

**Board Minutes
December 9, 2021
FUMC Boardroom**

Present: Tom Baas, Greg Dieter, Ron Skrdla, Joe Traylor, Norm Scott, Ron Juelfs, Larry Johnson, Mark Lohafer, John Hill, Kent Ziebell, Steve Johnson

Guests: Larry Trede, Bob Sperry, Jodi Melcher, Joe Melcher, Gloria Lewis, Brenda Hobson

The meeting was called to order by President Tom Baas at 8:00 am, Boardroom, FUMC.

The minutes of the November 11th meeting were approved as distributed.

Skrdla presented the November, 2021 Club's Treasurer's Report. Balances as follows: Administrative, \$8,164.95; Service, \$1,666.03; and Total, \$9,831.98. Motion by Traylor, seconded by Juelfs, that the report be approved as presented. Motion carried. Skrdla presented the November, 2021 Foundation Treasurer's report. Balance, \$30,104.37. Motion by Ziebell, seconded by Lohafer, that the report be approved as presented. Motion carried.

Announcements/Updates/Reports:

1. **GKK mitten sales.** Larry Trede gave an update on mitten sales. Sales have slowed recently, but Larry will have the mittens at the next two Golden K meetings, and hope is that we will have good response on Dec. 16 at our Christmas social meeting.
2. **YSS Teen Maze.** Norm Scott gave an update on Teen Maze. Norm has communicated to the Teen Maze organization our commitment of \$1,000 and also that our club will "sponsor" a box lunch on the first day of the event. We will also try to have a Teen Maze presentation in early February at our regular club meeting. We will plan to present them with the \$1,000 check at that time.
3. **December programs.** Greg Dieter reported that programs are arranged for all meeting dates in December and January.
4. **Holiday schedule.** Our club will not have meeting on Dec. 23 and Dec. 30. Regular meetings will resume on Thursday, Jan. 6.

Discussion/ Action Items:

1. **M and M's for Membership Report.** Larry Trede and Bob Sperry gave a detailed presentation on their proposal for retention and recruitment of members. Brad Boyd's presentation on the same subject provided some of the basis for this report. The Board discussed the report at some length, with very favorable comments received from both board members and guests. We will take up specific ideas at future board meetings. The complete report is included at the end of these minutes.
2. **Board Meeting Schedule.** Tom Baas indicated that board meetings will continue on the **second** Thursday of each month. Our next meeting will be Jan. 13.

The meeting was adjourned by Tom Baas at 9:00 am.

Submitted by

Steve Johnson
Club Secretary

M and M's for Membership

Member Development & Member Retention

Executive Summary Action Alternatives

Membership Retention (not listed in priority order).

1. Establish a permanent phone calling committee.
2. Notes from Pres. (Email for irregular and/or members not attending meetings)
3. When needed, find members to complete at-home tasks.
4. Formalize and establish a “carpool” committee
5. Encourage ZOOM usage for weekly meeting (email to those not participating in in-person meetings)
6. Conduct a “meeting scramble members activity” on a quarterly basis.
7. Plan “Spouse/Potential Members Meetings/Activity” on a twice per year basis
8. Plan “club tours” twice/year to businesses/organization/agencies within 50 miles of Ames
9. Establish a “Meet Your Magnificent Fellow Kiwanian” game. Audience participation activity with a weekly prize for winner.

10. Plan “member recognition” for participation in special club activities/fundraisers/service projects

Membership Recruitment/Development (not listed in priority order)

1. Rename Membership Committee to “More-Hands-for-More Service” Committee. Establish a formalized committee structure (5 members, staggered terms)
2. Conduct a New Member Orientation and New Member Interest Survey Form.
3. Establish a club “Legacy Fund” within the Foundation.
4. Make a \$25 donation to ‘charity of choice’ for each new member
5. Conduct a month-long campaign in March 2022 with a competition game between ‘Redbirds’ and ‘Goldfinches’ along with weekly meetings focusing on retention and recruitment.

Summary

From this listing of action alternatives, we hope that the Board of Directors will develop a 3–5-year strategic plan for membership retention and recruitment in the post-COVID era that has an emphasis on “belonging to our club” and not just “joining our club.”



This document details a multi-faceted retention/recruitment (Maximize our Membership) program

intended to re-energize and engage all current members continuously and to conduct a month-long

recruitment period for new prospects, using a combination of techniques. Below are action alternatives

for the Board of Directors to consider. More explanation of each item can be found in the document.



