



Kin Canada
Association of Kinmen, Kinettes and Kin Clubs

Membership Matrix

VOLUME 4, ISSUE 4

DECEMBER 2007

SPECIAL POINTS OF INTEREST:

- Giving the Gift of Kin
- Target Marketing
- Where to find new members
- Meet D7 DMD Koreen Penny

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Giving the Gift of Kin

In hundreds of communities, Kin Clubs have worked to establish programs and projects that strengthen children, families and towns. From large contributions to National Service Programs to donating a wheelchair to a child, the work of Kin knows no limits. Being rooted in local communities, your clubs have extensive ex-

perience in mobilizing the resources to create miracles for children and adults that address the unique needs of each community. Our theme for this month is "Giving the Gift of Kin." You have a wonderful gift so don't be afraid to share it. At this festive time, go out and say to your community, friends and family "I am proud to be

a (Kinsmen or Kinettes), how can I help you?"

Merry Christmas!

Richard



Wishing you and your family a safe and happy holiday season!

The National Membership Committee

- Glenn Dobben*
- Richard Kimura*
- Gerald Rougeau*
- Richard Hawboldt*
- Sid Braybrook*
- Debbie Moxam*

Suggestions for Recruiting Members

People You Know

- Spouses of existing members
- Former members of the club
- Program speakers
- Temporary seed members from other Kin clubs
- Municipal employees
- People involved in other organizations such as United Way or Easter Seals
- Customers and vendors of current members
- People who are involved with you in sporting and/or leisure activities (tennis, golf, bridge)
- People you see at church
- People with whom you work
- Your relatives, friends, classmates, and neighbors
- Former school mates
- Parents from you children's sports teams (soccer, hockey)
- Recent retirees
- People from organizations supported by Kin Canada

People You Don't Know

- Chamber of Commerce membership list
- Parents of bursary applicants
- Company personnel promotions that have been announced in the newspaper
- People who live in town but work in neighboring areas
- People who are new to the community
- Representatives of official service agencies
- New employees or transfers at your office
- People who serve you when shopping or at restaurants
- People who attend your fundraising events
- Members of your local CCFF chapter

See how many more you can add to the list!



New to the Family



Since the beginning of the 2007—2008 Kin year, we have had 2 new clubs added to the family of Kin.

A big welcome to the Yorkton Kinetite Club (D4) which chartered on September 8, 2007 with 22 new members. We are also please to welcome the Vancou-

ver Kin Club (D5) that chartered on November 3, 2007 with 20 new members.

We wish you all a long and fulfilling experience in Kin!

How to Market your Club

Target Marketing involves seeking out a special interest group to become members of your club. This allows the group to expand their horizons into new service opportunities, while still maintaining the bonds that initially brought them together. By becoming a part of Kin, the group can continue promoting their interest, and have the additional value of being part of the Canada only service club organization.

Steps to Success:

1) Examine Your Club:

Do you have an existing group of members who are bonded together by a common interest outside of your club? Is it a large enough group to charter their own club? If so, approach them and determine their interest. They may jump at the chance to form their own club, or they may be content to stay in their present way. If they want to stay in your club, offer them the opportunity to pursue a special service or fundraising activity. (You may adapt the concept of “Club within a Club” for the special interest group.)

2) Look outside Your Club:

Identify special inter-

est groups in your community that would benefit from well-established service activities conducted by a network of members extending nation wide and having the outstanding reputation of your clubs. Show them how membership in your clubs could help the groups reach their own community-oriented goals.

3) Follow Recruitment

Procedures: When recruiting new individuals, even when they are in a group, you should follow standard recruitment procedures. Since membership into your club is sometimes by invitation only and they may not know how we run our meetings, a potential member should be aware ahead of time of the certain rituals and conduct of meetings your club has.

4) Hold Informational

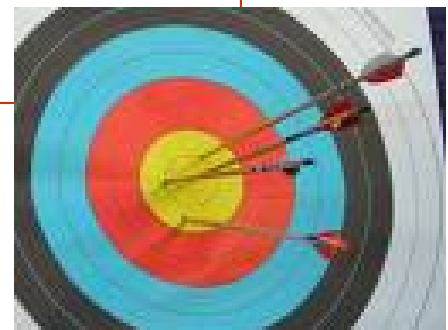
Meetings: Conduct an informational meeting(s) with the group, just as you would with individual prospective members. Emphasize the benefits of belonging to a Canadian service organization and the synergy of your club with their group. Discuss membership options with the group – would they like to join an

would they like to join an existing club or form their own club?

5) Induct Members or Charter a New Club:

Depending on the results of the informational meeting(s), begin procedures to induct the members of the group into your club or charter a new club. All standard membership forms and charter applications must be filled out. To help you charter a new club, contact your District officer or consult the national website www.kincanada.ca

Recruit Members of a Common Interest Group



Kin Canada Figures and Stats

As of November 30, 2007 there were 325 Kinsmen Clubs, 191 Kinette Clubs and 26 Kin Clubs registered at Kin Canada National Headquarters, bringing the total number of clubs to 542. The number of Active, Active Life and Associate Members in the Association was 7,280.

Contact Us!

The Matrix 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 email

kimura@telusplanet.net or
dmoxxam@kincanada.ca



National Membership Committee

The members of the National Membership Committee are ready, willing and able to assist you with any membership questions or concerns that you may have. Please feel free to contact any member with your inquiries.

Glenn Dobben (Chair)	gwd@wightman.ca
Richard Kimura	kimura@telusplanet.net
Gerald Rougeau	geraldrougeau@shaw.ca
Richard Hawboldt	Richard.Hawboldt@ns.sympatico.ca
Debbie Moxam	dmoxxam@kincanada.ca



Meet Your DMD

Korren was exposed to Kin at an early age when her parents became members of the Kinsmen & Kinette Clubs of Goulds. She became a member of the Kinette Club of St. John's East in October 2000. She has held many positions within her club, zone and district; she is particularly proud that she served as Deputy Governor for Zone 4 20 years after her parents.

Korren was honoured by her club as Rookie of the Year, and has been twice

named as Kinette of the Year. She has been recognized in her Zone with the Zone Newsletter and the Zone Quill Award. She received her Outstanding Deputy Governor Award. When she isn't busy with Kin related business she enjoys reading, watching movies, playing golf and spending time with her nieces and nephew.



Koreen Penny
Co-DMD District 7