

Kin Canada Healthy Club Tool Kit



Fostering Healthy and Vibrant Clubs



Kin Canada
Kinsmen • Kinettes • Kin



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Introduction

This Kin Canada Healthy Club Tool Kit is designed to help:

- assess the health of your club
- provide tools to help repair the state of your club
- act as a primer to locate other valuable resources

We recognize some clubs are healthier than others but there's always room for improvement. We believe healthy members in a healthy club environment are the key factors to Kin's success.

This Healthy Club Tool Kit (Kit) will reinforce the professionalism, integrity and knowledge of all things Kin. This Kit can be used by both individual members and clubs. Utilize these materials and suggested resources to build your club's successful future.

Good luck!

The 2011-12 National Membership Committee members,

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Section One

*Assess the
health and culture
of your club*

Warning Signs for Clubs in Trouble

There are common warning signs that indicate a club is in trouble. One sign alone might not mean your club is in trouble, but a combination of signs may signal the need for cautionary steps or additional help. See if your club experiences any of these issues:

Membership/Retention Issues

- ☐ Steady decline in club membership over a number of years
- ☐ Failure to bring in new members
- ☐ Cliques in your club
- ☐ Profanity/shouting at meetings
- ☐ Abuse of alcohol/drugs at meetings
- ☐ President speaks negatively about the club and/or members speak negatively about the President/officers
- ☐ Lack of respect
- ☐ Talk about disbanding
- ☐ "We tried that and it failed" attitude toward new ideas
- ☐ Personality conflicts

Lack of Club, Zone, District and/or National Participation

- ☐ Members claim they are "too busy" to undertake new projects
- ☐ Lack of club representation at Zone and District functions
- ☐ No one wants to run for positions on the executive
- ☐ Same executive year after year
- ☐ Little or no response to phone calls and/or invitations from other clubs
- ☐ Club whose main purpose (sometimes only purpose) is keeping clubhouse going

In the Community

- ☐ Poor image in the community
- ☐ Low or no service contributions
- ☐ No one shows up for committee/project work

Club Business

- ☐ Lack of meetings
- ☐ Long, boring meetings
- ☐ Not following up on motions
- ☐ No fellowship
- ☐ Dominant member(s) take control of meetings
- ☐ No protocol at meetings
- ☐ Inexperienced President/executive

- ☐ Other – Please specify:

If your club has any issues that require external help, please contact your Deputy Governor, District Membership Director, National Membership Committee members or the Headquarters Member Relations Coordinator for assistance.

You and Kin Survey

Surveys can help determine the types of activities your members would like to see during meetings, socials and events. They eliminate the 'guessing game,' drill down to the point and, most importantly, bring value back to your members.

These sample surveys can be conducted as a group or anonymously. If you wish to gain feedback from individual members, make it anonymous. However, any or all feedback should be collected and formulated into action items.

Tip: Completing a survey at the beginning and end of your Kin year will help you and your club: a) create club SMART goals and b) evaluate your progress and success(es).

Survey Sample #1

This 'You and KIN' questionnaire covers meeting management, fundraising projects, service projects and club socials. Here are some sample questions:

Meetings:

- Is (example Friday) the best meeting night for you?
- Is the present time and location convenient for you?
- Do you feel that your executive has adequately prepared the various business matters before presenting them to the club?

Fundraising projects:

- How many fundraisers would you like to produce in one year?
- What type(s) of fundraisers would you like to produce in one year?
- Is there an organization/cause you like to support?
- How will we disperse the funds we raise?
- Do we have the resources to initiate the project(s)?

Service projects:

- What is the greatest need in our community?
- How many service projects would you like to complete in one year?
- What kind of service projects would you like to complete in one year?
- Do we have the resources to initiate the project(s)?

Social activities:

- Would you like to see our club have more family events?
- Would you like to see more gals' nights out?
- Would you like to see more guys' nights out?
- Would you like to see an adult (no kids) night?
- Would you like to see more active social activities – e.g. hike, walk, run?
- Would you like to see more relaxing socials?
- Would you like to see our club participate in more Inter-club visits?
- What would you like to see happen in our club?

Survey Sample #2

SECTION I:

Your Kin history

1. I've been a member for:

- ☐ 1-3 years ☐ 4-7 years ☐ 8-14 years ☐ 15 years or more

2. I primarily joined the club to/for:

- ☐ Friendship/fellowship ☐ Community service
☐ Personal growth ☐ Networking opportunities
☐ To have a night out ☐ Professional growth
☐ Other: _____

3. I have stayed in this club because (choose up to 3):

- ☐ Fellow members ☐ Service work
☐ Opportunities beyond the club ☐ Professional growth
☐ Personal growth ☐ Networking
☐ Fun/fellowship ☐ Other: _____

SECTION II:

Club culture and operations (check YES or NO as the statement applies to you)

- | | | |
|--|------------------------------|-----------------------------|
| 1. Our club does enough service projects to better our community | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Our club has enough social activities to keep things fun | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Our club donates enough money to Kin Canada Bursaries | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Our club donates enough money to Cystic Fibrosis Canada | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Our meetings are fun and productive | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Our members are respectful to each other | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. My time and level of commitment is respected | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. All members contribute to the workload fairly and equally | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 9. I have equal opportunity for leadership/executive opportunities | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 10. I am comfortable sharing my thoughts/opinions during meetings | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 11. New members are properly mentored and given Kin opportunities | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

SECTION III:

Your needs and wants (check all that apply to you)

I would like to see:

- | | |
|--|--|
| <input type="checkbox"/> More social time | <input type="checkbox"/> More service projects |
| <input type="checkbox"/> More involvement beyond the club | <input type="checkbox"/> Visitations to/with other clubs |
| <input type="checkbox"/> Leadership training opportunities | <input type="checkbox"/> Guest Speakers at meetings |
| <input type="checkbox"/> Members attend convention/FLC | <input type="checkbox"/> New members' seminar |
| <input type="checkbox"/> Club rejuvenation workshop | <input type="checkbox"/> Shorter meetings |
| <input type="checkbox"/> Help recruiting young people | <input type="checkbox"/> Help with general recruitment |
| <input type="checkbox"/> Cystic Fibrosis Canada materials/info | <input type="checkbox"/> More participation in the Bulletin |
| <input type="checkbox"/> Greater respect for each other | <input type="checkbox"/> More positivity |
| <input type="checkbox"/> More Kin education | <input type="checkbox"/> Help with retaining current members |

Comments:

Conflict Resolution

Conflict is something we all experience, in our clubs, our workplaces and even within our families. Many people are afraid of or threatened by conflict resolution because it's uncomfortable, awkward and you may not like the outcome. However, letting it fester isn't the most productive way to handle conflict. The best way to solve a problem is to address it head on.