M and M's for Membership

Member Development & Member Retention

Introduction

Although past recruiting drives have taken our membership count to the “100 member” mark at least three

times over the past several years, poor health, moves out of the area, covid restrictions and deaths during

the past two years have reduced our current membership to 68 (includes the most recent four additions).

The fact that our members are mostly retired persons suggests continued future losses. These losses need

to be countered by the effective and continuing retention of existing members and recruitment of new

members to maintain and preferably, increase our service.

This document details a multi-faceted retention/recruitment (Maximize our Membership) program

intended to re-energize and engage all current members and to conduct a month-long recruitment period

for new prospects, using a combination of techniques. This program provides many tools for success, but

the Board and all the members of our club will need to USE those tools and actively participate to restore

growth and the success of our club in serving more kids. We acknowledge the assistance from Brad

Boyd, International Director, Global Membership, Kiwanis International through his PowerPoint

presentation, “Five Building Blocks for Club Success.”

Recently Dropped Members (Oct. 2021)

The September 30, 2021 membership report was reviewed with emphasis on the ‘reason for dropping membership’ The data showed that 22 members dropped their membership over the last two Kiwanis fiscal years. Deaths accounted for 45.6% of those members followed by ‘health issues’ and ‘lack of interest or other reasons.’ Each accounted for 27.2% of the dropped membership. After reviewing each case individually, it was concluded that efforts to re-engage these members would not provide positive results. A higher payoff might occur if resources required for re-engagement were re-allocated to paid members not attending in-person or ZOOM meetings (retention) and recruiting new members (development).

Current Members NOT Attending In-Person/ZOOM Meetings

This group are the most vulnerable group of potential drops. They, have one or more reasons, for their lack of participation including health issues, fear of COVID, lack of time and/or interest, or other responsibilities. We continually need to find ways and means to “keep them in the loop” Several possibilities are offered for discussion.

- 1. Establish a Phone Calling Committee. Club President would recruit five (5) club members who would be willing to serve on the committee. One of the committee members would be appointed Chair. Collectively, the committee would divide this list of members. Phone calls would be made every two-three week to “check-in” with the members to see how they are doing, update them on past and upcoming club program speaker and service/fundraising projects. and encourage attendance at our meetings, Committee chair would report to BOD on their findings*

monthly.

- 2. Notes from Prez. All of these members have email and hopefully check their inboxes and read their email. To stay connected with this group and encourage their participation and attendance, a*

2|Page

standard post-card digitally prepared would be emailed weekly. The recipient list would include

those who frequently or continually do not attend our meetings. A sample of the card is attached.

- 3. At-home Tasks. Are there some tasks that members can do at home and feel like they engage in the club? Examples – sending “we miss you cards” (can develop a computerized prototype and members either email or snail mail), sending “get well” cards (again develop a prototype and members either email or snail mail); further develop our ‘club history’ by interviewing long-time members who would reflect on their GK experience (particularly, the 1980s).*
- 4. Establish a “Carpool” Committee. It is highly probable that some members are not attending because of lack of transportation. Dividing our membership into four (4) groups (based upon residence address), using Lincoln Way (north/south) and University Ave/Grand Ave (east/west) shows the following results: NW Ames, 22%; NE Ames, 62%; SW Ames, 13%; SE Ames, 3%. A committee of (five) 5 members is suggested: NW quadrant, 2 members; NE quadrant, 2 members; SW/SE quadrants, 1 member. One member would serve as Chairperson. The committee would either provide needed transportation or find a member who would provide transportation for those members in their quadrant seeking transportation to and from our weekly club meeting and service/fundraising activities.*
- 5. Encourage ZOOM Usage for Weekly Attendance. Now that the equipment needed to have ZOOM/In-person meetings simultaneously,*

this technology needs to be strongly promoted to the current members not attending either by ZOOM or In-person. For the next few months, members should be emailed bi-weekly inviting them to use the technology and provide instructions (meeting invite information) on how they can attend. Meeting invite information also can be published in the Monthly Program Newsletter.

Current Members who ARE ATTENDING In-Person/ZOOM Meetings

Membership Retention is a priority goal set by Governor Don Fritz, Nebraska-Iowa District Kiwanis. Many clubs have lost members over the last two (2) years due to COVID-19, natural attrition (death), taking different jobs, moving away, and loss of interest. Likewise, building club unity and camaraderie helps keep members active in attendance and participation in service/fundraising activities. Serving on committees is another way to keep members interested and involved. Several activities are offered for consideration to retain members.

