



New Member Orientation

Peter J. Owens

Are you interested why you are losing members, read this . . .

Why I left a Kiwanis Club

First, you need to know how excited I was when I was first asked to attend a luncheon meeting of Kiwanis on Tuesday at noon. I was asked because the Mayor of our city was going to speak and my friend who asked me knew how interested I was in our city's growth and development.

After several meetings and getting to know the men and women who wear the "K", I was pleased to be asked to become a member, for I found that our goals of a better community and your commitment to our children were in line with mine.

But you ask, who am I? I am one of more 50,000 individuals who left Kiwanis in North America over the past 2 years. I am one of 3,100 individuals who received a survey developed by the 1996-97 International Committee on Club operations and member retention.

Finally, I am one of 622 past members who took the time to complete the survey and return it to Kiwanis International. For the first time, Kiwanis International knows why I left. I represent members from our smallest clubs to the very largest clubs. I speak for both men and women, for 149 (24%) women who took the time to complete the survey.

I speak for people of color and members of all ages. I speak for clubs that meet in the morning, noon and night. While we differ in every way it is possible for 622 people to differ, there is great commonality and consensus among our reasons for leaving Kiwanis.

You know that I was as excited about being asked to join Kiwanis as you were. You know that I also speak for the men and women who have left our club. Now, you will know why.

I have been leaving Kiwanis at the rate of 68 members every day of the year for the last 2 years and there is only one hope in our future to change this staggering fact. I will unveil that hope at the end of the article.

But now let me cover the 7 major reasons why I left. As you read the list, please take the time to picture in your mind the members of your club who have left for each of the following reasons in the last two years.

- 1) I died and I will continue to die at higher percentages because our organization is getting older and death is a natural part of growing older. No, I don't speak for the dead, but we need to be aware that we must add members that match your age when you joined Kiwanis.
- 2) I am not a happy with the way your club is run. 475 (76.3%) of us left because we were unhappy with the focus of the club. Your meetings did not start and end on

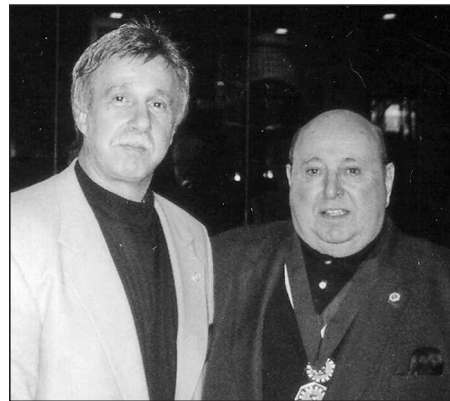
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Marine Park Kiwanians Celebrate The Holiday Season With Joy



Marine Park Kiwanis held its annual Christmas Party at Romano's Restaurant in Brooklyn this past holiday season. Pictured above left to right standing: Frances Marciano and Theresa Carbonara. Seated Treasurer Ann Troiano, President Linda Alessi, Vice President Janet Honovic and Brooklyn Division First Lady Helen Schiavo.

Micari Receives Kaiser

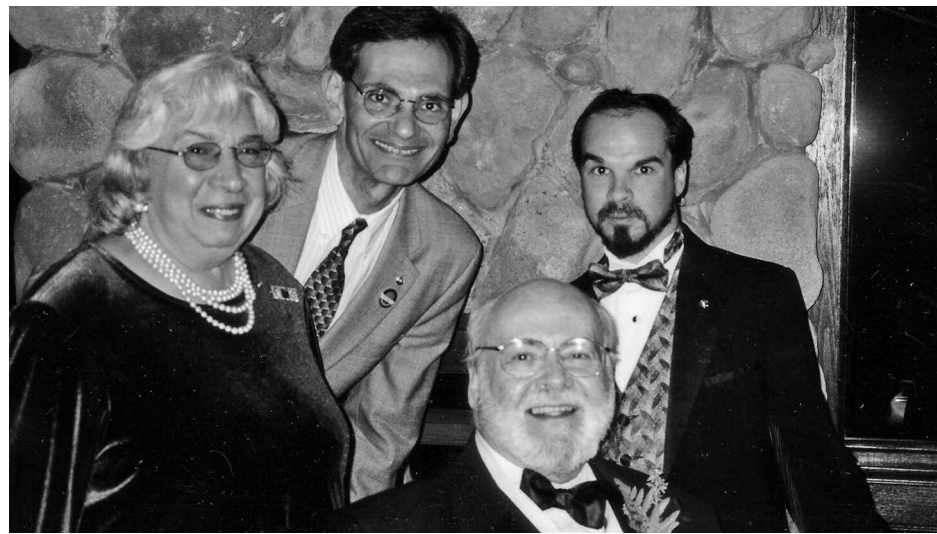


At a recent Brooklyn Division Council Meeting Foundation member Steve Saletto presents Bensonhurst & Bay Ridge Secretary Frank Micari with a diamond level Kaiser for his work in Kiwanis.



