

HOW TO GET NEW CLUBS AND MEMBERS



160

Average impacted children per member



2400

Average impacted children per new club



Kiwanis 1 Meet 1/2



O B J ECITIVE



Find new members

Create new clubs

- ☐ Experience Kiwanis "live"
- ☐ Convey the feeling of belonging
- Meet likeminded people
- ☐ Live through new experiences

ILLUSTRATE

POSITION

COMMUNICATE

ENHANCE

CALL TO ACTION

















October

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1	2	3	(X)	5	6	7
8	9	10		12	13	14
15	16	17		19	20	21
22	23	24	25	26 (X	28
29	30	31		•		

3 EVENTS

DURATION





YOUNG AUDIENCE



TRENDY PLACE



SOCIAL ACTION



Kiwanis

GUEST SPEAKERS







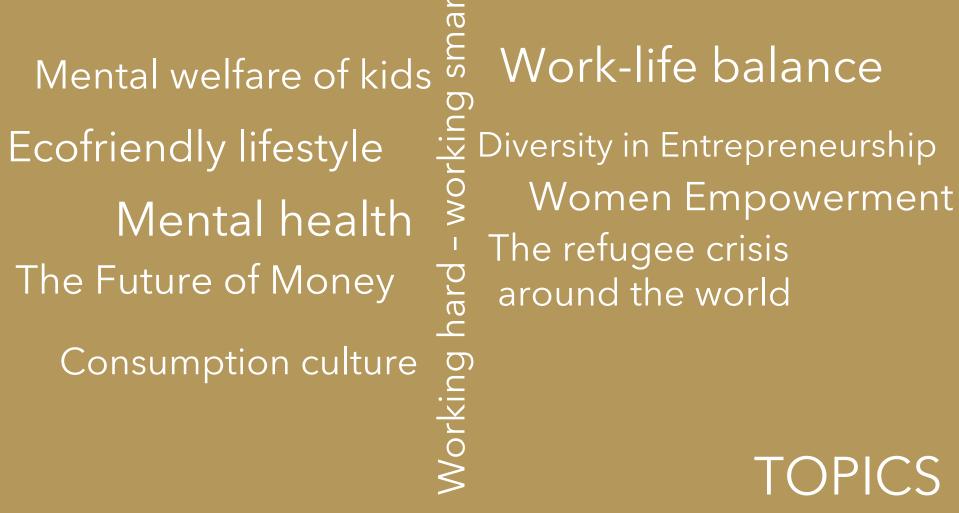
2. TOPIC















After the panel discussion: a 3-minute interview with an active Kiwanian

MOTIF = KIWANIS







Kiwanis cyklovozíky z Popradu

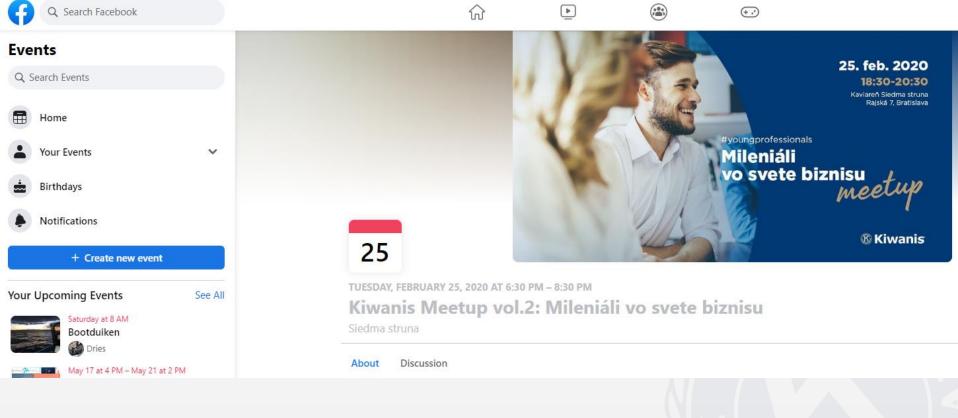
Kiwanis klub Poprad pravidelne spoluorganizuje polmaratón Goral run. V roku 2018 sa v rámci Goral runu a akcii Kiwanis v pohybe odnieslo pätnásť cyklovozíkov detičkám v Čechách i na Slovensku. Vtedajší guvernér za Kiwanis Slovensko a Česko, Ladislav Hrivko, zakúpil a osobne odovzdal cyklovozíky v každom meste Česka a Slovenska, kde je Kiwanis klub. Odovzdávanie sa realizovalo v spolupráci s členmi klubu, ktorí sa museli zapojiť do organizácie kultúrnej alebo športovej akcie.

