

# KIN CANADA

## NEW CLUB CHARTER KIT

*Let us help you start a new club!*



## PART 2: PROMOTION

Congratulations on reaching phase two of the chartering process! We hope that you and your team have used the investigation phase well and have actively started planning for the future of your club.

This phase of the chartering process has been designed to support you in finding new members to join your club and how to promote your potential charter within the Kin Canada guidelines.

Once you have the charter members in place, congratulations! You will have accomplished the more challenging part of the charter process.

*We're always here to help you every step of the way! If you have any questions, don't be shy! Reach out!*

**Kin Canada**  
**Contact Information:**

1920 Rogers Drive, Box 3460  
Cambridge, ON  
Canada  
N3H 5C6

Tel: (800) 742 – 5546

Fax: (519) 650 – 1091

**[www.kincanada.ca](http://www.kincanada.ca)**

Melina Hayward  
Membership Service Coordinator  
(800) 742 – 5546 x201  
[mhayward@kincanada.ca](mailto:mhayward@kincanada.ca)

Lindsay King  
Club Support Coordinator &  
National Club Support Committee Staff  
Liaison  
(800) 742 – 5546 x212  
[lking@kincanada.ca](mailto:lking@kincanada.ca)

© Kin Canada, March 2021

## Contents

About Chartering .....	4
Recruiting Charter Members .....	5
Promotion of a Chartering Club .....	6
Public Relations and Marketing.....	6
Chartering Members Meeting/Information Session .....	8
Initial Meeting.....	9
Making Meetings Fun and Engaging.....	10
Next Steps.....	10
Appendix.....	11
Appendix A: Sample Promotional Poster .....	11
Appendix B: Sample Media Release.....	12

## Glossary

**Charter:** a new Kin Canada service club

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

**Charter Committee:** a committee with representatives from the sponsor club and prospective members of the club to be chartered

**Chartering:** the process of creating a new club

**HQ:** Kin Canada National Headquarters in Cambridge, Ontario

**Kin Club:** co-ed Kin Canada service club

**Kinette Club:** traditionally, a Kin Canada club for members who identify as female

**Kinsmen Club:** traditionally, a Kin Canada club for members who identify as male

**National Club Support 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 who helps the new club through the chartering phases, and supports the club within their first 5 years and as needed until the new club is stable and successful.

## About Chartering

Now that you have successfully completed the investigation phase of the chartering process and answered the key questions needed to determine the direction and future of your club. Promotion of this new charter to your community is the next step of the process.

The [Club Support Coordinator](#) and [Communications Coordinator](#) at Kin Canada National Headquarters (HQ) will be able to connect you with contacts such as the Kin Canada officers in your area, the [National Club Support Committee](#) and the closest supporting Kin Canada club and your District's Communications Director.

[District officers](#), your Charter Committee, the [National Club Support Committee](#), Sponsoring Club members and HQ staff have many years of Kin experience and will help guide you through all stages of the chartering process. Please note, the charting process, from investigation to charter night may take 6 months to 18 months fully charter a new club.

Chartering a new clubs can be a lot of work, but the result is incredibly rewarding being out in your community meeting new people and interacting with your community's leadership. The most important thing is strong, effective, and consistent communication during all stages of the charter process.

*We are your support system; you are never left alone.*



## Recruiting Charter Members

The first step in recruiting chartering members is identifying the members you would like to recruit. While working through the “Chartering Questions” found in the investigation phase one (1) and in the “New Charter Survey & Needs Assessment” these should have given your club some insight into the demographic of your community.

Based on these demographic and other details your club identified about your community, your clubs messaging in talking about the club online, through social media, with city officials, through print etc. should reflect the target demographic.

**Note:** you will need **12 members** to charter a club.

For example, if you are targeting a business oriented crowd, your club might want to put emphasis on the networking, education and personal development opportunities that Kin Canada membership can provide. If you will be targeting a younger generation of members, maybe highlight the online learning benefits and resume building positions that they can hold in the club, how they are able to make friends all over Canada and travel.

