

Erikson's Special Hints for a Successful Special Guest Day

Before the Guest Day:

1. Be sure the "health" of the club is satisfactory.
2. Require a minimum of guest names of each club member.
3. Be sure the club's Board of Directors pre-approves all guests for membership.
4. Organize your Guest Day's seating chart with guests, sponsors and Kiwanians.
5. Invite Inter-clubs to attend the Guest Day.
6. Be sure all speakers for the Guest Day are prepared, timed, and dynamic.
7. Have member call the guest the day before Guest Day as a reminder.
8. Pick up the guest to bring him/her to the Guest Day.

At the Guest Day:

1. Be sure all Kiwanians attend the Guest Day.
2. Have introductions of each guest short, but meaningful.
3. Arrange extraordinary programs for the two/three weeks following Guest Day and announce them at the Guest Day.
4. Have a personal folder at each guest's seat with application and relevant materials from Kiwanis International.
5. Have a sincere "closer" make the final pitch for guests to consider membership.
6. Get applications from each guest before they leave.
7. Invite Inter-clubs

After the Guest Day:

1. Follow-up with each guest who attended the Guest Day.
2. For guests who returned their R.S.V.P., but failed to attend the Guest Day, re-invite to a subsequent meeting.
3. Schedule "education" meeting within two weeks for guest who returned applications.
4. Schedule meaningful inductions within three weeks of Guest Day.

A Special Guest Program in 8½ Weeks

- ☆ Week 1
 - Appoint Chairpersons
 - Obtain Board Approval

- ☆ Week 2
 - Review Committee Assignments
 - Develop Materials to Develop Prospect List

- ☆ Week 3
 - Solicit Prospects from Members
 - Plan for Decorations (Meeting Place Chair)

- ☆ Week 4
 - Solicit Prospects from Members
 - Develop Meeting Agenda (Program Chair)

- ☆ Week 5
 - Solicit Members & Board Approval of Prospects
 - Mail Invitations

- ☆ Week 6
 - Receive RSVPs

- ☆ Week 7
 - Review Final Plans:
 - Seating Chart
 - Decorations
 - Agenda (Speakers)

- ☆ Week 8 – Guest Day
 - Conduct Education Meetings

- ☆ Week 9
 - Begin Inductions

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Step 1 Adoption of the Program

The club president, in consultation with the board of directors, adopts the Special Guest Program.

Step 2 Organization of the Special Guest Program Committee

The president appoints a five person Program Committee:

- (A) Coordinating Chairman
- (B) Chairman of Attendance
- (C) Chairman of Meeting Place
- (D) Chairman for Program
- (E) Chairman for Publicity

At the first meeting of the Special Guest Program Committee, the Coordinating Chairman informs the members of the committee of their responsibilities.

- A. Coordinating Chairman:** The Chairman coordinates the entire Special Guest Program, orients the members to their responsibilities and supervises them during the Program. The Coordinating Chairman makes certain that all plans are carried out on a planned schedule.
- B. Chairman for Attendance:** The Chairman for Attendance develops and secures approval of the prospect list, arranges for the printing and mailing of the formal invitation to the Special Guest Program, provides a list of acceptances to the Chairman for Meeting Place, and ensures the attendance of all members of the club at the program.
- C. Chairman for Meeting Place:** The Chairman for Meeting Place has the responsibility for all special arrangements required for the Program meeting – time and place, physical set-up name tags, greeters, information forms, Proposals for Membership, etc.
- D. Chairman for Program:** The Chairman for Program has the responsibility for the Special Guest Program meeting agenda.
- E. Chairman for Publicity:** The Chairman for Publicity has the responsibility for pre-meeting and post-meeting publicity

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Step 3 **Procedures Leading to the Special Guest Program** **Responsibility: Chairman for Attendance**

- A. Development of the Invitation (Prospect) List:** All members of the club should participate in the development of the Prospect List by submitting names, addresses, and telephone numbers of business and professional people meeting the qualifications for membership in the Kiwanis club. Each member should be expected to submit the name of at least one prospective Kiwanian.

- B. Development of the Information Card:** An Information Card should be developed by the Chairman for Attendance and a card completed for each individual listed on the Prospect List, entering his or her name, address, telephone number and occupation.

- C. Board Approval of the Prospect List:** Each member of the board of directors should be provided with a copy of the preliminary list for approval. The club secretary should provide the Chairman for Attendance with the final list immediately following board approval.

- D. Extending Invitations to Prospects:** A printed invitation or a well-prepared letter should be mailed to each individual on the approved Prospect List at least 10 days prior to the date of the Program.

The RSVP on the invitation should specify a telephone number and calling hours – a card should be filled out with the proper information indicating who will be attending the Program, number of persons, and whether or not the individual would like to be invited to a future program meeting.

- E. Ensuring Maximum Attendance at the Special Guest Program:** A telephone call to every member of the club should be made to ensure maximum attendance. An invitation can be extended to one or more clubs in the area to send an interclub. The Chairman for Meeting Place should be provided with the final expected attendance figure at least 48 hours in advance of the meeting.

