



Kin Canada
Kinsmen • Kinettes • Kin

New Campus Club Charter Kit

Tools for the Sponsoring Club



Kin Canada

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Sponsoring Club Charter Kit for Campus Clubs: Investigation Phase

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Glossary

Charter: a new Kin Canada campus club

Charter Chair: a person from the Sponsoring Club to be the Individual's point of contact

Charter Committee: a committee set up between the Sponsoring Club, the Individual and the Charter Campus Club

Chartering: the process of creating a new club

HQ: Kin Canada Headquarters in Cambridge, Ont.

Individual: the person who is looking to investigate the potential of chartering a new campus club

Kin Club: co-ed Kin Canada service club

Kinette Club: all-women Kin Canada service club

Kinsmen Club: all-men Kin Canada service club

Campus Club: co-ed students registered at a college or university

National Charter & Expansion Committee: National team of volunteers with a staff liaison from HQ

Officers: members of Kin Canada who hold an executive title such as: Governor, Vice Governor, Deputy Governor, District Membership Director, etc.

Sponsoring Club: the club closest to the new charter's community that will assist the new campus club throughout the charter process



Tools for Clubs Sponsoring a Campus Club

About Chartering

Congratulations for deciding to take on the rewarding yet challenging role as the Sponsoring Club for a new campus club. Chartering new campus clubs is an incredible opportunity for Sponsoring Clubs to put their expertise to work and ensures the sustainability of our Association.

This Charter Kit contains a general description of what is involved as the Sponsoring Club.

*Every community
deserves a group
dedicated to serving
their community's
greatest need.*

About Chartering

Chartering a new campus club is a challenging and rewarding experience. Extending the gift of Kin to students in your community instills a special pride of accomplishment among your members as you feel the enthusiasm of the new student members, watch them grow, do great work in their community, have fun and develop lasting friendships in the spirit of Kin.

Chartering is fairly similar to recruiting new members. Not all guests become members and not all investigations result in successful charters. It's also possible that the charter becomes a runaway success! The important thing is strong, effective and consistent communication during all phases of the charter process.

After you've passed the Notice of Motion to Investigate Chartering a Campus Club, you need to appoint a Charter Committee and appoint/elect a Charter Chair. The member appointed as Charter Chair will have many leadership opportunities and will be the lifeline of the new charter. It is an exciting year for both mentor and new campus club members.

If you have any questions or concerns, please contact the District Membership Director nearest you, the Membership Services Coordinator at HQ or any member of the National Charter and Expansion Committee.

As the Sponsoring Club, here are some basic principles when chartering a new campus club:

- maintain an enthusiastic and professional attitude and approach
- always reflect on the need to represent Kin in a positive, professional manner
- ask others (District Executives, HQ) for help if needed
- focus on ensuring that your ultimate goal, building the new campus club, is kept front and centre
- remember why YOU joined and why you've stayed – that will help keep the focus on why you want to give the gift of Kin

A Sponsoring Club member with these qualities is qualified to be an exceptional Charter Chair:

- is an experienced member with the necessary fire, drive and Kin experience to lead, advise, educate and inspire
- is an enthusiastic leader to help the new campus club
- is energetic and has the time to support the Individual(s) and the new charter. This doesn't mean that all the work is the responsibility of the Charter Chair; the work must be done by the entire Sponsoring Club.
- Attend meetings as required by the Campus Club



Here are some questions for the Sponsoring Club to consider during the Investigation Phase:

Before the Charter Process Starts...

- Has anyone confirmed with the campus that a Kin Campus Club is allowed?
- Is your club in a position to sponsor a club?
- Is your club prepared to mentor the new Charter Club?
- Is your club willing to educate the new campus club on Kin?

Is the club prepared to help the new campus club when required?
- Is your club prepared to have one or more members attend the Charter Club's meetings for the first year as required?
- Are the prospective charter members strongly committed and willing to help recruiting?
- Are your members and the prospective charter members prepared for the financial obligations?
- Is there a willingness by Individual(s) to absorb information?
- What are your short-term and long-term growth plans for the Charter Club?
- How will you report to National HQ and the Charter and Expansion Committee members?

Once Approval is Given...