Below are some ideas of ways for the potential new charter to make their presence known in the community and recruit prospective members of the club:

- Visiting local businesses to post your promotional flyer
- Setting up booths /display tables at highly visible locations (i.e. malls, community centers etc.)
- Contacting major employers informing them of the benefits of Kin Canada for their employees and, if available, request for your poster to be made visible in the business, in their communication, on the employee intranet etc.
- Approach local TV and radio stations and newspapers for the opportunity to be interviewed or to air public service announcements during your clubs recruitment campaign
- Find out if there are any former Kin Canada members still living in the area (contact the [Membership Service Coordinator](#) to find out this information)
- Put a poster in your local school newsletter for parents to see
- Partner with existing local groups that your club might like to support in the future (i.e. minor sports, local charities and community foundations)
- Approach your local municipal officials to talk with them about visiting and promoting your charter at a town hall meeting
  - Inform these officials and your community about who Kin Canada is, the mission of the Association and the club, vision, values. Providing a clear understanding of what the Association and the club stand for will aid in securing public support.

## Promotion of a Chartering Club

Please note, that there are specific rules for use of the Kin Canada logo and name, so it is important to be mindful of them when promoting your club online or in the community.

Until your club is officially approved as a new charter by Kin Canada, you are not permitted to use the Kin Canada club name, crest, or other logos.

Additionally, as your club is not a Kin Canada club until your application paper work has been submitted and approved, your club cannot promote any club projects that you are planning to do in the future, fundraise under your intended club name, or host club meetings. This will all be possible once you are an officially formed club and covered by Kin Canada's insurance.

Your sponsor club or District Club Support Director (with the support of other District leadership team members and their clubs) can promote for you. In addition to this, your club is permitted to use the promotional poster ([Appendix A](#)) included in this package to spread awareness about what you are working to accomplish. For the poster file or any questions about brand guidelines, wording, or other assistance with marketing materials please contact [marketing@kincanada.ca](mailto:marketing@kincanada.ca).

## Public Relations and Marketing

Depending on the size of the community and the number of local media outlets available, your club chartering could be a major story in your community. Ensure that when you are portraying yourself and the club to the community, it is done in a professional manner. It will leave a lasting impression on the community, media outlets, and may help open doors for the club in the future.

While promoting your new potential charter with the poster found in [Appendix A](#) and through the assistance of your sponsoring club (if applicable), there are a variety of different avenues the charting club can take to get the word out.

Advertise your club using every avenue you can think of. This could include placing marketing material in local businesses, at city hall, at grocery stores, malls, at schools, at a community center and/or in retirement residences. Social media and print media are also a powerful tools for connecting you with new friends!

Diversity in clubs adds a richness of knowledge, skills, abilities, and experiences so don't limit yourself with how heavily you promote - try to attract as many different people as possible.

### **Radio**

An effective way to get your message out there about your potential new club to your community could be through radio ads. Check the website of your local radio station(s) and contact them about securing air time for a public service announcement (PSA). Tell them that you are starting to start a club that will benefit the community, and do be shy to ask if they can help you promote for free.

In this advertising avenue, ensure that your club is prepared with:

- An explanation of the campaign to establish a new service club in the area as your pitch to secure time for a PSA
- A short script to explain that the potential club is looking for new members, what Kin Canada's clubs do and why they do it
  - Include the date, time and location of your next information session as well as contact information for further inquiries
- Note: this PSA should be kept to 15-30 seconds in length. Some radio stations might take pre-recordings of the PSA, many will have their host read your PSA themselves

### **TV Stations**

Additionally, using your local TV stations and news channels might provide your potential club the opportunity to be interviewed. If you choose to promote your potential club with this avenue ensure that your club is prepared with a short pitch about the club, Kin Canada in general, the benefits of joining, the benefits of your club to the community, and any details about the upcoming information session and how to contact you.

