



Kin Canada
Association of Kinsmen, Kinette and Kin Clubs

Membership Matrix

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SPECIAL POINTS OF INTEREST:

- Club Member Survey
- Charting a Course
- Patterson wins DMD Award
- 2006-07 Stats
- Welcome to new DMDs

Welcome Back



"Welcome Back, Kotter" as they on said on the old TV series. I know most of you hadn't even been born yet

when this show was on the air and I'm dating myself. This is another new year of Kin and I hope you had a nice summer break. If you attended National Convention in Vancouver, as I did, you should be feeling very relaxed and recharged.

As you know, this newsletter is a hub of information for everyone to enjoy and to learn from. I have been providing all kinds of articles relating to

membership. Now I am asking you, if you have an article or your own thoughts on membership, why not share it with everyone? Stories are most welcome, especially the juicy kind. As Mr. Kotter would say "Did I ever tell you about...?"

Richard

Articles may be submitted to Richard Kimura at kimura@telusplanet.net

Club Member Survey

This short questionnaire addresses some of the areas where a club's environment can stimulate or dampen the motivation of its members. Distribute these questionnaires to your club members and tally the scores for each of the questions. This should show you what areas your club needs to focus on.

Please rank your own perception of your club's performance for each question using this scale:

5 = Always 4 = Often
3 = Sometimes 2 = Seldom
1 = Never

1. Do you enjoy being a Kinsmen/Kinette?

2. As a Kinsmen/Kinette, are you challenged to try new things?

3. As a Kinsmen/Kinette, are you given the opportunity to gain leadership skills?

4. Do you enjoy club meetings?

5. Are new club members properly oriented to the club and to Kin Canada?

6. Are awards and recognition presented to acknowledge the efforts of club members?

7. Do you enjoy your club's fundraising activities?

8. Do you enjoy your club's community service projects?

9. Are your community service projects still relevant and successful?

10. Does your club publish and distribute a newsletter to all members?

11. Have you been given responsibility for activities and committees?

12. Are your skills and enthusiasm being used effectively?

13. Do you feel like an important part of your club?

14. Are you encouraged to participate in national, district, and zone functions?

15. Are you given the opportunity to socialize and network with other Kinsmen/Kinettes?

Charting a Course



"If you don't have a plan, you never know where you could end up."

As we enter a new Kin year, Governors and District Membership Directors are full of anticipation for membership growth and retention in their districts' clubs. One of the keys to success is the proactive use of a membership plan by the National Membership Committee, Districts and Clubs. When you speak of a "plan", it must be written, realistic and measurable. You, as a club member, should be working with your District Membership Director to establish your own club membership growth and retention goals. A membership committee is made up of your club membership chair and committee as well as your middle management team (your District Membership Director). The plan should be preceded by a workshop, which should focus on the challenges and opportunities of "growing" Kin in your area. The group should identify a number of obstacles to growth and retention as well as promising opportunities. The workshop participants should then generate a number of initiatives/actions that would address the highest priority challenges/opportunities. The workshop discussion could look like this:

- Obstacles and Shortcomings listed (Can be taken from club assessment tool)
- Prioritization of Obstacles and Shortcomings
- Benefits of Membership
- Solutions

The essence of "The Plan" should look like this:

Step (1) Identify your objectives – state what you want to accomplish

- Provide direction
- Sense of shared purpose
- Give clear idea of expected results
- Tools - Recruitment and Retention in Action Plan

Step (2) Identify Critical Success Factors – Determine what you must do right

- Stay focused on fundamentals
- Consider factors critical to membership
- Consider past successes for ideas
- Give clear idea of expected results
- Tools - Membership ideas from National and District website

Step (3) Access Current Environment - Identify Situations that can affect your success.

- External: - economy
- technology
- demographics
- Internal: - district/clubs strengths and weaknesses
- human resources
- technology capacity
- Tools - DMC website

Step (4) Identify Gaps - Present and Future State

- Current and expected performance
- Ideal situation and environmental constraints
- Tools – Contact your DMD

Step (5) Develop Action Plans and Implement - Specify what club will do to contain, reduce or eliminate a gap.

- Feasibility/is it achievable?
- Flexibility (allows for change)

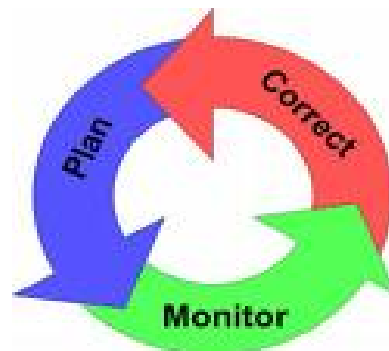
- Responsibility (Who)
- Milestones
- Target dates
- Resources
- Tools – Contact your DMD

Step (6) Monitor Performance – track your progress, celebrate successes and make adjustments, if necessary.

- Focus on critical points
- Produce timely information
- Indicate need for corrective action
- Tools - District Governor's monthly newsletter and your club bulletins
- Resource - Have your Club Plan reviewed by your DMD for input.