Understanding conflict

Is conflict always a bad thing? Unresolved conflict can escalate and be detrimental. It never really disappears because it simmers just below the surface. When conflict is addressed and dealt with in a mature and constructive manner, it can be:

- An opportunity to identify problems
- An opportunity to find solutions
- A catalyst for change

Here are some factors that contribute to conflict

- Lack of trust
- Opposing perception, opinions and values
- Poor communication
- Personal issues

Conflict resolution process

One option is to talk to the person and explain the issues you are experiencing. Invite the person to do the same. If you are both open to sitting down and discussing the problem, you can usually work out the issue. Another alternative is to invite an external mediator to manage the conflict resolution process. A mediator should set the 'team' up to win! Here are some tips to help:

- Create a neutral, unthreatening environment (perhaps away from the club)
- Let both sides vent
- Show empathy and understanding but remain neutral and respectful
- Get to the root of the problem and the underlying issues
- Offer a solution and determine the best outcome(s) for the members or the club
- Gain verbal agreement from the members or club so all parties clearly understand each other's viewpoint
- Explore and discuss potential solutions and alternatives
- Agree on a plan that meets the needs of all parties
- Set a clear and obtainable goal and set up a matrix to measure success
- Follow through with the plan
- Have each party sign a consent form stating they agree and oblige to the plan

Tip: For additional information or help with resolving conflict, go to www.kincanada.ca > Member Centre > Kin Education and Training > Conflict Resolution or contact your Deputy or District Governors, National Membership Committee members or HQ staff.

Avoiding Burnout

As the saying goes, “if you want something done, ask a busy person.”

Typically, a few members of a group are responsible for the bulk of the work.

This can lead to member burnout and, subsequently, retention problems.

Though burnout tends to be viewed as a type of stress, there are distinct differences between the two; however, both can result from having too much on your plate at one time or having overwhelming, demanding and unclear expectations about responsibilities. People who are stressed out can become more sensitive and tend to overreact by turning little things into big deals. People who are burned out tend to have a loss of interest or enthusiasm and sense fewer rewards from their accomplishments; they seem uncharacteristically uninterested or detached.

Burnout can cause problems for your club if the enthusiasm of key leaders fades; the same members are doing most of the work; or projects are old, tired and need a facelift. Ask yourself: are too few members doing the bulk for your club? Do an enthusiastic few regularly embrace leadership roles on all service projects? Are there members who don't seem willing to step up?

If you answered “yes” to any of these questions, this could spell trouble for your club. But it doesn't have to if you recognize the early stages of burnout and keep it from becoming an issue.

The 4 stages of burnout...

1. **Physical, mental and emotional exhaustion.**
2. **Shame and doubt.** A member might wonder if s/he is well liked by peers or may feel unsure of their value to the group.
3. **Cynicism and callousness.** A member feels under-appreciated, unsupported and overworked and may be thinking about quitting.
4. **Failure, helplessness and crisis.** At this point, if the member doesn't speak up (or there's no intervention) you may lose a valuable project leader or member.

To prevent burnout

- **Re-evaluate project leadership roles and how to better share the load.** When people share the load, the group becomes more cohesive and productive. Members who become involved in a project feel more connected to each other and take ownership in the project and, by extension, their club.
- **Show your appreciation.** When a member puts in extra effort to accomplish a task, make sure they receive recognition. Thank them at your next meeting; reward them with a small gift; bestow a club award for leadership, etc.
- **Set limits.** Remind members that sometimes you have to say no (and “no” is okay.)
- **Educate your club on burnout.**
- **Keep it fresh.** Come up with new or revamped ideas for fundraisers or service projects.
- **Make time for fun so members aren't always focused on the next task.**
- **Delegate tasks.** If someone is feeling overwhelmed, help them delegate some tasks.
- **Never have only one person working on a project.** Everyone needs help—even the person who has always done it on their own. Teamwork is key!
- **Provide mentorship to new members so they feel comfortable getting involved in projects.**
- **Remember, people have day jobs and families, too.** They can't always immediately respond to an e-mail or drop everything to solve a problem.

Addressing burnout opens the door to new ideas, new leadership, renewed fellowship... and more fun!

Effective Delegation

Delegation is a vital part of accomplishing club tasks in an efficient and productive manner. Delegating tasks also helps alleviate member burnout.

Effective delegation can open the door for members to take on roles and responsibilities they may otherwise not become involved in; help take the pressure off those members who always seem to do everything; and lighten the workload of larger scale projects that are a result of a growing club.

That being said, delegating can be easier said than done. There are some hurdles that need to be eliminated in order to delegate effectively, such as:

- Feeling the need to do everything yourself to have it done right
- Not having the time or desire to transfer the necessary knowledge and skills for someone else take over
- Being unable to find people you trust enough to delegate to

While these hurdles may be valid and quite significant in some member's eyes, they can be overcome. Here are some tips on effective delegation:

- Know that not all tasks can be delegated.
- Be picky about who you choose to delegate to. It may take some time to find the right person for the task but, when you do, you know it will be completed properly.
- Whenever possible, give the person a whole task that they can see through from start to finish.
- Make sure the person understands exactly what it is you want them to do. Instructions need to be clear and any documentation they need should be user-friendly.
- In order to know things are moving in the right direction, track progress and get feedback on the delegated tasks. Make sure the lines of communication are open to get this feedback and so they can ask questions.
- Be sure to thank the person who completed the task.
- Make delegation an ongoing thing. This will help everyone by freeing up some time for other aspects of their lives, making everyone happier and more productive.

The more your club delegates the easier it will be and the better everyone will become at it. Remember, you're a team and should be working as such; one person should not be responsible for all of the projects.



Gattiness, Curmudgeons and Cliques

What are they costing your club?

We all know the saying ‘one bad apple spoils the bunch.’

But do we think about the destruction that just one member can have on an entire club?

It’s not uncommon for members to quit a club due to a bully, gossip, back stabber or queen bee. Worse yet, other members don’t invite prospective new members to a meeting due to the same (alienating) person.

Do the math:

2 members quit
+ 3 potential members aren’t invited

= 5 members lost to save 1

The Association promotes recruiting young people but the retention rate of these new members will be low if their enthusiasm, ideas and learning curves aren’t tolerated. Older members might not be open to the suggestions of newer members or willing to share (or give up) the reigns on club projects and events.

What’s the solution? It’s not like the new members join to intentionally ‘rock the boat’ and perhaps the cats and curmudgeons are also driving blind. Whatever the motivation or lack thereof, the person(s) needs to gently be made aware of their actions and the destructive consequences; you know, the stuff we learned in kindergarten. If nothing changes, a Zone or District-level member might need to come in and explain the gravity of the situation.

Just a clique away

Cliques are another quick joy kill. When someone — or a small minority of the group — feels ostracized or marginalized, a natural reaction is to leave in self preservation.

Often times, a member will sit next to the same person merely out of habit. Similarly, a group of people might always sit together during meetings. From the outside looking in, they can look like an impenetrable clique.