- 1. “Meeting Scramble Members.” Scramble members by ‘table lottery number’ has been done in past years. It is recommended that this practice continue occurring once every quarter. It creates a “get to know your fellow Kiwanians .”***
- 2. Spouse Meetings/Activities. Special club meetings that include spouses/partners and other guests is a way to keep members acquainted and involved. It is recommended that this occur at least twice/year with one being held during the holiday season (as has been done in the past.”***
- 3. Club Tour(s). Tours involving members and guests should be conducted to Ames area (within 1 hour’s drive) businesses, agencies, or charities at least twice/year. An additional benefit occurs if such tours emphasize places of interest to spouses or special guests.***
- 4. “Meet Your Magnificent Fellow Kiwanian.” A weekly 2-minute retention game with winner receiving a packet of M&Ms. Each member would fill out a short questionnaire (see example attached) answering pre-determined questions designed to provide information about that club member. Each week the Club President draws one***

questionnaire out of the M&M bucket, repeats the ‘clue’ question(s) and gives the answer(s), Members call out their guesses. Process continues until someone (first person) correctly identifies the member and earns the prize.

- 5. Member Recognition. We should continue to say ‘Thanks’ and give recognition to project leaders, team/committee members that make us great as a club! Example – recognizing the team members in the “fire cleanup” project and look for other examples that praise everyone and give them special ‘Thanks!’*

3|Page

“More-Hands-for-More-Service” Membership Recruitment – Development

Brad Boyd, Kiwanis International Area Director, Global Membership & Education, spoke at our annual Officer/Director Installation Meeting on the topic of membership growth and development. He has prepared an extensive PowerPoint presentation on “Building Blocks for Club Success.” His presentation not only focused on membership but also offered ideas and suggestions for service, fundraising, and SLP programs. This section of the report uses some of his ideas and suggestions which are modified to fit our club. “More-Hands-for-More-Service” is the theme for this section

- 1. Renaming Membership Committee.** Instead of the traditional ‘membership committee’ designation, rename the committee to “More-Hands-for-More-Service” (M&M theme). Additionally, the committee should have two co-chairs serve, serving a staggered two-year term. Three additional (5 total members) would serve two-year staggered terms. Committee purpose is to plan and implement a membership retention and recruitment plan.
- 2. New Member Orientation and Member Interest Survey.** Every new member should attend a new member orientation along with their sponsor. This orientation session (1 hour) should be scheduled shortly after belonging (not joining) the club. Sponsors should participate and serve as mentors for the new member. Topics: (1) Overview of Ames GK Club, (2) KI and Nebr-Ia District A Few Facts, KI and District Structure and Relationship to local clubs, (3) Navigating the Ames GK website, (4)

3. **Club ‘Legacy Fund’ Program.** Members donate to a ‘Legacy Fund’ held by GK Foundation in honor of their mentor/sponsor (living or dead) or a fellow member. Funds would be used to reduce first year dues or scholarships for members facing financial difficulties when renewing their dues. Funds managed by Club’s Executive Committee.

4. **New Member Charity Donation.** Club recognizes and honors a new member by donating \$25 to the ‘charity of choice’ of the new member. This strategy will provide additional recognition to a new member making that member feel “belonging to our club” and not “just joining our club.’

5. **“More Hands for More Service” Campaign.** Campaign to be held in March 2022. A month- long intensive campaign involving all club members, planned membership development speaking programs, identifying potential members, having guest days, and a competitive competition between the ‘Redbirds’ and ‘Goldfinches’ (equal-sized teams). Activities Schedule and Content Rules are attached.

4|Page

SUMMARY/CONCLUSIONS

OUR “NEW NORMAL” for

MEMBERSHIP RETENTION/RECRUITMENT/DEVELOPMENT

This report attempts to take a comprehensive review of member retention, recruitment/development in the post-COVID area Not all suggestions will be implemented; consequently, the Board of Directors should prioritize and develop a “new strategic plan” related to membership.

It can be best summarized by these statements:

“Joining” is what a member does. **“Joining”** is a transaction.

“Joining” is rational.

“Joining” is episodic.

“Belonging” is how a member feels ***“Belonging”*** is an experience.

“Belonging” is emotional

“Belonging” lasts longer...maybe forever

We don’t need “joiners” We want “belongers!!!”

5|Page

Membership – Message from PREZ



We missed you at our last meeting. We hope that you are doing well!!

Our program/speaker was:

Program Next Week:

Upcoming Activities/ Fundraisers

Hope to see you there!

