

SMALL CLUB SUCCESS

CHALLENGE

Here's a Small Club Success Challenge to inspire your club to grow!

Just when you are thinking too many cooks spoil the broth, suddenly someone will remind you that many hands make light work. As per the September 30, 2015 stats, there are a number of clubs in our Association with memberships of 8 or less:

D1-24 D2-20 D3-24 D4-17 D5-18 D6-10 D7-19 D8-13

This is a total of 145 clubs out of 463, or slightly more than 30%.

With low membership it is difficult for clubs to:

- Fill executive positions and run the club well
- Have ample manpower for projects
- Stay motivated and energetic (fewer members = greater risk of burnout)

If we are to retain our current members in these small clubs, we have to actively support them and actively recruit to them. This injection of new members will increase manpower, energy and enthusiasm, allow the clubs to host larger and more labour-intensive projects and ultimately benefit retention. This of course benefits the Association as a whole.

With a smaller club, we know that it is difficult to do all of the work that our clubs do so well; it's difficult to maintain an executive, do larger community projects and to keep energy and enthusiasm up.

Every club with a roster of 8 members or less has been entered into the Small Club Success Challenge. The rules are simple! Your club is being asked to do just a bit more of what you're likely already doing and to remember that every project and social is an opportunity to invite more people to consider joining your club. There are many resources available at kincanada.ca to assist you and I'd be happy to help your club with new ideas you might try.

Small Club Success Challenge Contest Criteria:

- Based on September 30, 2015 stats
- Open to clubs with 8 members or less
- Runs November 15, 2015 to June 30, 2016

What your club needs to do:

- Be in good standing at the District and National level
- Complete a community service project with coverage in local media and project report
- Complete a community engagement project
- Partner with at least one local school, business or not-for-profit group in a project
- Participate in National Day of KINDness

Winners:

Club with 25%, 50%, 75% and 100% growth

I encourage you to participate in this challenge. There will be awards and the club with the highest percentage of growth will be featured in the Fall edition of KIN Magazine 2016.

Everyone wins when membership grows and clubs are happy and healthy. Good luck!

If you have any questions, please don't hesitate to contact me at **306-642-7089** or corie@kincanada.ca



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