

# Kiwanis Education

Why does a club need to grow? The average club loses one member in five each year. For example, in a club with 50 members, an average of eight or so members leaves each year. Thus, eight new members must be recruited just for the club to remain the same size.

Even more disturbing is what statistics say about the eight new members for the club. Over the next two to three years, some will leave the club through job transfers, declining interest, etc. We must not only recruit them, we must keep them involved and active.

Kiwanians' limited growth affects everyone. We cannot meet the increasing needs of a growing world if Kiwanis does not grow with it. With one third of our clubs under charter strength of twenty-five, many try to meet those needs with strained resources.

A club with declining membership often reaches a point where it cannot effectively meet the need for its services. Of course, we do have some excellent clubs below charter strength, but in many cases, these small clubs do not have enough human resources for successful fund-raising or service projects. Once the club loses its reason for existing, it is only a matter of time before members become disillusioned and walk away. Do not allow that to happen to your club.

Often, declining membership is a sign that something is wrong with the club. For one reason or another, individuals are no longer getting anything out of being a member. Club programs are not informative or stimulating. Service projects don't meet members' interests. Members receive no bulletin and communication among individuals is poor. **Therefore, it is important** for all clubs to undertake a "self-assessment" before they invest the time in a membership campaign. This will help to identify characteristics that will appeal to prospective members, and those that may discourage them from joining or cause current members to attend sporadically or even discontinue their membership.

## Change to Meet Changing Needs

To achieve maximum results in service, a club's membership should be a fellowship of a cross Section of those who live and work in the community. That spells change for many clubs. Communities are becoming increasingly multicultural and multiracial. More women are starting small businesses and moving into upper management. By the year 2010, they will represent a majority of workers.

By bringing in new members with new ideas and fresh approaches, your club will become stronger, more effective in service, and experience greater fellowship.

Let us continue the rebirth of each and every club and make our division the strongest division in all of New York.

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