

WELCOMING SATELLITE MEMBERS

There are many people who share your members' desire to change children's lives and improve the community. But for some of them, making it to regular meetings can be an obstacle to joining. Why let that prevent your club from strengthening its service? Consider the option of satellite membership.

Finding Prospects

Before beginning the search, determine who to target and how to approach them. Here are a few people and places to consider:

- Small neighbourhoods or residence centres within a larger community.
- Employees from a specific business or group of businesses (for instance, in an office or industrial park).
- Gathering places such as community centres.



Being a satellite member can help alleviate logistical problems, especially in the following situations:

- A group of potential or current members wishes to meet at a different day, time and/or location than that of the established club.
- A group wishes to engage in a service project that benefits a particular community or demographic segment.
- A group of members wishes to serve a particular geographic area.
- Club members wish to create a different meeting format or schedule or hold meetings online.

Attracting prospects

Get to know them. Consider inviting people referred to you by current members or community leaders. Work to understand their service interests and explain how Kiwanis can help fulfill them.

Team up. Put together a small group to talk to potential members. Introduce yourself and your club, and explain why you would like them to join. Keep impromptu sessions between 5 and 10 minutes and scheduled sessions under 30 minutes.

Invite prospects to a special event. Showcase the Kiwanis experience and your club's community impact.

Survey your members. Some of your current members may prefer to become satellite members. The Achieving Club Excellence tool "Measuring membership satisfaction" suggests several ways to learn their interests. This and other helpful tools can be found at academy.kiwanis.eu.

We're here to help!

If you have questions about satellite membership or any needs regarding your current efforts, let us know.

Email: europa@kiwanis.org



Your Club's Role

Here are a few tips for helping satellite members reach and maintain a high level of commitment, activity and enthusiasm.

- Make sure satellite member receive the same new-member orientation, support and continuing education as the other members.
- Inform satellite members of all club activities and encourage participation.
- Foster an environment of open communication and problem-solving.
- Satellite members are eligible to vote on club matters, hold club office and serve on the club board. They would be expected to perform all of the regular functions of those positions, including attendance at relevant club meetings.
- Encourage satellite members to attend club meetings whenever possible so they can meet and network with other club members.

Parent-satellite relationship discussion points

It's a good idea to outline key aspects of the host-satellite relationship. Your club may wish to put these in writing.

Purpose. Clearly define the reason or reasons for establishing the satellite.

Membership. Decide if the host club should establish a minimum number of members for the satellite and what should happen if its membership falls below that level.

Meetings. When and where will the satellite members meet? In person or virtually?

Operations. Designate someone as the satellite's host club liaison. Determine if the satellite will exist as a committee of the host club and, if so, if there will be any subcommittees.

Oversight. Determine what level of oversight is comfortable for both groups.

Overseeing the Satellite

Finance. The host club maintains all bank accounts and financial records jointly with the satellite. Determine how to account for monies raised and distributed by the satellite that are separate from those of the host club.

It is completely permissible for satellite members to have different dues schedule and charge rate. Each club needs to decide what satellite members should be charged. Essentially the parent club is extending its service reach.

Service and fundraising. Establish guidelines, procedures and timelines for bringing the satellite's projects and fundraisers before the club board as these need to be approved by the host club board.



Basic Guidelines

- Club satellite members should receive the same new-member orientation and continuing education as host club members.
- The satellite and host club members will work together to develop a joint membership strengthening strategy.
- Any member is welcome at either the host club or club satellite's meetings.
- The board of directors of the host club approves all bills, payments and deposits of the satellite and all service projects and fundraisers.
- Both groups will support each others' projects and fundraisers.
- Satellite members are eligible to vote on club matters, hold club office and serve on the club board and will be expected to perform all of the regular functions of those positions, including attendance at relevant host club meetings.