### **Social Media**

Social media is a highly effective and mostly free tool for connecting within your current social circle and beyond. Social media is a great, and free, tool your potential club can utilize to spread the word about the desire to charter a Kin Canada club. Below are a couple things that your potential club can do to expand your network within your community:

- Create a Facebook group – this page should be public so that anyone can join. This is a place where your potential club can post about meetings/information sessions as well as post the poster in [Appendix A](#). Through this Facebook page, the public is also able to communicate with you for more information, share ideas, and invite their friends.
- Set up events on Facebook – through your Facebook page, you are able to set up an event for your meeting/information session and advertise this to the community.
- Post in other community groups. Your community likely has many groups that you can promote in. Just be sure to ask the admin of the group if it is ok, and be clear that you are trying to do something good for the community – not sell people something for a profit.
- Ask your mayor and other notable leaders in your community to show their support for your potential club on social media. They have a wide reach and people in your community likely look to them as a trustworthy source of information. Use their “celebrity” to help you generate interest.
- Engage local “influencers”. These could be people who are very socially connected, or people who have some star power. If you can get them excited about what you are trying to do, they can make a big difference in promotion.

### ***Internet Classifieds***

Kijiji and Craigslist have event forums where you can post about your information sessions. These sites also have a paid function where you can highlight your ad to make it more prominent to others.

Your local newspaper also likely has an online community board where you would be able to submit your information session date and time. Additionally, your city/town website might have something similar to advertise things that are going on in the area; these are usually found in the form of an event calendar or community discussion board.

### ***Newspapers***

Similar to the internet classified, your local newspaper might also have a community calendar, a spot to insert a small ad (there may be a fee for this) or a section where you can list service club announcements and information about information sessions (this is typically done at no charge).

### ***Personal Invitations***

To make the people you are trying to attract to the club feel more special, try creating invitations and personally inviting them to the information session.

- Think about inviting business owners if you are promoting networking and personal development opportunities within the club's culture.
- Look through your local newspaper or other online sources for citizens in your community who have been recognized for their own community involvement and volunteerism in the community.

Try to add a personal touch to every invitation. What made you interested in speaking to them? Do they have special skills? Are they an integral part of the community? Did you notice something about their positive attitude or willingness to help? Small touches like this can greatly increase the chances that you will receive a response.

## **Chartering Members Meeting/Information Session**

It's critical for the potential club to keep the momentum going during the time between your initial public relations/recruitment campaign to the first information meeting. You should now have a list of names of potential members from the recruitment campaign. You want to translate an interest into action, in the form of attendance at an information meeting.

When preparing for the meeting, find out about the issues in the community that a new Kin Canada club could address or pull the ideas from your Phase 1 – Investigation chartering questions and new charter survey & needs assessment. If you were able to collect some personal information from potential members, utilize this information to construct a meeting that will appeal to as many people as possible.

Keep these points in mind when following up with potential members:

- Send everyone a personalized e-mail or letter inviting them to a meeting and outlining the topics in their community that will be discussed along with any Kin information and/or a [Prospective Member Handbook](#)
- Phone everyone to ensure they received your e-mail or letter and to confirm their attendance
  - Send everyone a reminder e-mail of the date and time of the meeting
- Offer a ride to those who don't have one to ensure they are able to get to the meeting and have a connection with someone prior to meeting the other potential members
- Encourage everyone to bring a guest; it may make them feel more comfortable and expands your reach to even more potential volunteers or members!
- Always thank everyone for their interest before and after the meeting

### Initial Meeting

After making contact with prospective chartering members, ensure you set up a meeting or information session to keep the momentum going. During this meeting/information session give prospective members information on Kin Canada as an Association, how Kin Canada has benefitted communities around Canada, how it could benefit their community and how membership in a club will help prospective members grow personally. Ensure that you know the demographic in attendance at the meeting and tailor your messaging towards their interests and motivations for joining a club.

