow members. She has 2 young kids, and recently met a new partner, who is a senior worker in a steel company. Annelies met her partner in a local scuba diving club, in which both are also active.

DISCUSSION:

- What is the best way to approach Annelies about joining your Kiwanis club?
- What does your club offer a 40-year-old?
- How will you keep Annelies engaged in your Kiwanis club if she decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I'm in school always among other women, as most of my colleagues are female. I'd prefer not to be in a women's club but in a mixed gender club.
2. I'm quite active in the local community, the dive club, and I have 2 kids. How can I balance engagement in Kiwanis with my other involvements?
3. I'm only 40. Isn't Kiwanis for old people?



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.

DISCUSSION:

- What is the best way to approach Mauro about joining your Kiwanis club?
- What does your club offer someone who likes innovation and trendy stuff?
- How will you keep Mauro engaged in your Kiwanis club if he decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. If I'd join, I'd like to have impact in the community. What are the effective results of your club?
2. I'm not so much into old traditions and formal dinners with business attire dress codes and other formalities.
3. I like that things are moving on. I like that I see progress in activities I do, and not doing all the time the same things.



ELENA SEEMANN

AGE: 60

OCCUPATION:
PHYCHOTHERAPIST FOR
CHILDREN



Elena and her husband live in their home of 40 years. They were hoping to retire early, but their youngest son has moved back in after graduating university college — his job search is taking longer than expected. Elena volunteered when her four kids were young but stopped when the kids graduated from secondary school. Elena loves helping people, but it's what she does for a living and a workday can make it mentally exhausting. She also has a couple of grandkids now and wants to spend time with them. She's looking for an occupation in which she can meet people from her age, socialize, and have some further personal development.

DISCUSSION:

- What is the best way to approach Elena as a potential member for your Kiwanis club?
- What does your club have to offer someone like Elena?
- How will you keep Elena engaged in your Kiwanis club if she decides to join?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I help people every day, all day. Kiwanis sounds a lot like my job.
2. I'd like to find some time to do the things that I'd like to do something for and by myself, not because I have to do it for my family or for my job.
3. I'd like to spend time in environment where meaningful cooperation, friendship and empathy is present. I don't like political games or to talk about business in my free time.



MARIANNE BORGÉN

AGE: 42

OCCUPATION: CIVIC LEADER
(e.g., mayor of a town)



Marianne is busy from the minute she gets up to the minute she goes home. She has an assistant who rarely lets anyone get to her. The community is growing, and Marianne constantly worries about having resources to meet everyone's needs. She is passionate about helping the citizens of her community. Her sister is a single mother with a special-needs son, so she is sensitive to their needs. She is a respected and influential politician with ambition.

DISCUSSION:

- What is the best way to approach Marianne — particularly with the challenges of Marianne? What can you do to gain her attention and prove your goals align with hers?
- Her schedule will make it difficult for her to join — so what else might your club get from meeting with her?
- Which unique selling point of your club could convince her to get engaged?
- If Marianne joins, how will you keep her engaged?

THREE COMMON OBJECTIONS THIS PERSON WILL BRING UP DURING YOUR CONVERSATION:

1. I'm very busy and have very little free time.
2. I have an entire community to serve and I don't know much about Kiwanis — so how do I know your goals align with mine?
3. Experience tells me that service clubs are rather about networking for business purposed rather than the impact in the community.

