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# NEBRASKA-IOWA DISTRICT KIWANIS TAG LINES

June 19, 2005

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Welcome to the first issue of 'Kiwani's TAG Lines' ..... a publication of our Kiwanis District's TAG Team to promote the sharing of information and resources for developing and improving membership growth in Kiwanis.

You are receiving this electronic newsletter because your name is on a list of Kiwanians who believe we can increase our Kiwanis membership levels in local clubs, divisions and our district. If you wish to be removed from this list, please notify Clark Marshall at (712) 362-0431 or martial@ncn.net.

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Kiwanis is a membership organization, not a service organization. Kiwanis does not do service projects ..... Kiwanis members do service projects. For Kiwanis to survive, we need growth in membership. We need members to sponsor new members. We need clubs to sponsor new clubs.

The Kiwanis TAG (Together Achieving Growth) Team is a new concept that replaces the traditional committees (Membership Growth and New Club Building) that we have had for many years. The Kiwanis TAG Team concept does not replace any or all of the membership growth resources and programs currently at our disposal. "TAG" is a new name for anything we can do to promote and increase Kiwanis membership.

The Kiwanis TAG Team currently is a small group of individuals who have been trained by Kiwanis International staff to be responsible for assisting the district in developing and implementing a multi-year membership growth plan. The TAG Team has been challenged to maintain a close working relationship with the district board of directors, and demonstrate a commitment to teamwork for the continued success of Kiwanis in the district.

It will be very difficult for the TAG Team to succeed in its mission without a strong commitment and active participation from district officers and board members.

## THE NEBRASKA-IOWA KIWANIS GROWTH PLAN

Every plan needs an outline and an organized approach for implementation. Every plan needs to be reviewed, refined and updated on a consistent basis. What might be appropriate for the growth of Kiwanis today could be outdated tomorrow. What might be effective for one club could be inappropriate for another. There is more than one way to do most anything. This is part of the TAG concept.

The following is a broad and general outline of steps our district is taking or should plan to take as we plan our work and work our plan. We hope that when you read and think about this outline, you will think of changes and improvements that need to be incorporated into our district's growth plan. We are counting on you to help.

- The TAG Team concept needs to be clarified and communicated to all Kiwanians. We are doing this.
- Additional Kiwanians need to become official Tag Team members. We are close to expanding our current TAG Team roster. Approximately 50 Kiwanians participated in a Growth Summit presented in December by Fred Bishop. With just a little more training and information, these Kiwanians can become members of our Tag Team.
- Our district officers and board need to implement an official multi-year district membership project. Membership Growth can be a project just like IDD was at the International level. This needs to be done.
- Every club needs to have a trained TAG Team member. Every Lt. Governor needs to be trained in the TAG concept. Each division needs to develop a mini-growth plan. Steps to achieve these objectives have been started.
- TAG Training needs to become a focused effort at our mid-year conferences and district conventions the next few years. This needs to be done.
- We need to increase awareness and solicit support for the TAG concept. As you read this electronic newsletter, consider forwarding it to other Kiwanians in our district. Consider printing copies and distributing them to club officers and members.
- Utilize the Kiwanis International website for membership resources, step-by-step programs and assistance. If you have difficulty in doing so, please contact any of the Tag Team members listed in this newsletter.
- “TAG” ..... you're it!

## **CURRENT TAG TEAM MEMBERS**

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