Your club executive can make a conscious effort to mix things up and get members, who might not otherwise do so, to mingle. Assign seating at a meeting so members can’t sit next to their club “BFF”; get everyone to stand up and reveal something that most people wouldn’t know about them; have everyone bring a baby picture and put a piece of paper under it for everyone to guess who it is.

A great by-product of changing things up is that members might enjoy the group even more by getting to know more people. Many of these dynamics are inevitable in group situations but nipping them in the bud is critical to a club’s good health. An honest self-assessment may, indeed, be your club’s greatest need.





Section Two

*Tools to help recruit
and engage members
and complete
service projects*

Goal Setting

Planning for both the year and the future is the key to your club's success. Goal setting is an extremely important part of any planning process. A goal establishes what you and your club want to achieve. Completing a survey at the beginning and end of your Kin year will help your members create club goals and objectives and evaluate your progress and success(es).

Tip: Bring members together to set your club's goals and objectives. Set up everyone to win and feel like a champion!

Five Standards of Goal Setting: Think SMART!

1. **Goals must be Specific**
Goals must be easily understood by the entire club and include action steps to achieving them.
2. **Goals must be Measurable**
Include a standard of measurement and an end result.
3. **Goals must be Attainable**
Conduct a SWOT analysis to help identify your club's strengths, weaknesses, opportunities and threats.
4. **Goals must be Relevant**
Set realistic goals that are obtainable; set timelines that are realistic for your members. Set yourself up to win!
5. **Goals must be Time-bound**
Include a short and long-term plan for achieving your goals. Create subset goals which lead to the main objectives. Set deadlines for each subset goal to create a timeline for achieving the main objective(s).

Tip: See page 14 for goal setting and objectives specific to membership recruitment and retention.

Membership Growth & Retention

Research conducted by the National Membership and Charter & Expansion Committees indicates that volunteer service organizations are struggling with recruitment and retention issues. So how can Kin Canada “buck this trend?” What do we need to do to recruit new members and retain both new and current members?

Since there is no longer an age limit in Kin, the goal is to keep all members as active as they want to be and to support life-long participation in Kin. So how do we get there? First, talk to your members about why it’s important to achieve sustainability by bringing in new members and retaining the members you already have!

Reinforce the consequences of failing to recruit new members: the club may lose its ability to run successful projects and fewer hands can lead to burnout, ultimately risking a viable source of service to your community.

Setting membership goals

You need to ensure that any goals your club sets, such as 10% membership growth or 95% member retention, are achievable. When your goals are set, the entire club needs to Get on Board!; every member needs to play a part in your recruitment/retention plan.

How to achieve your membership goal(s)

No idea is too crazy to overlook. The key is to ask! You can find inspiration from your Zone or District Membership Directors, members of the National Membership Committee, other Kin clubs or HQ staff. Here are some samples of recruitment and retention actions steps you can adopt to achieve your membership goal.

Membership Growth Sample #1

1. Brainstorm about places to obtain prospects:

- Your own Kin events, fundraisers and service projects
- Your place of work/business
- Shopping centres or grocery stores
- Door to door, direct letter or email writing campaign
- Local events
- Healthcare provider offices – dentists, doctors, physiotherapists, acupuncturists, etc.
- Places of worship
- Educational institutions
- Welcome Wagon or people new to the community
- In the newspaper: notice stellar individuals who are getting recognized in your community

2. Sales Pitch - in sequence

Meeting # 1

Make the night fun and enjoyable and throw in a theme. Bring a friend to share the amazing Kin experience and talk about current projects, signature events and what’s being planned. Invite your prospect to volunteer at something your club is doing.

Meeting # 2

Invite someone from the community to speak about why your club is valuable to the community. Continue to promote your great Kin experience.

Meeting # 3

Show the prospective member what he/she can get out of the club; show him/her the projects, ideas and initiatives the club is working on. Continue to promote your great Kin experience and invite your prospect to volunteer at something your club is doing.

3. Closing

Tell him/her you want them to join, invite them back to future meetings, events or service work.

4. Follow Up

Within six weeks of a member joining, have your District Membership Director (DMD) Deputy or District Governor send a welcome letter referring to the Maple Leaf Award of Distinction program which is designed to get new members involved. Also, encourage new members to join committees. This allows them to grow within Kin and provides an opportunity for them to utilize their existing and/or develop professional skills.

Membership Program Sample #2

Recruitment at the Club Level

All members recognize the challenges of recruitment. We spend significant time talking about who we should invite to meetings but do not always know how to take the next step to invite and engage potential members.

Meetings

- When you have invited a guest/potential Kin to a meeting, would they like you to pick them up or at least meet them outside the door of your meeting place? It can be daunting to enter a room full of strangers which can prevent some potential members from attending a meeting.
- Invite your guest to bring a friend so they know someone (who might also become a member).
- Ensure that you introduce your guest to all members and that the guest is welcomed at the start of the meeting.
- Try to have something special at that meeting, even if it's just a better snack than usual.
- It is often helpful to sit beside your guest and quietly explain what is happening during the meeting.
- Show the prospective member what he/she can get out of the club; show him/her the projects, ideas and initiatives the club is working on. Continue to promote your great Kin experience and invite your prospect to volunteer at something your club is doing.
- Follow up with your guest. Did they enjoy the meeting? Do they have any questions about protocol or topics of discussion? Would they be interested in attending another meeting?

DOs

- Letter of welcome from the club President
- Have the guest sit with someone different each night
- Tell him/her what to expect
- Give him/her a guest name badge
- Place a "Growth Chart" on the wall at the club to show your progress

DON'Ts

- Let him/her sit alone
- Ignore him/her
- Assume he/she wants to join or, conversely, doesn't want to join
- Assume he/she knows about Kin and what your specific club does in your community

Workplace

- Approach the employers/businesses in your community. Many companies expect and support their employees' community involvement.
- Is your own employer supportive of the work you and your club have done?
- This recruitment technique may involve a presentation at a staff meeting, a discussion with the owner or a supervisor to ensure that they are aware of the Kin Canada club(s) and Kin-related activities in your community.
- Inviting co-workers to come and help on projects is an excellent way of introducing them to both the service and fellowship aspects of Kin.

Recruitment ideas from District 3:

We understand that each District, Zone and club can be very different. Here are some recruitment ideas used in District 3 that can be adopted and tweaked for your membership plan. The optimal way to attract new members is to use a combination of these samples and tools. Recognize that recruitment opportunities happen all year round.

- The Saskatoon Kinettes completed a very successful letter writing campaign inviting specific women to join their club
- The Meadow Lake Kinettes had a sign up sheet at their Ladies' Night Out and recruited 16 members
- The Melfort Kinsmen work extremely well together. They have such a phenomenal time at their events that community members approach them and ask if they can join their club!