® Kiwanis



9

MATERIALS



PROMOTE YOUR EVENTS

PERSONAL INVITATIONS

FACEBOOK EVENT PAGE FACEBOOK PAID PROMO INSTAGRAM POSTS

SHORT VIDEO INVITATION

NETWORK OF MEMBERS

LINKED IN PROMO

YOUR EMAIL SIGNATURE

PROMOTE YOUR EVENTS

EXAMPLE: MILLENIALS IN BUSINESS

- Panel discussion
- Kiwanis introduction
- Wrapping books and Kiwanis dolls and hand-written personal cards
- Networking





EXAMPLE: MILLENIALS IN BUSINESS

Guest speakers:

- 1. Manager of the Year
- 2. The CEO of a profitable business
- 3. The co-founder of a profitable start-up company





EXAMPLE: TECHNOLOGY OF THE FUTURE - ROBOTICS

Target group:

 young people interested in technology, young parents, local entrepreneurs.

Invited speakers:

- A professor at the University of Automatics
- A representative of a company in the field of technology & robotics





EXAMPLE: TECHNOLOGY OF THE FUTURE - ROBOTICS

Social Project:

 Robotics kits were purchased and donated to a school in the city

Follow up:

The participants were invited to hand over the new

equipment to the school.





EXAMPLE: COMMUNICATION THROUGH ART AND DRAMA

Target group:

- Parents 35 to 40 years
- Parents whose children suffer from health problems
- Young people who suffer from health problems

Invited speakers:

- An actor from the theater "Marin Sorescu" in Craiova
- 2 young actresses representing Craiova National Theatre



EXAMPLE: COMMUNICATION THROUGH ART AND DRAMA

Social Project:

• tickets to the theatre and a trip from Corabia to Craiova for disabled children and their parents.

Follow up:

• The participants were invited to join the trip to Craiova and watch the play of Moliere with the group.





HINTS AND TIPS FROM THE PRACTISE



Core group of organisers

(max) 5 young(er) members from clubs to organise it

Involvement of local clubs

 Local clubs should not boycott it, and must see that it should not be only "their way" and they need to give the support to that

District support

Encouragement, appreciation and smiles from the governor / DMC are needed, as well as monitoring/mentoring





#KIWANIS MEETUP GRANTS





APPLICATION FORM GROWTH GRANTS FOR A # KIWANIS MEET UP PROJECT



PLEASE CHECK BEFORE APPLYING IF YOUR PROJECT MEETS THE MEETUP CRITERIA

Checklist for meeting	CAN MY EVENTS BE CLASSIFIED AS A #KIWANISMEETUP PROJECT?
the criteria of #KiwanisMeetUp's:	
•	It is a series of 3 thematic events/evenings open to the public
	It is an event that gives people the opportunity to discover what Kiwanis is
	Each evening has 3 main pillars: growth, charity, networking
	☐ The participants are a younger audience than the average age of the district,
	ideally between the ages of 30-45
	☐ The event is set in a trendy venue
	☐ The event last 2 hours after working hours
	☐ There is 2-3 two hour events
	☐ There are panel speaker (2-3)
	☐ There is a presentation about Kiwanis
	There is a social action in the event
	There is a symbolic fee for the event that will be donated to a social goal
	Participants will be involved in the social action after the event
	There is promotion of the event on social media platforms
	☐ There are goodies, banner and other signs promoting Kiwanis at the venue
DETAILS OF THE APPLICANT	
(Name of your) District:	
Contact details of the person	
who applies on behalf of the district:	
(name, function in the district, email, mobile number)	
Contact details of the organiser	
of the growth activities/	
responsible for the MeetUp project:	
(name, function in the district, email, mobile number)	
Account number for the grants in case the	
proposal is awarded with growth grants:	
(IBAN, BIC CODE, name of the banc, branch of the banc,	
name account holder, address account holder)	

THE PURPOSE OF THE GRANTS	
Short description of the activities: (what will happen, who is the target group, how will it look,)	
Places and dates of the activities:	1.
	2.
	3.
Short overview of the costs: (What will you do with the grants? How will they be used? Which costs do you have, and which will be financed with the grants)	
What's the expected outcome? (what kind of result do you expect, which outcomes, outputs, effects do you envisage,)	
SIGNATURE	
Date, place, name, signature:	

EMAIL THIS FORM FILLED IN TO ACADEMY@KIWANIS.EU



ENGLISH







FRENCH

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ITALIAN

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GERMAN

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"Interesting guests, excellent refreshments;), charity activity, possibility to talk to the speakers"

"There were really interesting guests in the panel, it is rare to get such strong personalities on one stage."

"The involvement of the people in the donation wrapping was both nice and informative as to the mission of the organization. Also, the quiz was very entertaining, and we learned info about you that we wouldn't have known otherwise"



SUPPORT



Jan Van Hove

Director of Membership and Education Europe

Leiekaai 25B-9000 Gent BELGIUM T +32 (0) 9 216 77 72 M +32 (0) 472 06 31 16 jvanhove@kiwanis.org

www.kiwanis.org