- How will you celebrate the new Charter Campus Club?
- How will their House Rules be created, when and by whom?
- Who will familiarize the new campus club with the National Awards program?
- How many projects, services and events will be required for the first year?
- How will the campus club be financially viable in its second Kin year?
- Who will help if the campus club runs into financial or membership difficulties?

Exchange Contact Information

The onus is on the Individual to gain traction for chartering the club. However, as the Sponsoring Club, this is a partnership. Select a Charter Chair to be the main contact for the Individual

Charter Chair:

Phone:

E-mail:

Charter Club Individual(s):

A

B

Phone A:

E-mail A:

Phone B:

E-mail B:

Tools for the Sponsoring Club

Roles of Responsibility

| Activity | Responsible Party |
|--|--|
| * Mandatory tasks – all others are recommended | |
| * Present the 'Notice of Motion to Investigate a Chartering Club' | Sponsoring Club |
| * Notice of Motion becomes a motion and is discussed at your club; if carried, initial preparations begin | Sponsoring Club |
| * Hold a committee meeting shortly thereafter. Appoint Charter Committee members and assign tasks. Appoint/elect a Charter Chair | Sponsoring Club |
| First campus visit | Charter Committee |
| Investigate; make initial contacts with interested students | |
| Membership blitz | Charter Committee, Students, Sponsoring Club Members |
| Second campus visit and information campaign | |
| Information Meeting #1 | |
| Evaluate progress, continue membership blitz (first opportunity to ask for commitment to form a new club if the atmosphere permits) | Charter Committee and Prospective Members |
| Information Meeting #2 | Charter Committee and Prospective Members |
| Kin Education, service and fundraising ideas | |
| Membership blitz continues | |
| By now you should be able to make a judgment on the possibility of success | |
| * Present the Notice of Motion to Charter | Sponsoring Club |
| * Organization Meeting #1 | Charter Committee and Prospective Members |
| Charter President to chair - elect executive officers of Charter Club | |
| Form Charter Night committee | |
| Write a letter to other clubs in the District asking for donations, words of encouragement, etc. | |
| Membership blitz continues | |
| * Charter Club Executive Meeting #1 - Elected officers | Charter Committee and Elected Executive |
| * Complete charter paperwork (please allow 6 weeks) | |
| Promote Charter Night | |
| Membership blitz continues | |
| Organization Meeting #2 | Charter Committee and Prospective Members |
| Finalize and promote Charter Night | |
| Membership blitz continues | |
| * Charter Night | Charter Committee and Members & Sponsoring Club |
| * Sponsoring Club members will be available to attend general and executive meetings of the new club as required, provide Kin education, mentoring and guidance. | Sponsoring Club members |

Tools for the Sponsoring Club

Test the Viability of the Community

- Help the prospective charter identify if their campus is viable for a new service club

| New Charter Survey | | | | |
|--|--------------|-------------|--------------------------------|--------------------------------|
| Statistics of the Campus | | | | |
| Population of campus: | | | Distance from Sponsoring Club: | |
| How many other service clubs are on campus? | | | | |
| Number and types of festivals and/or large events in the prior year: | | | | |
| Other Service Clubs in the Area | # of Members | Average Age | Type of Club | Projects They Coordinate / Run |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Questions to think about | Answers | | | |
| What are some needs and service opportunities in the community? | | | | |

| Questions to think about | Answers |
|---|---------|
| <p>What are some of the community's and campus's greatest needs?</p> | |
| <p>Is there a recruitment plan in place to target membership growth?</p> | |
| <p>How can the new Charter Club be sustainable over the next 2-3 years?</p> | |

The 5 Ps for the Sponsoring Club

The 5 Ps is a recruitment plan to assist the Individual(s) who are looking to charter a new Kin Canada club. You may have some insight on recruitment strategies that helped you and your club. This is a great exercise to develop as a group.