Use your signature event as a recruiting tool

- TeleMiracle is very well known provincially and nationally and it provides an opportunity for Kin members to demonstrate what "serving the community's greatest need" entails
- If your District, Zone or club has a signature event, utilize the exposure as leverage when you're recruiting for members
- The executive, board members and committee members all work together to leverage the event and implement into their recruitment efforts
- District 3 advertises through various social media outlets, the internet (Facebook, Kijiji, Craigslist, etc.), billboards and radio advertising. They use multiple media avenues to promote Kin Canada from various angles in hope of reaching the largest audience.

Tip: Make it obvious who is "KIN" at your events and have club contact and meeting information available!

Retention at the Executive Level

- New Member Welcome Letter that provides a genuine welcome, a brief history and important club, Zone and District contacts
Responsibility – Communications Director
- Kin history presentation at FLC and District Convention
Responsibility – Deputy and District Governors
- Leadership education to the club executives and at the club level
Responsibility – Deputy and District Governors
- Continued promotion of awards and recognition
Responsibility – Awards Chair
- A mechanism (at the Zone and/or District level) by which addresses conflict if it cannot be resolved at the club level
Responsibility – Deputy and District Governors

- Mentoring and support from 'seasoned' and Life Members to the newer members of the club
Responsibility – Seasoned and Life Members
- Invite K-40 and K-ette members to be put on your mailing list so they are aware of District news and activities and can be available (at their comfort level) to participate and assist
Responsibility – Governor, Communications Director

Additional recruitment opportunities:

Community special events (service or fundraising projects):

- Include a greeter at every entrance to help solicit additional funds or give out Kin product (e.g. put a Kin sticker on attendees' shirts if they give a donation)
- Talk it up! The topic of recruitment should be worked into your conversation when you're out in your community.
- Ask the local school or 'younger' service organizations (e.g. 4H) to volunteer – create a partnership to build the trust for possible future membership.

Work events:

- Showcase to your employer, your employees or fellow employees the work you and your club have accomplished in the past year
- Promote your events at work and ask for assistance from your fellow colleagues

Kin Magazine and other communications:

- Kin Magazine can be used as a selling tool and to market Kin within your community – leave a copy at your healthcare office, work, library or community centre
- Attach your club's contact information and meeting schedule
- Always include www.kincanada.ca on your website and publications to leverage the national reach of our Association
- Make it easy to find your club with a website (with an easy to remember name) and general e-mail (info@anytownkinettes.com) so your club email stays the same when your executive team changes
- Always respond promptly to outside inquiries (within 24-48 hours)

K-40 and K-ette Clubs:

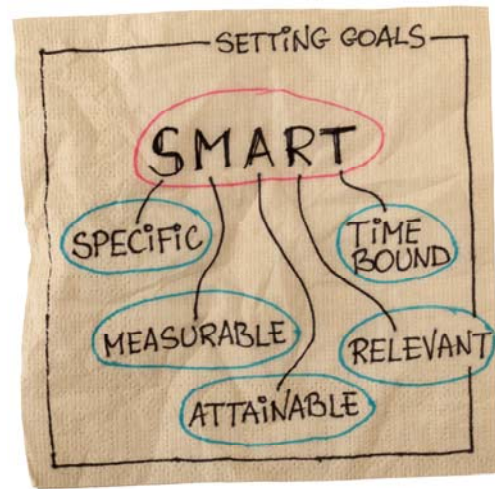
- Research or contact National headquarters to identify if there's an auxiliary club near you
- K-40 and K-ette Clubs vary in their activity and organization. They may consider themselves 'retired' from active duty but if their memories of being active within Kin are positive, they are likely be willing to suggest and/or invite new members.
- Invite K-40 and K-ette members to be put on your mailing list so they are aware of District news and activities and can be available (at their comfort level) to participate and assist

Younger members:

- Students are looking for community hours. At the beginning or end of the school year, talk to your local school board, teachers or guidance counsellors about volunteer opportunities with your club.
- Communicate to students about the opportunities they can gain through Kin – community involvement, resume building and valuable professional skills
- Engage young leaders and volunteers in your community. Work with a youth volunteer organization (e.g. 4H) on a project or invite them to speak at your club (public speaking is a big part of their program). Sponsor an Outstanding Volunteer Award at high school graduation. Statistically, these involved youth are the people that volunteer in their adult years!

Setting SMART Recruitment and Retention Goals

Companies have business plans, sports teams have game plans, families have schedules and clubs need recruitment and retention plans. Plans need to be specific, measurable, attainable, realistic and should include progress indicators (timelines).



Okay, so what does all that mean and how do you approach plans? It's really about putting your words (stated goals) into action. Involve all of your members in a brainstorming session and ask them what they want to achieve as a club and as individuals. In other words, what are your goals as a club and as a member? Once you've garnered input from your members, you've done your pre-planning! Now it's time to prioritize and identify action steps to achieve the stated goal(s). Words of caution: be realistic! Pick a few goals and keep them doable rather than discouraging.

Keep it Simple(r)

By taking a goal, "chunking it down" to bite-size pieces and delegating these smaller tasks, you'll lessen the chance of member fatigue and losing a member (or two) while you're trying to recruit new members. That's unproductive, to say the least.

What is a Goal?

Goals are the final destination you want to reach, such as expanding your club's impact in your community, growing your club in the next Kin year or chartering a new club. These are your 'big Kahuna' ideas!

Possible Goals:

- Increase your club size
- Retain your current membership
- Attract young adults to your club
- Be more visible in your community
- Charter a new club
- Better engagement with club members

What is an Objective?

Objectives are a measurable statement related to your goal(s). For example, to expand your club's impact to another community, an objective might be to *position your club* to charter a new club. To do that in the next two years, you'll need to successfully complete the training and preparation to sponsor a club, as well as find the new community.

If your goal is to increase your club size (and you don't have many young members), your objective could be to attract more young adults into the club, measured by a 10% increase in members under the age of 25 by the end of the Kin year. Similarly, you might target people new to your community, empty nesters or those lucky folks who just retired!

If you want to increase your club's visibility in your community, design and produce a signature event that could become a cherished annual event. You could also participate in community or national service projects.

To better engage members, make time for social events. Encourage members to get involved at Zone, District and National levels through leadership training, running for executive positions or participating in awards programs.

What is a Plan?

A plan is a proposal to achieve your goals and objectives; it's specific and contains the actual tactics and resources you'll need to achieve what you want to accomplish. Before doing anything, it's best to decide on your budget (if a task will require funds).

If you need to depend on club member's sweat equity, you need to know how much time members can commit to. Brainstorm who will do what, by when and how. This will create the task list to execute your plan of attack.

Sometimes all it takes is to think smarter... not harder!

How 'Specific' should our goals be?

The more specific the better! This allows all members in the club to comprehend what the club is working toward.

How are actions 'Measured'?

If the ultimate goal is to grow your club: do the math! If you have ten members in your club and one new member is recruited, woo hoo, you've increased the size of your club by 10%.

If your goal is to be more prominent in your community: measure the frequency of your club's mentions in the local paper or other media. Take attendance at an annual event (should grow from year to year or it's time to re-evaluate).

