

## MEMBERSHIP

It is safe to say that WE as a whole (Clubs/Zones/Districts) are suffering from growth and our membership has declined drastically over the past several years.

This decline will not stop and will get worse, if WE collectively allow it to continue.

Although you may not be aware of this, YOU as a member are among the privileged few that have been tasked to continue the legacy that Hal Rogers created back in 1920.

Today YOU have a choice, as you do with many things in your daily life, be a part of the continuation of the legacy or be a part of the demise.

In today's busy environment we all have other things to do, be it family, job, and other social obligations. Yet we still remain vibrant in our clubs and communities.

While the economy is not the best, this is the time to recruit new members and forge our relationships in our communities with both new charities and corporate partners.

While every charity is working harder and harder to meet their budget through corporate sponsors, these sponsors have had to scale back their donations, thus through the domino effect reducing funds being raised.

Local businesses are not sending their staff out for training, thus reducing their own effectiveness to their clients. Their staff is placed in positions to which they have limited training and are "flying by the seat of their pants".

We as an Association have the tools to help both local businesses and charities and increase our membership via these tools. They NEED to be implemented to ensure not only our own longevity but also the longevity of the local businesses and charities.

This plan is simple, and to the point.

We target businesses in our communities where the owners have been making contributions to local charities (local hospital, cancer foundation, heart and stroke, etc) and we approach them in helping them run a project to raise both money and awareness for their charity.

They no longer need to make their corporate donation (other than seed money for the project/event), however they will help supply the manpower the day of the event.

In exchange for them allowing us to help implement their personal project they will provide the following to the local clubs.

- A 3 year commitment of at least 2 members of their staff to join the club and their company will pay their dues.
- Return of their seed money costs required to get project/event off the ground.
- 15% fee of GROSS profits raised to which we can place in our service accounts

We as clubs will provide the following commitments to our new corporate partners.

- Keep them assessed of the process of the project/event
- Teach their staff how to organize/run/report and speak in public in regards to their event
- Teach their staff modern business and ethics which will be in effect free "business training"

By our clubs getting involved with the local businesses it creates greater awareness of both the corporate partner as well as the local club. Our exposure increases ten-fold and provides the clubs with another opportunity to increase membership.

The local charities also benefit as we are collectively in the community making a concerted effort to help them reach their budgets.

This is a WIN/WIN enterprise that benefits not only the club, it also increase the exposure for the local business through word of mouth advertising.

## How do we get the campaign started?

- YOU purchase/obtain the disc provided by the local municipal government listing all businesses in the community.
- YOU draft a letter directly to the General Manger/Owner/President of the business asking them to attend a meeting with at least 2 of their staff members.
- Assign members to make follow up calls or email or both and ask if they have received the letter and if they would be attending.
- Follow up the day of the event.
- Have greeters at the door welcoming everyone.
- Have pre-printed name badges with the person's name and company name.
- Dress is business casual
- Presenters will be dressed in business attire
- Have package prepared explaining how the program works and how to get involved.
- YOU hold a general meeting with our own members and the "invited guests" and introduce the plan to the invited guests.
- YOU invite local charities that YOU have assisted and they can tell the meeting how much of difference YOU have made for their charities and how well organized YOUR club is.
- Invite local Mayor or municipal councilman/woman to also attest to how we help and the differences we make in the communities.
- Invite local media to introduce the concept. (Print/Tv)
- Invite local Kin Officials (Deputy Governor/National Membership Director/National President/Executive Director/Governor) whoever is available to assist and make your club look good. (no over-kill)
- Have a question and answer period to ensure message has been conveyed properly.
- Invite businesses to become a part of the "partnership/relationship".
- Thank everyone for attending.
- Have snacks prepared for this event (Pop/Coffee/Tea....NO ALOCHOL).

As this is a membership program YOU can draw funds from the district membership director to assist with this project (after all this is a part of what our dues go towards).

Present the concept and invite the local businesses to be a part of their community where they do business and help to make a difference.

### **Sample Letter**

Dear.....

*This is not a letter to solicit your business for a donation!!*

*We understand that in today's economy everyone has had to streamline how they operate and that your business has probably had to reduce or select how your corporate donations are made and in what amounts.*

*We the Kinsmen Club of Erin Mills are "a not for profit organization serving the communities greatest needs" and are celebrating over 25 years of community service.*

*We would like to invite you and 2 of your staff members to a meeting in which we can help you raise funds for your favorite charity.*

*We are interested in becoming your "Partners" in fund raising. We have a program that would allow your business to increase their "corporate exposure" within the community as well continue to make those greatly needed funds for your favorite charity. All we ask of you is to attend a meeting at the Tom Charter Baseball Hall on September 12<sup>th</sup> 2010, to listen to a presentation that will help both your business and the local community.*

*There will be a presentation followed by a question and answer period and refreshments afterwards.*

*Again we are NOT soliciting your company for a donation, we are simply extending an invitation to view a presentation and become involved in making a difference to your favorite charity.*

*We will follow up this letter with a telephone call directly to you.*

*Thank you for the opportunity to be of service and we look forward to seeing you on September 12<sup>th</sup> 2010*

*Yours in Kin,*

*Partnership Chairman*