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Step 4 Meeting Place Preparation and Management: Meal, Materials, Physical Set-Up

Responsibility: Chairman for Meeting Place

The Chairman for Meeting Place has the responsibility for planning of the meal, obtaining distribution material, and the physical set-up of the meeting room. Space should be flexible in case the actual attendance exceeds the original estimate.

Special arrangements should be made for the reception of members and guests. The following are suggested:

- A head-table set-up arranged with appropriate place cards.
- Sign-in table at the room entrance manned by two members.
- Collection of meal costs for Kiwanians only; all invitees are guests of the club.
- Issuance of name tags to each person in attendance.
- Assigned seating to assure the best possible mix of Kiwanians and guests.
- Involvement of all members as hosts, introducing themselves to guests as they arrive. As many Kiwanians as possible should be present before guests arrive. Distribute Pre-Induction Club Information Sheet (See Kiwanis Manual on Membership Education).
- Every prospective member receives a Proposal for Membership before the program begins; each proposal should be personalized with the individual's name and signed by 1) Coordinating Chairman, 2) Club Secretary for Board of Directors, and 3) Sponsors of proposed member.
- Collect the completed Proposal for Membership forms as the meeting concludes and turn them over to the Coordinating Chairman.
- Make a list of those who ask for time to consider the proposal and make plans for a follow-up within a few days.

Keep in mind that in today's world, you are in competition for an individual's time. For people to be active in Kiwanis they must be convinced that they have the time for it as well as for their business, family, church and leisure. Kiwanis needs to be fulfilling a need. Prospective members need to be convinced that Kiwanis has something to offer them. To differing degrees they want to find that Kiwanis membership provides opportunities for fellowship, business contacts, informative and entertaining gatherings, development of personal leadership skills, and a sense of "belonging" within their community. They need to get something out of membership and they need to feel they are contributing something to the club.

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Step 5 Procedures During the Special Guest Program **Responsibility: Chairman for Program**

The Chairman for Program is responsible for the planning and implementation of everything that is scheduled to occur from the time the meeting is called to order until adjournment.

The Moderator is the key to success! This person must be dynamic and able to work with an audience. He or she must know Kiwanis well and be able to present the club and the total Kiwanis experience in the most appealing way possible.

The following is a suggested agenda:

- Standard club opening (3 minutes)
- Meal – a buffet works well and can cost less (30 minutes)
- Welcome – Moderator (5 minutes)

Brief statement on when the club was organized, what its major service projects have been through the years, etc. Try to make the point that not only has the club served the community well but, at the same time, it has been a rich experience for every participating member – fellowship is a keystone of the Kiwanis experience.

- Club plans for the future – Club President (5 minutes)

Outline plans already approved or projects under consideration which will be implemented as additional members join, demonstrating the club has good leadership, has established goals, and has a determination to become a greater force for good than ever before.

- Club Meeting Program – Guest Speaker (20 minutes)
- The Kiwanis experience – Moderator (as required)

Crucial to the success of the Special Guest Program, by showing the benefits of Kiwanis membership – the fellowship, the leadership development experience, the rewards of becoming involved in community service. This individual must create in the minds of the prospects a strong and immediate desire to become a part of the action. At the same time, they must be acquainted with the responsibilities of Kiwanis membership. Extend an invitation to join the club, explain the procedure and encourage them to complete the Proposal for Membership at this point. Collect the completed forms. An induction ceremony schedule should be announced. The induction should occur within two weeks of the program.

At the conclusion of the Special Guest Program – lasting approximately an hour and a half – the Kiwanians should remain and mingle with the prospects to answer their questions and assist them in completing the Proposal for Membership forms.

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Step 6 Publicity of the Meeting **Responsibility: Chairman for Publicity**

The Chairman for Publicity has the responsibility for newspaper publicity prior to and following the Special Guest Program. If desired, photographic coverage should be arranged. Whatever publicity appears should be shared with members attending the next regular club meeting so that they will be aware of the publicity the meeting generated.

Step 7 reMember **Responsibility: Every Member**

This Program is not an end in itself, regardless of how many prospective members may have turned in the Proposals for Membership. Unless there is immediate follow-up, some of these individuals will drop out shortly and others who were undecided at the time of the Program will soon forget.

Here are additional steps for the Committee to take:

- Immediately schedule orientation sessions for new members conducted by members of the Committee or Board of Directors.
- Have new members complete the Membership Information Blank (available from Kiwanis International Supplies Catalog).
- Schedule meaningful induction ceremonies within two weeks, make certain the Kiwanis and You Kits and membership lapel buttons are provided (available from Kiwanis International Supplies Catalog).
- Urge the new member to bring friends to the club meetings and explain the club's plan for guest meals for prospective members.
- Encourage each new member to attend the first meeting of the board of directors following induction.
- The club president should appoint each new member to a committee. Make certain that the individual is on the mailing list to receive the club bulletin.
- Recognize all Kiwanians who have sponsored new members.

Step 8 Follow-Up by the Special Guest Program Committee **Responsibility: Coordinating Chairman, Special Guest Program**

At the first club meeting following the Special Guest Program, express the appreciation of the Committee to all who assisted.

Send follow-up letters to all prospects who could not attend. Keep file intact so that it may be of value to a future committee.

Conduct a simple but classy induction ceremony that will leave a lasting positive impression.