If your goal is to be more proactive in your Zone and District: did you engage another club in one of your projects? Did club members compete in the Zone awards program, attend Zone Conference or District Convention or get elected to executive positions beyond your club?

If your goal is member engagement: measure attendance at club meetings and social events.

What is 'Attainable'?

To succeed, set the stage to win! Conduct a SWOT (strengths, weaknesses, opportunities and threats) analysis to determine what you and your club are capable of. In general, strengths and weaknesses are internal; threats and opportunities are external.

Using the 'attract new members' goal, evaluate the strengths and interests of your members and your club's resources. Decide on how many and the types of members you want to attract. Identify any weaknesses that could possibly create conflict or burnout in your club. Are your members open to new ideas and fresh blood? If not, how can you turn that weakness around so that new members will feel welcome and that their input is valued? Recognize any external opportunities or threats that help or hinder your club's efforts to grow.

What is considered 'Relevant' to our club?

After conducting the club survey, review what your members are telling you. From there, devise what is relevant to your club. Example: if you have a small club, producing 10 events may not be feasible and you run the risk of member burnout.

Why set a 'Timeline'?

A timeline is to create urgency and focus on end result. With any plan you set in motion, record a time frame for an end result. It will focus and motivate the club to complete its plan.

Tip: It's always a good idea to annually measure the satisfaction of your members with a quick survey so you can stay on top of issues. Always celebrate milestones and recognize members for their hard work — everyone loves to hear positive reinforcement.

Engaging Your Club in Kin

The healthiest and most successful clubs in the Association tend to be the ones that are the most engaged in Kin outside of their own club. While serving the community's greatest need is the foundation of our service organization, "living Kin," and all that embodies, is what has kept members in our Association for nearly a century.

The importance of attending Zone, District and National events

If you ask around your club, you will likely find that the longer-serving members of your club have attended Zone, District and/or National events. It is by experiencing the bigger picture of Kin Canada that members often stay in the Association.

By attending Zone, District and National events, members benefit from the experience of other Kin clubs and members, and learn more about executive positions, service projects and the Association itself. You will get to meet and exchange ideas with fellow Kin from your region, Province and the country. You will get to celebrate successes, share experiences with other Kin and possibly hear guest speakers who personally benefit from the work you do. Most importantly, you will: "Grow, Learn, Make Friends, Have Fun."

Club visitations

One of the most effective ways for members to get to experience the wider benefits of Kin is through club visitations. This is a practice where members from one club plan a visit to a neighbouring club as an announced event or by what is known as a "raid."

Some Zones have a friendly tradition whereby one club claims the property of another club and it can only be reclaimed by a reciprocal visit from the raided club or at the Zone Spring Conference. Members get to experience how other clubs operate, share ideas and enjoy great fellowship.

How do I get my fellow members to participate in club visitations?

Here are some tricks of the trade to get the visits going:

- Challenge your club... to challenge another club! Whether it's a membership challenge, a fundraising challenge, a social challenge or they have to buy as many or more tickets to your event as you have to theirs, a little friendly competition can be just the right ingredient.
- Mystery Tours. Pre-arrange (or hire) enough drivers to transport everyone to a 'mystery' club; only tell the necessary people of the destination. Either pre-arrange the visit with the host club or make it a surprise visit.
- Mystery Guests. Start visiting by being visited! Pre-arrange with another club to come and visit yours as surprise "guests." Your club won't have any excuse not to reciprocate the visit.

Zone events

Different Zones within the Association have different events but most will have:

- Zone Conference, often called the Spring Conference. It's here that members elect the Deputy Governor and Zone Team.
- Club Executive Seminar, generally held in August or September. New executive members can gain valuable information about their positions.
- President's Mid-Term. This is another opportunity for members to share experiences with members from other clubs in their region.

- Some Zones offer new member, recruitment and/or retention seminars (you can also go to www.kincanada.ca for additional information on these topics).
- Zone Inter-club events are usually social in nature, such as golf tournaments, games night, Cystic Fibrosis Dinners, Founders' Nights, parties, BBQs and other excuses to get together to share in fun and friendship. These events are generally open to all members and offer the BEST opportunity for discovering Kin outside the confines of your own club.

How can I get my club involved in Zone events?

Here are some easy ways to encourage your club to get involved in its Zone:

- Those that don't do... HOST! Ask your club to host a Zone Inter-club and shine the spotlight on what makes your club the best place to be.
- Start the trend. Personally invite one or two members to accompany you to a Zone event and then make it a habit.
- Provide the evidence. In the day of social media and internet, it's not hard to provide photographic or video proof of the fun you had at the previous Inter-club.
- Work hard, play hard. Ask another club to join your club to do a project together and make sure the after-party is a blast!

District events

Events may vary from District to District but most Districts have:

- District Convention, a 2-3 day spring event. It is equivalent to the National Annual General Meeting and is a chance to conduct business and celebrate the District's hard work.
- Fall Leadership Conference (FLC) tends to focus on Kin Education and leadership building.

District events are where a lot of Kin friendships are born. Many, many Kin members credit their attendance at District Convention or FLC as the source of many new and lasting friendships. These events often boast hospitality suites, dances, theme nights and a variety of fun activities. No matter where these events take place, the trip is worth it!

How can I get my club involved in District events?

- Many clubs cover the cost for their club President (and spouse) to attend. Some clubs cover the registration costs and other clubs cover both accommodations and registration costs.
- Just a few members can start the trend of attending every year. Be that member!
- Submit for District awards and then go in hopes of accepting an award for yourself or your club; attend convention just to see what it takes to win.
- Set goals, as a club, at the start of the year with the determination to be more involved outside the club. Specifically name Convention and FLC as two events to attend.

National Convention

Held in August each year, National Convention is Kin Canada's sole national event.

It is here that we conduct the Association's business, share experiences and celebrate our individual and collective accomplishments.

National Convention is the premier event of the year in this Association. Kin from across the country travel to the host city and all of them return home completely "hooked on convention." Although it can be a much larger financial commitment required than a District or Zone event, the experience of attending, the plethora of learning opportunities and the friendships that will bloom are just out of this world.

Tip: Whenever you're traveling to other clubs, Zones, Districts and National Convention, always remain courteous and respectful. Remember, you're an ambassador of your club and Kin Canada.

Kin Canada Awards and Recognition Program

The Kin Canada Awards and Recognition Program was developed to help promote personal development on an individual basis and/or through a club effort, but it also help members become more active in Kin.

Find out what your new member's strengths are and also what they would like to achieve by being a member. No matter what kind of personal growth they are seeking, the Kin Canada Awards program can help them reach their goal. It doesn't matter whether a member needs to work on organizational and leadership skills, or if they simply want to improve their writing or public speaking skills — it is all covered in the National Awards and Recognition program.

These two awards provide Kin members with a high level of satisfaction, growth, experience and personal development.