As that old philosopher Yogi Berra once said **"If you don't have a plan, you never know where you could end up."**

Remember all it takes is a minimum of 'net 1 new member' per club for the Kin year and then your District will be in a positive. With a properly devised and implemented Membership Growth and Retention Plan, you will exceed your goals.



Gladstone News

Patterson wins national Kin award

Kinsmen Gord Patterson wins the Douglas Anthony Outstanding District Membership Director award

Gladstone, Man. resident and Kinsmen, Gord Patterson, has been awarded one of Kin Canada's most honoured National awards – the Douglas Anthony Outstanding District Membership Director award.

The award recognizes Patterson for his outstanding commitment to Kin Canada – the association of Kinsmen, Kinette and Kin clubs, which includes the Kinsmen Club of Gladstone. More specifically, Patterson was honoured because of the outstanding job he did as the province's membership director during 2006-2007. Thanks to Patterson's persistence and leadership, his district (the province of Manitoba) saw remarkable membership growth within the past year. In fact, Manitoba now has two new Kinette clubs and was one of the only areas where Kin Canada saw positive membership



PHOTO BY MICHELLE RICKARD.

Gord Patterson being presented the Douglas Anthony Outstanding District Membership Director award by the award's namesake, Douglas Anthony (left).

growth, this year.

"I'm so happy to have received this award," Patterson said. "This award is for all the Kin in Manitoba, as it shows our strength and it shows how we continue to grow, which should give us all a great sense of pride."

Patterson has been a member of Kin Canada

since 1991. During his past 16 years as a Kinsmen, Patterson has been president of the Gladstone Kinsmen Club, has sat on the Association's National Board of Directors, and has held numerous other leadership roles at both the local, regional and provincial levels. Additionally, Patterson has been awarded

a number of other regional and national awards for his volunteer efforts.

"I have been a member of Kin Canada since the day after my 18th birthday, and this association has given me a lot. This position as membership director was my way of giving back to Kin," he explained.

Professionally, Patterson is part-owner of JAG Farms LTD. He raises Limousin-Shorthorn X cattle, crops about 400-600 acres and has close to 1,200 acres in pasture and hay.

Kin Canada is the Association of Kinsmen, Kinette and Kin clubs. It is an all-Canadian service organization made up of dynamic community volunteers, from coast to coast. Working together, members are enhancing

the quality of life in their communities by promoting service, fellowship, positive values and national pride. To date, Kin members have contributed more than \$1 billion to Canadian communities since the Association was founded in 1920.

Be sure to read the August (online) edition of KIN Magazine. It has some wonderful articles on membership. You will find stores that will demonstrate the "value of Kin" and motivate you to get out and share Kin with others in your community.



Join Today!

Be a Local Hero

DO A GOOD DEED

Become a Better Leader

Make lifelong friends

Have Fun!

Kinsmen Kinette & Kin Clubs

Serving communities since 1920

Want to learn more?
For more information, or to learn a club near you, please contact:

New Local Contact

KIN Canada

1.800.PICK KIN

1.800.742.5546 • jmoore@kinclubs.ca • www.kinclubs.ca

100% Canadian - from coast to coast!

Don't forget to order your recruiting materials today! Please contact Debbie Moxam at 1-800-742-5546 or dmoaxam@kincanada.ca to order your supply of recruitment flyers and posters. We also have designs that we can customize for your club.

Kin Canada Figures and Stats

As of June 30, 2007 there were 330 Kinsmen Clubs, 195 Kinette Clubs and 25 Kin Clubs registered at Kin Canada National Headquarters, bringing the total number of clubs to 550. The number of active, active Life and Associate Members in the Association was 7,823.

Contact Us!

We would like any articles that you have that would make great stories for this newsletter. Or, if you have a fantastic program for membership, we would be happy to print it. Please send to kimura@telusplanet.net or dmoxxam@kincanada.ca

Gem Award Winners

July—September 2007

Leslie Wall - Kinette Club of Listowel

Katherine Adams - Kinette Club of Thunder Bay Hill City

Shannon Horne - Kinette Club of Thunder Bay Hill City

Barb Murray - Charlotte Fundy Kin Club

www.kincanada.ca

Welcome our 07-08 District Membership Directors

We would like to extend a big warm welcome to our 2007-2008 District Membership Directors.

We appreciate your willingness to serve your Association and, in turn, your community in this manner. The positions you have taken on is indeed demanding, but you will find that the rewards will far outweigh the sacrifices.

Please take the time to get to know your DMD. They will be a vital contact for your club as you seek to recruit and retain members during the coming year. These folk have a wealth of knowledge and an abundance of enthusiasm when it comes to all matters

“membership.” They will be more than willing to provide your club with tools that will drive membership growth. If they don’t have the answer at their fingertips, they will know where to find it.

Please watch this section of the Matrix, as each month we will highlight a different DMD so that you can get to know them.

2007-2008 District Membership Directors:

District 1: Mandy Sproat

District 2: Gord Patterson

District 3: Loretta Thibault

District 4: Les Cox

District 5: Anne Galligan

District 6: Doug Anthony & Dave Tidbury

District 7: Korren Penney and Brian Cooper

District 8: Gary Gornik

