

Membership Growth and Retention

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New England & Bermuda District,



The Membership Committee has been busy handling requests for reimbursement for new members as well as signing up new members and their sponsors as part of the Membership Madness Program.

Membership Madness Program

This Program started in April, and it has an incentive both for the Club and its members. For new members and their sponsors, they are eligible for a drawing for Kiwanis Store Gift Cards. There are three drawings, one every two months. The first drawing happened on June 1, 2021. Congratulations to Rita Page for being the first winner. She sponsored, Ashley Buttice and they are both from Dover Foxcroft.

In addition, the Promotion also includes a Club incentive. There are five clubs which have partnered with five other clubs to participate in this Promotion. One of the partnerships is between Hooksett and Laconia. Thus far they have done two joint event. Hooksett hosted a Prospective Members Wine Tasting Event. More than 40 people attended including 8 Prospective Members. Three of those Prospective Members have joined Kiwanis as a result.

Free New Membership Reimbursement – As many of you know the District has decided to continue the Free Membership for New Members via reimbursement. The summary of the Program is that any new member since 1-1-21 who paid membership fees or that the Club paid on their behalf is entitled to reimbursement from the District. This program continues through September 30, 2021. While some clubs have been pro-active with this program, we know there are others out there who are entitled to reimbursement which may not have done so. We hope Clubs can use this as a tool to increase membership. For specific details and the required form to submit please see the New England Bermuda District website: <https://k17.site.kiwanis.org/>.

We are very pleased to be putting these Programs together in our efforts to support and maintain our Kiwanis Family. Please send us an email if you should have any questions or would like to participate in one or all of our membership programs.



Pictured from left Joe Paredez
Hooksett President, Meredith
Michaud Laconia President, Jennifer
Haynes and Steve Haynes from
Traveling Vineyard

Laconia Club had a Thirst Quencher Concession Booth at the NH Annual Bike Week at Weir's Beach in Laconia. It was a huge success and really appreciated by the attendees of Bike Week.



The winning club(s) of the Membership Madness Promotion will receive monies from the District which will be used for future Community Service Projects. It is not too late to participate in this Promotion since it runs through September. If your club is interested and would like more details or would like to participate please email membership@newenglandkiwanis.org

We are very pleased to be offering these Programs in an effort to increase and maintain membership.