Our meetings are the best when you bring a guest!! Club President – Tom Baas

Calibri 10 pt.

Calibri 10 pt

Calibri 10
Pt.



6|Page



Meet Your Magnificent Kiwanian

Your Name _____

Years as a Kiwanian? _____ Held office/director? Yes No

Favorite Kiwanis Service Project/Fundraiser?

_____ Favorite Hobby?

_____ Career Work/Occupation?

_____ Spouse/

Partner's Name _____

Two things that would differentiate you from your fellow Kiwanians?

Nickname _____ Your initials (first/last name)



March Membership Mania Schedule of Activities

Contest Rules

Activity Schedule:

February 24, 2022 – Campaign Kickoff.

Theme: Our club is at its best – when you bring a guest.”

Review campaign materials (club brochure, club flyer (Happenings), club dues (new and renewing members), on-line membership packet, ‘March Membership Mania’, contents rules and awards. Outside speaker: Nebraska-Iowa District Membership Chair, or comparable person (via ZOOM).

March 3, 2022 – Campaign, Week 1

Theme: “Getting to Know You, Getting to Know All About You.” Guest speaker: Jamie Pollard, Iowa State University, Athletic Director

Members and guests circulate (stand-up reception) Club meeting at 9:25

Each club strives to invite a guest to attend. Contest begins.

March 10, 2020 – Campaign, Week 2

Theme: “Nebraska-Iowa District and ‘What Can It Do For You?’”

Guest speaker: Don Fritz, Governor, Nebraska-Iowa Kiwanis District

Members and guests circulate (stand-up reception). Club meeting at 9:25

Contest Update. Guest formal introduction.

Member Testimonial: 2 club members; topic – ‘Why I Like Kiwanis’ (max. 5-7 min/person)

March 17, 2020 – “Spouse/Friend Day” – Invited guests. Campaign, Week 3

Theme: “Mesmerizing Program and Magnificent Fun”

Speaker and topic – Topic that appeals to members, spouses, and guests. (scheduled by Club VP)

Contest Update

Member Testimonial: 2 club members; topic – ‘Why I like Kiwanis’ (max 5-7 min/person)

March 24, 2020 – Traditional Club Meeting, Week 4 Theme: “This is Us – Belonging and Not Just Joining”

Contest Update

Member panel (4-5 members) explaining our major service and fundraising programs” Membership application process & completion

March 31, 2020 – Traditional Meeting with Membership Induction Ceremony

Theme: “Moving Ahead with Our New Normal”

Speaker: “Division 11 – How it Contributes to Kiwanis Mission”, Jody Melcher, Lt. Gov. Div. 11

Member Induction Ceremony – Led by Jody Melcher Final results and Recognition



Contest Rules:

March Membership Mania Schedule of Activities Contest Rules



General:

Two teams: Redbirds (Abrams – Knop) & Goldfinches (Lohafer – Ziebell)

Competition begins March 3, 2022, and ends March 28, 2022 (end of meeting) Applications for new membership must be received by Club Secretary by noon, March 28th All guests (new and returning) must sign-in on guest sheet. Will be used in scoring.

Team progress scoring announced weekly (March 10, 17, 24).

Results announced on March 31, 2021

Packages of M&Ms given each week to member and guests

Scoring:

NEW guest – 30 pts to sponsor for team

RETURNING guest – 15 pts to sponsor for team for each meeting

attended MEMBERSHIP APPLICATION – 100 pts to sponsor for team

Prizes:

Content Winning Team - \$750 charity donation to winning team.

Team votes by written ballot with three (3) rounds of balloting to determine winning charity
Runner-Up Team - \$250 charity donation to runner-up team

Team votes by hand ballot with three (3) rounds of balloting to determine winning charity

Charities nominated will include all current charities on club's Charity Donation List plus any non-profit charity with a mission statement like our club's mission statement.

Selection procedures for determining winning charities. Round 1 – eliminate all charities not receiving any votes. Round 2 – select the top five (5) charities receiving the most votes. Round 3 – select the charity receiving the most votes. In case of tie, another round of voting to determine final winner. ALL team members should vote on each round.

Summary:

If every club member participates, this will be a GREAT competition where EVERYONE WINS! For new members, it is the beginning of a meaningful Kiwanis experience. For current club members, it is a team competition, having fun as a team, getting to know new members, and decision-making for your 'favorite' charity. MOST OF ALL, the charities will receive additional (or new) needed from our club donations.