Maple Leaf Award of Distinction

New members should always be encouraged to work towards their Maple Leaf of Distinction Award during the first two years of their membership. Not only are members who actively work towards achieving this goal more likely to stay active in Kin, but they also have a better overall knowledge of all things Kin. The criteria allows them the opportunity to seize the many benefits in a variety of areas the Association offers.

Founders Award of Achievement

Once they have achieved the Maple Leaf Award, members should be encouraged to obtain their Founders Award. This award will help members build on their leadership skills and will also help expand their Kin knowledge.

Don't underestimate the power of the Kin Canada Awards and Recognition program to bring Club members together and bring out club pride. The program can also help motivate a club to set higher goals to become the best it can be.

A club can feel good about its entry to the Service Award as a team and can also take pride in sending a member to National Convention to compete in the public speaking competition — great ways to foster a positive club and member experience!

This is not about individuals or clubs seeking plaques, badges or banner crests; it is about setting goals and working to achieve them as a cohesive unit.

When one member succeeds, we all succeed.



Photo: Past national President Lee Burry presents Peterborough Kinsman Jason Chessar with the Founder's Speaking Award at 2011 National Convention in Regina.

Continuing Education Program

Kin Education is an opportunity for your club to offer real value to its members. A well planned and executed Education Program is worth its weight in gold and can make your members' volunteer experience in Kin a life-changing experience.

Even though your new member has attended a new members' session, their Kin education should carry on. No member should ever stop learning! No members of Kin can truly say they know it all. If you are unsure about which opportunities you haven't covered or mentored, look at the Maple Leaf or Founders' Award criteria/worksheets which list them.

Your club members are the best people to help educate a new member, but be careful what you teach them. They will learn what they live, so be sure to provide current and complete information which reflects the ideals of Kin. Also, don't assume that just because you are not interested in something that your members are not interested in that very thing. Give your members the information and let them decide.

You can continue to educate your members at every meeting in several ways:

Appoint an Education Officer who will present, at all meetings, short educational sessions on all matter of Kin and even some non-Kin related items of interest.

Use your club Bulletin. Kin education is one of the things a competitive Bulletin should feature. Appoint an Education Officer to be responsible for this page in every Bulletin.

Encourage attendance at Fall Leadership Conference, Zone and District Convention. Conferences and conventions are a great way to learn about the business of Kin, gain personal growth and build on leadership skills.

Encourage club members to take on roles as project Chairs or Co-Chairs. Being a project Co-Chair is a great learning opportunity for a newer member who wants to get involved and being a project Chair is a great way to tackle some new responsibility and mentor a Co-Chair.

Encourage members to take on executive roles. Look to your newer members to take a role on your executive team which will provide them with personal growth learning opportunities.

Ask seasoned members to become new member mentors. This is a great way for new members to learn and for seasoned members to provide the knowledge they have gained through being an active member. The longer-term member may also learn something about themselves while they help another member succeed.

Have guest speakers come to your club meetings. It can be a speaker about a project you might like to become involved in or one you have been involved in. A guest speaker can also be motivational and assist club members with anything from setting goals to accepting change.

Once you have completed some of these action items, you're on a great path to:

- build a positive club experience
- provide value to members through valuable learning tools
- prevent the revolving door effect
- stabilize the entire Association

Step-by-Step Project Planning

Service projects are a great way to engage your members and enrich the lives of everyone in your community by providing a positive experience for those receiving the help as well as those performing the service. A successful project requires creativity, planning, organization, promotion, a smooth execution and a post-event evaluation.

No matter what your resources, the key to a project's success is to compose and follow a plan of action. The plan should detail how you will meet specific needs and achieve set goals while combating weaknesses and leveraging the strengths of your club.

Tip: You can find more project resources in the Service Resources section if the Member Centre at www.kincanada.ca, including .doc and .xls worksheets and planners.

Good planning sets the foundation for a successful fundraising or service project; the earlier the planning starts, the better! A thorough project plan includes these seven components:

1. Conduct a Community Needs Assessment

A community needs assessment is a combination of information gathering, community engagement and focused action with the goal of community improvement. It helps you decide which projects will best support “serving the community’s greatest need.” There are usually four steps involved in a community needs assessment:

- Planning and organizing
- Data collection
- Analyzing and summarizing the needs assessment results
- Sharing the results with the community to facilitate action planning

2. Create a Plan

- Form a committee and assign a lead
- Brainstorm
- Call Risk Management at National headquarters to review your project
- Create goals
- Develop a task list and event schedule

3. Generate a Budget

A budget is a great way to keep project spending under control and gives you a chance to spot costs that could potentially be covered by soliciting sponsors and/or donations.

4. Get Noticed: Public Relations and Marketing

Get the word out early! After putting in all of the planning and strategizing to coordinate your project, you still need people to attend in order to make it successful. There are a variety of ways to promote your project and many media outlets to get your message out. Make use of as many modes of promotion as possible to reach the largest audience and generate buzz about the project in your community.

5. Execute Your Plan

Smiles and a positive attitude go a long way in making people feel welcome and a part of your project. Combine that with a great execution plan and making sure everyone knows and is comfortable with their role, and you’ll have a project that should not only be enjoyable for attendees but for organizers and volunteers as well.

6. Say Thank You

It is very important to thank sponsors, donors and volunteers to show your appreciation for their contribution to the project. In many cases, the project could not have been completed without their support. Also, if you want to run the project again, you will likely benefit from their continued support. You want those who helped out to feel important and involved so they want to return the following year.



7. Evaluate the Event

Here is an opportunity to review how everything went. Talk about what the highlights of the project were, how things can be improved for next time and any other important information to note for the organizing committee running the project next year.

Resources:

www.kincanada.ca: Member Centre > Service Resources > Project Resources

Charity Village: www.charityvillage.com

Imagine Canada-Non-profit Library: <http://library.imaginecanada.ca/>

Fundraiser Insight: www.fundraiserinsight.org

Volunteer Canada: www.volunteer.ca

If you have any questions about planning projects, please feel free to contact:

Cristen Quigley

Kin Canada Service Coordinator:

cquigley@kincanada.ca

1-800-742-5546 ext. 206



Section Three

The business of Kin

Kin Leadership Structure

Kin Canada – National, District, Zone and club

Kin Canada is governed by a National Board of Directors. Members of the Board include the National President, Vice President (elected at National Convention), Past President and eight National Directors — one from each of the eight Districts and elected at that District's convention. The Board is essentially a long-term planning board while the day-to-day operational matters are handled by National staff.

Canada is divided into eight Districts. Some Districts elect both a Kinsmen and Kinette Governor, while others elect just one Governor. Within each District are Zones with an average of eight to ten clubs in each Zone. The Kinsmen and Kin clubs in each Zone elect their own Kinsmen/Kin Deputy Governor and the Kinette clubs elect their own Kinette Deputy Governor. The clubs do this at their Zone Conference.



