

Grow your club!

From Aktion Club <aktionclub@marketing.kiwanis.org>

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To Aktion Club <aktionclub@kiwanis.org>

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LEADERSHIP CORNER

Presenting at district conventions

Not sure what to include in a presentation about Aktion Club? Here are some suggestions:

- **Engage your audience.** Share a meaningful Aktion Club service story or an experience that affected you while working with Aktion Club.
- **Explain how an Aktion Club operates.** Share available resources. These include the [Aktion Club Petition for Charter](#) (with bylaws), [advisor guide](#) and [member handbook](#).
- **Share the steps to establishing an Aktion Club:**
 1. **Find a club location.** Provide examples and explain the differences between clubs hosted by a residential facility

that supports adults with disabilities; a transitional program connected to a high school; an organization (such as a nonprofit that employs adults with disabilities); or a government agency (such as a library or park service).

2. Promote Aktion Club to the potential host site.

Highlight [marketing tools](#) on the Aktion Club website that Kiwanis clubs can use in emails to the potential site or print and share in person.

3. Incorporate a line item for Aktion Club in the Kiwanis club budget. Cover chartering expenses and annual expenses to support the club. Explain how the Kiwanis club maintains this expense line.

4. Submit Aktion Club charter paperwork. Review the [Petition for Charter](#) so clubs know what information they need to gather to complete the chartering form.

- **Highlight Aktion Club service.** Invite Aktion Club members to share details about what their club does. Give examples of service in your district's Aktion Clubs and of Kiwanis-focused activities — such as pancake breakfast fundraisers and Trick-or-Treat for UNICEF that benefits the [Start Strong: Zambia project](#).
- **Answer the most frequently asked questions received from Kiwanis clubs.** As district administrator, you've answered many questions from Kiwanis clubs interested in becoming Aktion Club sponsors. Highlight and answer the questions you get most often.
- **Thank attendees and open the session to questions.** It makes people feel appreciated, and it assures them to start the process rather than hesitating with unaddressed issues.



GROW YOUR CLUB

Here's a great way to make sure your Aktion Club lasts: Develop a strategy to grow the club's membership. Having more members ensures greater community impact, stronger member engagement and the opportunity to develop more friendships. Try these member recruitment strategies to welcome more potential members to your club.

[READ MORE](#)



CREATE A RECRUITMENT FLYER

An Aktion Club flyer is a great way to recruit new members by sharing your club's story — including how it has benefited its members and the community around them. Create a flyer that includes details about your club, such as:

- Quotes from club members capturing what the club means to them.
- Examples of your club's service projects.
- Organizations that your club partners with.
- Social activities the club hosts.
- Relationships the club has with other Kiwanis family clubs.

HOW GIG HARBOR AKTION CLUB STARTED

After learning during a conference what Aktion Club has to offer, the Kiwanis Club of Gig Harbor in Washington, U.S., chartered an Aktion Club — creating a place for students with developmental disabilities who were aging out of the Peninsula School District's Community Transition Program. Learn about the club's beginnings 17 years ago, and how it serves its community today.

[READ MORE](#)



We're growing our family one club at a time! Here are the newly chartered Aktion Clubs and the Kiwanis districts where they're located:

- Lawrence, Lawrence, Indiana, U.S., Indiana District.
- West Farm Center, Bronx, New York, U.S., New York District.
- We Thrive Together Virtual, Eastlake, Ohio, U.S., Ohio District.
- KC Roseña, San Pedro City, Laguna, Philippine Luzon District.

UPCOMING EVENTS

JUNE

25-28: [Kiwanis International Convention](#) in Pittsburgh, Pennsylvania, U.S.

Connect with us!

#AktionClub



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