1. Preparation

Develop Your Support System

- The chartering process requires commitment from the Sponsoring Club and its members. It takes time but the end result is very rewarding. Elect a Charter Chair.
- If the Sponsoring Club has never chartered a new club, seek assistance from your fellow members, Deputy Governors, District Governors and HQ staff
- Invest time with the Individual(s) investigating the potential of a new charter. Build a rapport with the Individual(s) by inviting them to your club's functions and events. Create a community within Kin so the Individual is excited about chartering.
- Help the Individual complete the charter budget

2. Prospecting

Identify the Target Market

- Based on the New Charter Survey (pages 6-7), identify the demographics within the campus and what types of students could be recruited

List Logical Prospects

- Create a list of past Kin members, business leaders, sports organizations and Welcome Wagon organizers who might support the new charter

Meet with a Campus Representative

- Explain the value of a Kin Canada Campus Club chartering on their campus

Identify and Work with the Local Media

- Depending on the size of the campus and the number of media outlets, chartering a new service club could be a major story in the community
- Identify a few angles and details for a story, on top of the general information about what Kin Canada is about and what clubs are mandated to do
- Professionalism in the early stages of the promotion campaign will leave a lasting impression on the media outlets
- Create media-worthy events to gain momentum

3. Pre-Approach

Get to Know the Campus and Prospects

- What is important to the students? Where can the new club make an impact?
- Get to know prospective members and affiliates
- Send each prospect a personal letter; ensure them that they are important to the future club. Follow up with a personal call. A letter is nice but a voice on the phone is essential.
- Create a presentation that is tailored to the campus and the demographic of people you are trying to recruit

Develop a Recruitment Plan

- Once your club and the individual have become familiar with the proposed charter's campus, identify who would be a good fit for Kin
- Share recruitment tips with the Individual as well as what your club found to be successful — what worked or didn't work in your community

Invite Prospects and VIPs to an Information Meeting, Luncheon or Community Event

- It's critical to keep the momentum going during the time between the initial public relations/recruitment campaign to the first information and organization meetings
- If your recruitment plan involves an info-sharing night, great! This event will allow the Individual and Sponsoring Club to showcase what Kin is about. Explain why it is important to belong to an Association and how your service projects were produced and the impacts they made.
- Invite your Sponsoring Club Kin members to share success stories and their positive experiences in Kin



Sample Meeting Agenda:

1. Opening comments by the Charter Chair
2. Introductions of everyone present
3. A brief introduction of Kin (purpose, history, how the community could benefit)
4. Ice-breaker exercise
5. Kin educational video
6. Guest speaker (experience in Kin/personal benefits)
7. Break
8. Importance of bringing other prospective members
9. Discussion on where and how to approach prospective members
10. Ice-breaker exercise
11. Charter Chair outlines next steps
12. Close of official portion of meeting
13. Thank all who attended and inform them of the social activities planned for the remainder of the evening
14. Next meeting details

4. Presentation Meeting - (A.I.D.A.)

A ATTENTION – Capture their attention right away

I INTEREST – Once you have their interest, keep the interest going from start to finish

D DESIRE – Build a desire to belong to Kin

A ACTION – It’s important to communicate your vision and mission to your guests. List ways how they can be part of the vision and mission and the tangible difference the club projects will have on their community and campus.

Note: Later organizational meetings may become more formal in relation to the address to the Chair, Kin song, fines session, etc. The key to this meeting is to keep it fun, informative and informal.

5. Pre and Post-Chartering Commitments

Assist the new club with their Charter Night
(See pages 12 - 14)

Attend the New Club Meetings for One Year

- The Charter Chair must act as immediate Past President and chair the charter’s meetings for the first six months.

Ideally, at least one other Sponsoring Club member will attend the charter’s meetings for the first year; there will be questions, procedures, protocols and mandates that the seasoned member can facilitate.

- Expect a small drop in membership during the first year. This is why you should charter with as many members as possible and why ongoing recruiting is critical — especially this first year.
- Encourage members to replace themselves prior to graduating with a first or second year student.



Sponsoring Club Responsibilities to the New Campus Club

Help Ensure the Charter's Success!

The Sponsoring Club has responsibilities to the new campus club after the Charter Night. Bringing Kin to a new campus / community is a proud feat for any club. However, the fledgling club must have guidance in its first year to learn how to operate properly. Here are recommended actions that should be taken by the Sponsoring Club:

Banking and Incorporation

- Assist the club in opening and maintaining their service and general bank accounts. Ensure that two signing officers are required on all cheques and that all bills are paid by cheque.

