

Engaging and Retaining Members

Engage: verb; to occupy oneself;
become involved

Engagement = Relationship + Action

Engaging and Retaining Members

The goal of engagement is to turn members into **Kiwanians**.

Engaging and Retaining Members

Ask yourself:

- * Why do members leave our clubs?
- * Who are the members at risk of disengaging?
- * What do new members want?
- * What do existing members want?
- * How can we engage more members?

Engaging and Retaining Members

1. Encourage feedback
2. Connect them with their interests
3. Nurture leaders
4. Inject fun into everything
5. Show your appreciation

Building Relationships

- * New members need guidance.
- * Longtime members need to feel valued.
- * What can we do to connect them?

Mentorship

A personal development relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. The mentor may be older or younger, but have a certain area of expertise.

Mentorship

- * How can mentorship work in Kiwanis?
- * What can your club do to start a mentorship program?
- * What skills/attributes should a good mentor have?