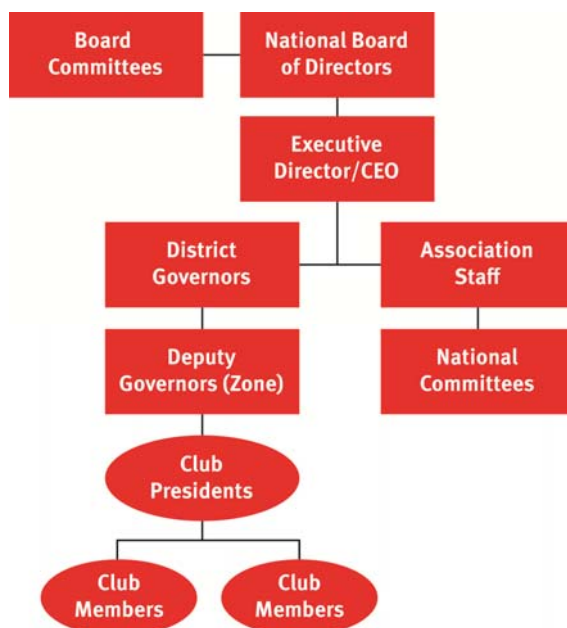
In the structure of the Association and among its officers, the Kinsmen, Kinette and Kin clubs and their Presidents remain the most important link. The clubs are where service work is done and where the membership is kept dedicated to fellowship and service. No District, Zone or National program can work without the club, its members and a dedicated club President.

The importance of assuming leadership positions

Members agreeing to Chair a major project or serve on their club's executive team gain new leadership skills. Most of the leaders at Zone, District and National levels of the Association first served on their club's executive, most frequently as club President.

Additionally, volunteer management, leadership skills and knowing proper meeting protocol are traits favourable to many employers. Kin members have long credited the Association and the opportunities it offers as the source of their own personal and professional success.

Association Structure



Tip: For a more in-depth description of the Association structure and individual executive roles, please refer to the club President's Manual (pages 45-53).

You can find the manual in the Member Centre of www.kincanada.ca > Member Development > Club Operations Resources.

Club Budgets

Financial stability is the mark of a club that operates within its budget. It should be the aim of every club to know and understand finances. All members should have a basic understanding of the purpose of the accounts and be kept informed of the financial position of the club on a regular, consistent basis.

When the club Treasurer gives a report, at least two accounts are mentioned: the **Service Account** and the **General Account**. Service funds are monies a club holds in trust for the community. This is money raised in the community through projects and spent on causes and projects such as donations, hospital equipment, Kin Canada Bursaries or support to Cystic Fibrosis Canada.

General funds come from membership fees (dues), fines, the bar and in-house projects. One of the major sources of revenue is the 15% administrative fee which may be levied against service revenues. This levy can only be taken once and it is taken from the net profit of projects. General funds are spent on the operation of the club.

If there is ever a doubt as to which account should be used, contact your Zone or District Treasurer for clarification. Refer to the Club President's Manual Appendix (the Club Treasurer's Resources starts on page 12) for more information about club finances.

Besides understanding the two accounts, members should also be aware of some simple financial facts:

- The budget is an estimate of revenue and expenditures for the Service and General Accounts
- The budget must be adopted by the club no later than the first meeting in October
- Guest meals (guest speaker and guests of members) may be paid out of the Service Account
- Expenditures approved in the budget do not need an additional motion unless the expenditure is greater than that in the budget
- The club executive has the power to spend any amount of money not exceeding \$300, unless the club's house rules indicate a different amount
- A notice of motion is required for expenditures over \$300, unless the club's house rules state otherwise
- Any interest earned on monies in the Service Account is not subject to the 15% administrative levy
- All club accounts must have at least two signing officers and one must be the Treasurer
- Each club must have its books audited at least once a year. The auditor can be anyone appointed by the executive, except the club Treasurer or any member who has signing authority on the club accounts.
- Club cheques should always require two signatures to ensure a high level of accountability
- The Treasurer should be required to report to the club on all accounts and financial details at least once per month, at a general meeting. Preferably, this report will be in writing and included in the club's Bulletin.

SAMPLE General Account Budget

(club name)
General Account Budget
For the Year Ending June 30, 20__

Revenue:

Dues	0.00
Initiation Fees	0.00
Fines and Penalties	0.00
Raffles, etc.	0.00
Meals	0.00
Miscellaneous	0.00

Total Receipts	0.00
----------------	------

Disbursements:

Bulletin	0.00
Dues	
- National	0.00
- District	0.00
- Zone	0.00
Guests and entertainment	0.00
Meal costs	0.00
Miscellaneous	0.00
Presentations and flowers	0.00
Stationery and supplies	0.00
Telephone and postage	0.00
Travel	
- National Convention	0.00
- District Convention	0.00
- Other	0.00

Total Disbursements	0.00
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Balance (revenue minus disbursements)	0.00
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Tip: For additional information, refer to the Club President's Manual Appendix under Club Treasurer's Resources (page 12).

You can find both the manual and the appendix in the Member Centre of www.kincanada.ca > Member Development > Club Operations Resources.

Effective Meetings

The objective of holding a proper meeting is to ensure due deliberation and orderly discussion of every question and to “Grow. Learn. Make friends. Have fun.” The formal agenda is the order of business for the meeting. Two things that the agenda must contain are: the minutes of the previous meeting and new business.

The agenda is prepared by the President, or it may be made up by an appointee, then edited by the President. If the President is unable to attend a meeting, the Vice-President or an appointee prepares the agenda. The informal agenda is to “Grow. Learn. Make friends. Have fun.”

Each item on the agenda must be called by the Chair, so that everyone is aware of what is being discussed. Once called, it must be adhered to until it is disposed of. If a member brings up business which is out of order with the agenda, the Chair must ask the member to bring the subject up under “new business.”

Club Executive Meetings

Your executive meetings offer you the continuing opportunity to build and sustain a positive, unified and enthusiastic club management team. Productive executive meetings include these key elements:

Carefully planned agenda – Have a complete meeting agenda prepared in advance, preferably in time to be forwarded to everyone attending the meeting. Include minutes of the last meeting, officers’ reports, membership review, activities review, an agenda for the next general meeting and old and new business review.

Parliamentary procedure – Adherence to the basic guidelines of parliamentary procedure will help keep the meeting organized, orderly and coherent.

Pace – Keep the meeting as short as possible.

Participation – Have a report from every executive member. Participation stimulates unity and enthusiasm.

Membership growth/retention review – Monitor your membership goals. Are they on target? Check on new and potential members, membership renewals and member retention. Discuss additional ideas to encourage membership growth.

Review your year’s action plan – Is it on target? Are there problem areas? Are there additional requirements?

Prepare the general meeting agenda – Discuss business to be done and agree on individual or committee responsibilities.

Allow for input – Leave time to discuss new ideas, gripes, help needed and any additional brainstorming on issues. Ensure the opportunity to “Grow. Learn. Make friends. Have fun.”