Attend the Charter's General and Executive Meetings as required

- The Sponsoring Club Charter Chair should attend the 1st regular meeting to answer any questions that arises.
- Ensure that a member of the Sponsoring Club is available to attend the charter club's executive meetings

General Guidance and Kin Education

- Meet with the new charter president to review the President's Manual, but remember to offer selected suggestions for the more efficient operation of the club from observations of its first meetings
- Advise the club to carefully select their projects during the first year; keep in mind the club size and complexity of the project(s)
- Continually take the opportunity to provide Kin education. Only through the efforts of the Sponsoring Club will the new club develop a sense of belonging to our national organization.

Encourage Engagement with other Kin

- Encourage the new club executive to visit other clubs to observe their club meetings and to befriend Kin outside of their club
- Communicate with other clubs in the Zone, encouraging them to inter-club with the new club
- Stress attendance at all Zone meetings, District fall leadership conferences and District conventions for the executive and general members
- Encourage members of the new club to visit other Kin clubs when away on vacation or business

Responsibilities of Zone Officers

Encouragement from the Zone level is very important in the first year. Stay in continual contact with the new club.

Charter Night Guide

Ways to Cut Down on Charter Night Expenses:

- Ask for monetary donations (sponsor-a-member campaign) in lieu of regalia
- Request a donation from the Zone and District
- Have another club cater the meal
- Run your own bar and collect proceeds OR profit-share with the host bar
- Ask businesses for monetary support or services in lieu (i.e. ask the catering company to donate the linen rental)
- Keep decorations to a minimum and/or ask for donated items and rentals
- Arrange for billeting for out-of-town delegates such as the Kin National President (rather than a hotel room)
- If a neighbouring club has their own hall, ask for free use of the hall for Charter Night

This will be a night to remember for years to come. As the Sponsoring Club, you will work closely with the new campus club to make this celebration an enjoyable Kin-filled success.

Objectives:

- Soundly finance the celebration
- Invited guests
- Social time
- Plan an agenda (brief and interesting)

Soundly finance the celebration

Charter banquets must be planned carefully. Plan the budget thoroughly, making sure the ticket price is fixed to defray *all* costs. Avoid expenses remaining to be paid from the new club's treasury.

Sample for determining ticket price (assume 110 in attendance):

| | |
|--|----------|
| Dinner (100 @ \$20.00) | \$2,000. |
| Guests (10 @ \$20.00)..... | 200. |
| Entertainment/Dance music | 500. |
| Souvenirs, programs, invitations | 100. |
| Flowers..... | 50. |
| Tips/gratuity..... | 100. |
| Total | \$2,950. |

\$2,950.00 divided by 100 = \$29.50 or \$30.00

Invited Guests

The most successful charter banquets are those where guests and parents of the charter members are present.

Guests should include (complimentary tickets should be sent to) the following or their representatives: dean of the school, mayor, president or manager of the Chamber of Commerce, other service club presidents and Kin Canada Zone, District and National officers. All neighbouring clubs should be invited to attend.

Social Time

A social time before the banquet assists new campus members to become acquainted with each other, the Sponsoring Club members and other guests. Keep it to no more than 30 minutes and take care to keep it dignified, befitting the guests and the occasion.

Agenda

As this will be the first glimpse of the Kin organization for the charter members and visiting dignitaries, it is important that the Sponsoring Club Charter Chair follow a proper agenda, observe appropriate decorum and explain Kin traditions before they happen.

Media Coverage

The Sponsoring Club should ensure that the media in the new campus and community are notified to cover the birth of the new club. Invitations to attend the Charter Night should be sent to all of the local media.

Charter Ceremonies

The order for the charter ceremonies should be:

- New members initiated by District officer and given their welcome kits, name badges and certificates
- Charter officers installed by a Zone officer
- Charter certificate presented by highest ranking Kin official

Presentations

It is desirable to have the presidents of the neighbouring clubs present the gifts of regalia to the new club. The president of the Sponsoring Club usually presents the gavel and/or banner.

The other club presidents should present their gifts in quick succession with no speeches. Some of the congratulatory telegrams can be read at this time or mention that they are on display.

The charter president then assumes the chair and, apart from a few brief remarks of thanks and any announcements, he/she has only to adjourn the meeting for dancing.