Marine Park member Rosemarie plays a very pretty Santa's helper.

Hickey Honored By Riverdale Kiwanians



The Kiwanis Club of Riverdale honored DPP Brian Hickey for his extended service (3 1/2 years) as President of his club. Left to right: Riverdale Secretary Marie Hickey, DPP Brian Hickey and their son Doug Hickey. Governor Peter was proud to attend the event.

Seyfried

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4. General interest items about members (birthdays, anniversaries, trips, etc.)
5. Division and district upcoming events
6. Kiwanis education
7. Report of board actions
8. Biographical sketches of new members
9. Notice of official meetings such as elections when members will be asked to vote
10. Community events of interest to the members
11. Fun items - cartoon, quotes, jokes, etc.
12. Inspirational messages and motivational quotations (see Spiritual Aims SA #1 and "Quote for Club Newsletters")
13. Contact information (name, phone number) for club president, secretary and newsletter editor.

There is a Club Newsletter Editor's Kit available from KI. It includes suggested quotes, education spots, and even some tem-

plates for mastheads.

The "best" format for your newsletter is whatever works best for your club, 8 1/2 by 11 or 8 1/2 by 14. Also plan the format and size with the folding, stuffing and mailing in mind. Keep the content pertinent; members don't want to spend time reading more material than they need to.

A prospective editor doesn't have to be a literary genius, just give the information as succinctly as possible. Have a clean, neat appearance so your message goes through clearly.

Who else should receive a copy other than your members? Other clubs in your division, the Lt. Governor, and possibly other clubs in your community. Send a copy to Governor Peter and/or to me. Consider also entering the district newsletter contest.



Membership Retention

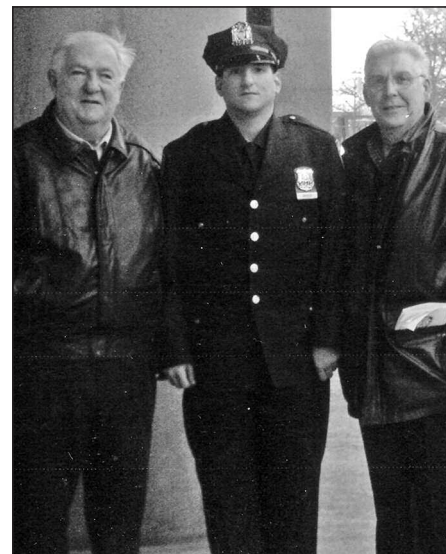
John Gridley

In a previous ESK, I discussed in great detail Member Satisfaction. A natural follow up is renewing your commitment. The Club's board of directors needs to define commitment. The difference between expectations and performance should be addressed. As a group, identify the 10 assets that club members need to bring to the club to make it effective. Then identify the 10 benefits the club is expected to provide to its members.

All Kiwanis clubs should undergo regular checkups, because no matter how good your clubs is, you can always do better. Annual assessment will help you identify the current status of your club based on member input. The membership committee should administer the assessment. If that is not possible, it should be someone other than the club president.

Present all the assessment findings to the board of directors and the membership committee. Review the club's strengths and weaknesses as well as suggestions the members provide. These should help you discuss possible strategies for enhancing the clubs' quality. My advice to you is to use the Club Improvement Plan (Club Operations and Administration, Membership Development and Recruitment, Service and Fund-Raisers, Sponsored programs and public awareness) to prioritize strategies and create a timeline for implementation. You should address all concerns, action should be taken, and a deadline for completion should be set. Please keep in mind that harm can be done if member input is solicited and nothing is done with the information. Act swiftly and keep the members informed of the progress.

JP Gridley Becomes NYC Police Officer



This past December John Paul Gridley graduated from the New York City Police Academy at a ceremony in Madison Square Garden. Left to right above: DPG John Gridley, PO John Paul Gridley, also the Vice President of the Kiwanis Club of Floral Park, and SDPLG Ben Cirlincione.