



Kiwanis

MEMBERSHIP MATTERS

FINISH STRONG

By Tony Molino

Kiwanis

Kiwanis CNH District Membership

- ✓ Cal-Nev-Ha Membership 2016

11,914

- ✓ Cal-Nev-Ha Membership 2017

11,578

- ✓ Lost **336** members in 2017

As of June 1, 2018
CNH District
Membership

12,113

+535





September 2017

CNH District had 800 Membership Drops

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MORE MEMBERS = MORE SERVICE

- ✓ Kiwanis Clubs are understaffed
- ✓ Members are overworked
 - The same 10 members do 90% of the club's work
- ✓ Our members can't take on additional projects

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P's and Q's of Membership Development

- ★ Product Knowledge
- ★ Pitch the Product
- ★ Promotional Material
- ★ Passionate
- ★ Quick
- ★ Quality

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PRODUCT KNOWLEDGE

- ♥ When did your club start?
- ♥ What are your service projects?
- ♥ How do you raise money for your charities?
- ♥ What does your Key club (KIWIN'S) do?
- ♥ Do you have Kiwanis Scholarships

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Pitch the Product

How do you respond when someone asks

What is Kiwanis?

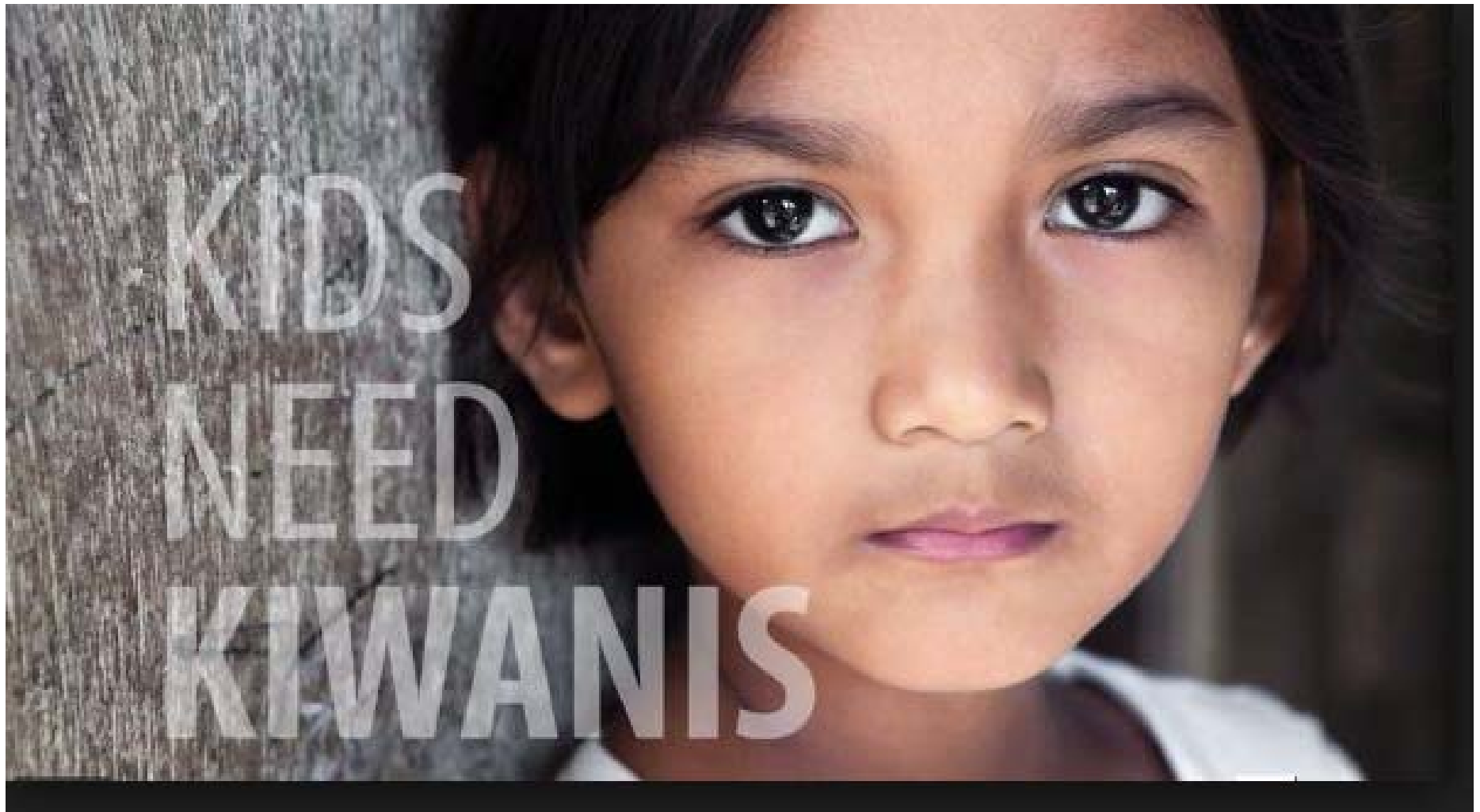
Kiwanis

DEFINING STATEMENT

“Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.”