Club Regalia

Here is a list of gift items that the Sponsoring Club and/or other clubs in the Zone or District may want to purchase for the new club as a welcome to the KIN family.

Although your club is not obligated to purchase all of the items, some of this regalia will be necessary for the operation of the new club. For more complete information please visit www.kincanada.ca.

| | |
|--|------------------------------|
| President's lapel pin | Club history scrapbook |
| President's chain of office | Kin guest book |
| Badge attachments for executive Flag set | Gavel |
| Felt banner with club name 24 x 36 or 36 x 54 | Membership card/receipt book |
| Certificate frames | Standard stationery (250) |
| | Standard envelopes (250) |

Submit a Story and Pictures to KIN Magazine

Be sure to send a brief story and pictures from the Charter Night celebration to editor@kincanada.ca for inclusion in the next KIN Magazine so Kin across the country can celebrate our newest club!

Sample Charter Night Program

O' Canada
Kin Song
Kin Grace
Toast to Canada
Dinner
Toast to the Ladies
Response
Toast to the Association
Charter Ceremonies
Presentations / Greetings
Adjournment
Socializing / Dancing

Resources

Installation of Members into new club: see the Club President's Manual

Installation of Officers: see the District Leadership Handbook

Notice of Motion to Investigate and Proposed Budget

Notice of Motion to *Investigate* a Chartering Campus Club

Therefore be it resolved that the Kinsmen/Kinette/Kin Club of _____

do hereby undertake to investigate the chartering of a Campus Club in

_____ with financial support not to exceed \$ _____.

Moved by: _____ Seconded by: _____

Proposed Budget

| Description | Expenses | Quantity | Cost | Total |
|-------------|--------------------------|----------|------|-------|
| Committee | Mileage | | | |
| Committee | Meals | | | |
| Committee | Phone | | | |
| Committee | Postage | | | |
| Promotion | Advertising - print | | | |
| Promotion | Advertising - electronic | | | |
| Promotion | Printing/photocopy | | | |
| Meetings | Hall rental | | | |
| Meetings | Food & beverage | | | |
| Meetings | Entertainment/fellowship | | | |

Notice of Motion to Charter a Campus Club and Proposed Income

Notice of Motion to Charter a Campus Club

Therefore be it resolved that the Kinsmen/Kinette/Kin Club of _____
do hereby undertake to investigate the chartering of a Campus Club in
_____ with financial support not to exceed \$_____.

Moved by: _____ Seconded by: _____

Proposed Income

| Title | Description | Total |
|----------------------|------------------|-------|
| Fundraising projects | | |
| | | |
| | | |
| | | |
| Contributions from | District | |
| | Zone | |
| | Other clubs | |
| | Local businesses | |
| | | |
| Total Income | | |

Proposed New Charter Expenses

| Title | Description | Quantity | Cost | Total |
|--------------------------------------|---|----------|----------------------------------|-------|
| Various Vendors | Kin Regalia for the chartering club | | | |
| Kin HQ/ Membership (automatic) | New member kits and name badges (includes: taxes, shipping & handling) | | \$15.00 per charter member | |
| Charter and other fees: | Legal fees (if using legal services) | | | |
| | District charter fees (as per District executive) | | | |
| Charter Night: | Hall rental | | | |
| | Guest meals | | | |
| | Decorations/ceremony items | | | |
| | Other (see page 12) | | | |
| Misc: | Printing/photocopying programs, etc. | | | |
| | | | | |
| | | | | |
| Total Expenses | | | | |
| Expenses Minus Income | | | | |
| Net | | | | |

Annual New Charter Expenses

An annual fee of \$125 will be charged. This fee will allow membership dues to remain feasible for all students. The annual fee of \$125 will be waived for the first year of all new Campus Club charters. On year two, 50% of the annual fee will be required. As of year three, 100% of the annual fee will be charged annually. It is recommended that the annual fee of \$125 be paid by the sponsoring club.

Next Steps

- Once you and the Individual(s) have determined that there is potential to charter a new club, please contact the Membership Services Coordinator for other documents.

The Membership Services Coordinator will send you these documents:

- Charter (Club) Application
- Club Information
- Club Charter Agreement
- Master License Agreement for Club Use of Trademarks
- Individual's Application for Membership