Keep these points in mind when running a meeting/information session for prospective members:

- Have a greeter by the door to welcome guests
  - Have the greeter hand out name tags for everyone
- Make sure that all prospective member are made to feel welcomed and comfortable
  - Consider pairing them up with someone to chat with and having icebreaker questions or a game for attendees to play while they wait for the meeting/information session to start.
- Ensure that guests are made aware of the agenda for the meeting
  - Allow different charter member to speak at the meeting
- Give attendees the contact information for who to follow up with about subsequent meetings and for more information
- Give attendees a brief overview of Kin Canada's history and explain how the Association is today
- Explain your vision and objectives for the new club
- Collect attendees contact information (if they are willing) for further contact about the club and becoming member
  - You do not need to wait until the next meeting/information session to ask prospective members if they would be interested in joining the potential club

**Note:** Although some attendees may say no to join the club at meetings/information sessions earlier on, don't be discouraged, you may be able to recruit them as a volunteer to help out with service projects in the future and keep them engaged with the new club.

## Making Meetings Fun and Engaging

Initial meetings are typically centered on information and logistics of the new chartering club. To help your prospective members, engaged, feeling at home and get to know each other better, tryout the tips below:

- Use ice-breaker exercises to capture your prospective member's interest, to get people moving, working together and having fun. These exercises can segue into your meetings.
- Make meetings relevant and talk about possibilities for the club and how the potential new charter could eventually make them happen.
- Keep the meeting brief, do not talk about details of Kin Canada but instead provide a brief overview to capture attendee's attention and keep them engaged
- Keep the conversation local and ensure that you emphasize that the potential new charter will determine their community's need as a team
  - Generate discussion about the community needs within the meeting and ensure that there is interaction between prospective members and different discussion topics about the community and club
- Ask questions of prospective members, do polls with a show of hands in the room, generally, make sure prospective members all feel comfortable in the space and participating in discussions with what could be their future club.
  - Encourage attendees to speak up and ask questions as well

## Next Steps

- **Phase 3: Application** includes all of the forms and documents necessary to submit for the club chartering process.
  - Please note, this does not include the document needed for each member to submit their Criminal Record Check
- Once all prospective members of the club have determined that the club is ready to charter the new club, please complete each of the documents in the phase three (3) application package and send them to the [Membership Services Coordinator](#) (contact information also found in the inside cover of this booklet) with any questions.

## Appendix

Appendix A: Sample Promotional Poster  
Coming Soon!

## Appendix B: Sample Media Release

City, PROVINCE (Month, Day, Year) - At a meeting with Mayor Term last night, representatives of the Slightly Larger Kinsmen Club discussed their plans for chartering a new volunteer group to perform community service work in Smallville. Kinsmen are dedicated to bettering Canadian communities by promoting service, friendship, family values and national pride. "This community has never had a Kinsmen club and there's a growing feeling that the community would benefit from one," said Mayor Term.

During the meeting, the Slightly Larger Kinsmen Club outlined the many needs that could be filled by a club in Smallville. Some of the initiatives the new club may consider include rebuilding the playground in the downtown park, refinishing the community pool, beginning an after school program and partnering with the local hospital to get equipment upgrades.

Over the next three weeks the Slightly Larger Kinsmen will be canvassing Smallville, seeking out community-minded individuals to join the new club. Potential members can expect to commit to two meetings per month plus some time spent at service projects. Social events are also common but don't require member attendance.

"The total time commitment is usually about six hours a month", said Joe Kin, a 13-year member of the Slightly Larger Kinsmen Club. "The rewards of volunteering certainly make the time involved very worthwhile. It's so fulfilling to actually see the impact we have on our community. And we always have fun social events like our Annual Pub Putt – a pub crawl combined with a mini-putt!"

Anyone interested in finding out more should attend the first organizational meeting of the Smallville Kinsmen on February 23rd, 7:00 p.m. – 8:00 p.m. at the Scout Hall at 1234 Small Road.

Kin Canada is a national not-for-profit organization with 6700 members in 500 Kinsmen, Kinette and Kin clubs in 370 communities across Canada. Since 1920, this all-Canadian association has been helping people develop as leaders and serve their community's greatest needs. National projects include the fight against Cystic Fibrosis.

-30-

*( "-30-" indicates end of message and should be centered at bottom of release before contact info)*

For additional information please contact:

Joe Kin

Home: (555) 555-5555

Work: (555) 555-5556

E-mail: [joekin@gmail.com](mailto:joekin@gmail.com)