

Kiwanis

Pacific Northwest

Roger Bell, Governor 2017-2018

"Serve With Passion"

OPERATION ENGAGEMENT

Operation Engagement is a simple effort to engage every Kiwanian in the District in re-committing to serving their community with passion and purpose. This program will begin June 1st by asking every club to ask every member three (3) basic and direct questions.

1. **What could/should our club do for you?**
2. **What club activities are you aware of?**
3. **What ideas do you have for our community?**

This assignment could be handled by the club membership committee or a special committee appointed by the President. The gathering of information should be completed during the month of June with the collected answers brought to the club board without identifying members by name. The board should then identify how to address any suggestion over the next three months. The goal here is to provide information and tools for retaining current members through active engagement of their individual passions.

Every year the PNW District gains members and then in September we see what is known as the "Kiwanis Dump" where clubs purge their membership lists. When a person is dropped from membership, club secretaries list 1 of 8 reasons why that loss occurred. Let me share my view on why these reasons are chosen and some possible solutions:

1. **Attendance:** from talking to many clubs this is because the member just doesn't come to meetings or projects any more. They are viewed as non-participants.
2. **Lack of Interest:** I believe this to be a sign of non-involvement, just not feeling like they are a part of the group or they don't feel welcome.
3. **Lack of Time:** This is the result of feeling like they must do everything that the club does, or else they are not an active member.
4. **Business Pressure:** Can this be because it is easier to leave than ask to step back a little from the level of past activities while business obligations require a little more time?
5. **Health:** I think we can assign tasks according to health limitations that still provide a sense of importance and participation.
6. **Non-payment of Dues:** In many cases this is because the member is simply disengaged.
7. **Deceased:** I accept this reason that they have moved to the eternal Kiwanis Club.
8. **Other:** Just a catch all when no other reason seems to fit.

If we do nothing different than we have done for the past 11 years, we will experience the same results and telling ourselves the excuse that there was just nothing we could have done to change the results. However, I honestly believe that if every club will participate in this simple process, regardless of your club size, that we will change our current course of decline and will strengthen our clubs in the process. The rest of the Kiwanis world will be asking what happened for the PNW to grow? Our answer is that we are passionately changing our communities.

Be excited and participate in "Operation Engagement" for positive change in your club!



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