Kiwanis



Kiwanis



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KIWANIS TEACHES SERVICE



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Promotional Material

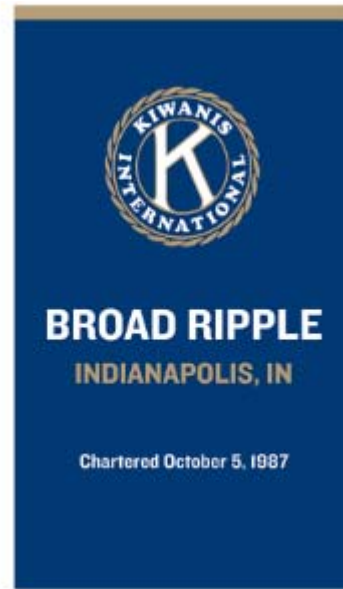
- ☞ Club Brochure, Business Cards, Pop-Ups, Banners
- ☞ Team Attire with Kiwanis Brand
- ☞ Face Book/Instagram/Twitter/Websites
- ☞ 30 Second and One-Minute Speech's
- ☞ KI “Kids Need Kiwanis” Brochure

Traditional Banners



NEW MODERN CLUB BANNERS





Additional Promotional Material

Kiwanis Shirts



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Additional Promotional Material

Club Business Cards



Kiwanis
www.kiwanis.org



Kiwanis Club of Torrance

Meet's on Tuesday at Noon
The Sizzler Restaurant
2880 Sepulveda Blvd.
Torrance, CA 90505

let's do lunch

Tony Molino 310-678-1832
molino@molinolawfirm.com

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CUSTOMER CLUB LOGO

New Club Logo

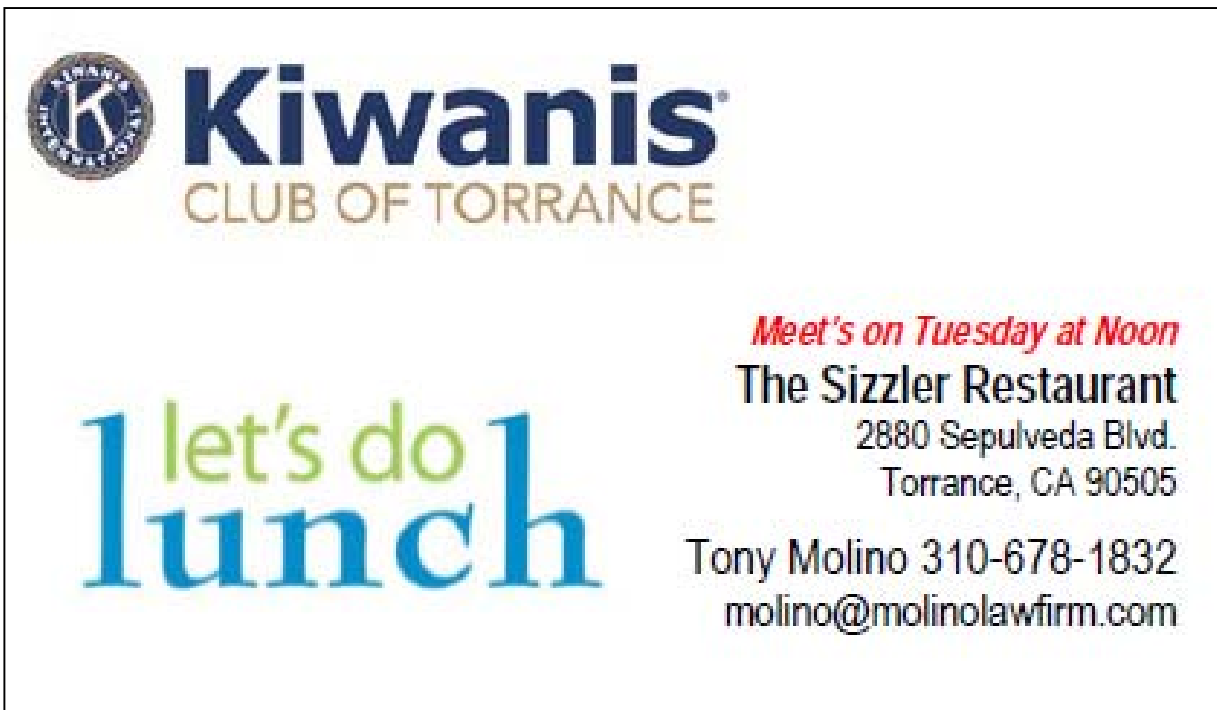



Kiwanis[®]
CLUB OF TORRANCE

Kiwanis

Additional Promotional Material

New Logo Club Business Cards



 **Kiwanis**
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Passionate

What's your Kiwanis Moment?



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QUICK

★ 30 Second Speech

★ 60 Second Speech

★ K in Kiwanis

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The “K” Stands for:

- ★ **Kids** – As we serve the children of the world
- ★ **Kindness** – As we help those in need
- ★ **Kindred Spirit**- That we share with our Kiwanis family as we work together to make our community a better place to live and work

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QUALITY

- ✓ Training and Education of Members
 - ☺ DCON, ICON, Mid-Year Conference, RTC
- ✓ Meaningful Service Projects
 - ☺ Right person for the right job
- ✓ Special Guest Membership Drive

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KIWANIS NEEDS MEMBERS

A young girl with blonde hair in a ponytail, wearing sunglasses, a grey t-shirt, a dark skirt, and patterned leggings, is running across a green field. The background shows a line of trees under a clear sky. The text "Let's Finish Strong" is written in a green, cursive font across the middle of the image, and "It's not over yet!!" is written in a white, sans-serif font at the bottom.

Let's Finish Strong

It's not over yet!!

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