General Club Meetings

It is difficult to give a complete outline of a general meeting because procedures vary from club to club, Zone to Zone and District to District. However, travelling Kinsmen and Kinettes from coast to coast should be able to visit your club and feel at home with at least some of the procedures. The visitor should see:

- The prominent display of both the Canadian and Kin Canada flags
- The singing of "O Canada"
- The Kinsmen/Kinette/Kin Song or the reading of the Objects of the Association
- A toast to Canada, the flag or the Queen
- If a dinner meeting, the Kinsmen, Kinette or Kin Grace

Some clubs may not exercise one or more of these items, so it is important that you inform visiting Kin that the club doesn't include specific elements in their meeting.

A review of the agenda will serve as a checklist for what to make sure is prepared. In larger clubs, a Meeting Committee may plan all the details, but in most clubs, the President must ensure that the details are in place. Some of these details include:

- Is the meeting location/facility ready?
- Is the meal ordered in quantities sufficient to satisfy the expected numbers?
- Is there to be a guest speaker? Has the speaker been reminded? Does the speaker have audio-visual needs? What is the projected time of the presentation? Will the speaker want to leave right after the presentation? Who will introduce the speaker and who will thank the speaker and present a gift (if appropriate)?
- Is there a cost to the meeting (i.e. meal) and has this cost been communicated to the membership?
- Is the regalia in place?
- Are the mystery person, sergeant-at-arms and fines person chosen?
- Are printed agendas distributed?
- Is the head table planned?
- Is time allotted for the fines session?
- Are guest badges available for guests and visiting Kin?
- Has the bar been arranged?
- Have members giving reports been checked for readiness?
- Have any motions coming to the meeting been distributed either in the Bulletin or with the agenda?
- Have any old or new business item(s) been submitted?
- Have you prepared any announcements or coming events information?
- Has the "after meeting fellowship" been planned and have some members been designated to do it?
- Is the goal to "Grow. Learn. Make friends. Have fun" evident in the planning?

Tips to Running a Good Meeting

Start on time – A good meeting starts off on the right path when it starts on time. By starting the meeting promptly at the pre-set time, you are ensuring that everyone's time – including your own – is respected.

Be consistent – If the club always does O Canada, the Kin Song, Kin Grace and then gets into the fines session, stick with that routine. You have the whole rest of the meeting to change things up, but it's always favourable to start members (and the guests they have prepared for what to expect) with a standard opening routine.

Stand and speak – Always insist that people stand when they wish to speak. This allows their voice to carry and be heard. It also clearly identifies the only person in the room who should be talking.

Do a fines session – Although non-Kin tend to find the fines session to be very odd or “hokey,” it serves its purpose well. The fines session gets people up, on their feet, speaking and participating. It adds a welcome dose of good humour, a lot of laughs and many fond memories. It can lighten the mood, break the ice or fill time.

Keep control at all times – It's easy to get side-tracked or for discussions to get carried away. Treat your members with a velvet glove but the meeting with an iron fist. Always intervene and get the meeting back on track if the topic has wandered, insist on only one person speaking at a time, ask for clear and proper motions, ensure a vote occurs where appropriate and stick to the meeting protocol.

Schedule your guests – If you have guests in attendance, whether they are a guest speaker, a Deputy Governor or a visiting dignitary, ensure your guests are scheduled near the beginning of the agenda. Many will have to travel quite a distance, so always respect their time and commitment to attending your club for the evening by giving them the option of an early agenda slot.

Use breaks wisely – Plan for breaks but don't announce a break until you feel it's needed. There is a fine line between not enough breaks and too many. You don't want people feeling uncomfortable from sitting too long but, at the same time, you don't want to allow too many bar visits or for the meeting to go on too long. Use break opportunities wisely.

Motion then discussion – Ensure that proper discussion occurs *before* a motion is made and then seconded.

3 & 3 – When a motion has been made and seconded, ask for speakers for or against. There can be three pros and three cons. Ask speakers to ensure that each point presented is something new and unique.

Plan reports – Make sure that every person who is to give a report, is made aware of that responsibility beforehand (preferably before the day of the meeting).

As printed – Always opt to have a motion to approve or accept a report “as printed” in the Bulletin, if that is the case. This will shave off some meeting time.

Block motions – If your club approves the reports of executive members, opt to have a motion to pass all executive reports – as printed and/or presented – rather than individually. This will save meeting time. Exceptions are minutes and financials.

Reporting to Zone, District & National

It is through the District and Zone that a club maintains in touch with other clubs in its area. It is at District council meetings, conventions and Zone conferences that problems and ideas pertaining to their immediate territory are discussed and, if necessary, passed on as recommendations to National.

Reporting to Zone and District

The District Council is composed of the District executive and Deputy Governors. The Zone level is comprised of the Deputy Governor and their (appointed) team. The club President is responsible for final reports to the District, the Zone and his/her own club. If the club President is unable to attend District and Zone meetings, send an authorized delegate.

- Report fully to Zone conferences on all club activities such as finance, attendance, membership, projects, etc.
- Promptly pay Zone and/or District membership fees/dues and assessments
- See that information requested by the Zone or District is promptly submitted and ensure that all correspondence is acted upon
- Be responsible for seeing the President-elect of the club is in attendance at the President's instructional meeting and any such meetings at the Zone level
- Arrange to be present with as large a delegation as possible at all Zone and District meetings. It is at these meetings that members can see what Kin means on a scale larger than the confines of their own club.

Reporting to National Headquarters

All material mailed to the clubs from National is addressed to the club President. It is his/her responsibility to see this material is immediately passed to the proper club officer or Committee Chair. Most material for communication to the general membership is also sent to the President. Ensure that it is read at general meetings or given to the Bulletin Editor for publishing in the next Bulletin. The club President must also:

- Promptly reply to all correspondence and requests for information from all National staff
- Arrange for prompt payment of National membership fees upon receipt of notice
- Follow up with club Chairs and Officers to ensure that prompt responses are given
- Arrange to have, if at all possible, at least one delegate at National Convention
- Instruct club Committee Chairs to co-operate with National Committee Chairs
- Bring to the attention of the executive and members all releases from the National Board of Directors and National Headquarters and ensure relevant publications such as KINnections and the Kin Canada Bursaries mailing are circulated

Conclusion

Thank you for reviewing the Kin Canada Healthy Club Tool Kit. Hopefully, the tools in this Kit have helped:

- assess the current conditions of your club
- repair the state of your club
- make minor improvements to your club
- position your club to grow and recruit new members
- position your club to retain members and foster a positive club-member experience

There is a wealth of information about Kin Canada. This Kit was developed as a primer to help you and your club quickly access tools that are pertinent to your club's needs.

The best tools are the people in the Association. There is an army of leaders who are willing to help. All you need to do is ASK!

We would love to hear your feedback about this Healthy Club Tool Kit. Please forward any suggestions or comments to Bick Trinh, Member Relations Coordinator at National headquarters (btrinh@kincanada.ca).

Sincerely,

The 2011-12 National Membership Committee team