Certified Club Coach

Position summary: The certified club coach works in conjunction with the District Membership Coordinator and Division Lieutenant Governor to provide training, mentoring and membership growth guidance. This position will work with the New Club Opener for New Clubs as well as Existing Clubs in need of assistance referred by the Lieutenant Governor. The club coach ensures that proper guidance is given to a Kiwanis club and serves as the primary mentor assigned to the club.

Recruitment: District Membership Coordinator by recommendation with the Division Lieutenant Governors.

Training: To participate in the Training for Club Coaches, the person must be invited by the District Membership Coordinator ONLY! Training will be conducted virtually or in-person by a Lead Trainer.

Certification: Upon completion of the Training for Club Coaches, they will be entered into the Kiwanis International data base for Club Coaches by the Lead Trainer. This will Certify them as Certified Club Coaches.

Position responsibilities:

- Works closely with the Division Lieutenant Governor to assist the existing clubs and the New Club Opener to support these clubs.
- Ensures that clubs under charter strength become independent and strong with new member growth.
- Ensures that new clubs become independent and strong, with a minimum of 25 members by the club charter date.
- Mentors the leaders of a Kiwanis club on an ongoing basis.
- Provides unfiltered and objective advice, ensuring the club implements a plan to increase membership and develop a signature club project.
- Educate the club on attending Division, Region, District and International events; if they are not currently participating.
- Encourages other clubs in the division to be active in all aspects of the Kiwanis club's progress.
- Have a line of communication with the Regional or District Membership Coordinator and check in periodically, including Lieutenant Governor in communications
- Participates in membership training meetings at the district or international conventions
- Uses the Achieving Club Excellence (ACE) supporting tools to guide the clubs

Experience requirements:

- Training certification from District membership team as club coach
- Preferably belongs to a growing club
- Be a “veteran” Kiwanian
- Experience in implementing club membership drives
- Building effective teams
- Continuous innovation
- Capable of maintaining positive working relationships
- Strong communication and support abilities
- Development of others’ productivity and skills
- Conflict management skills

Skill requirements:

- Commitment to the growth tools and strategies
- Accomplished recruiter and motivator
- Be passionate about Kiwanis
- Have passion for the position of Club Coach
- No political agenda
- Not closed to recognizing different approaches
- Have vision
- Be able to “feel” the needs of the new club
- Recognize talent in the new club
- Effective communicator
- Ability to encourage and educate others
- Problem solver
- Sound judgment
- Positive and enthusiastic attitude; passionate to the mission of Kiwanis
- Diplomatic
- Firm, decisive and pragmatic
- Proficiency in the use of spreadsheets, word processing software and presentation software as well as email, calendar, and management tools
- Understanding of the necessary legal issues for a club

Time requirements:

- Commitment to serve as club coach for minimum of two years.
- Attend district or division events
- Ability to travel
- Able to invest the time it takes for the club they are coaching
- Understands that position is voluntary

The measure of success...
The goal for the club coach is to assist a Kiwanis club in becoming independent and self-reliant and an asset to their local community.

The success can be measured by...

- **Membership:** Increase and sustain an active membership base
- **Service:** Implement successful and meaningful service projects
- **Public relations:** Market Kiwanis and the club in the community
- **Member experience:** Inform members and provide a valuable member experience

REFERENCE: Refer to the complete Club Coach Guide for Existing Clubs and Club Coaching Guide for New Clubs for more details.

New Club Coach Checklist

First year

Organizing the new club

- □ Conduct member orientation
- □ Provide officer training
- □ Assist organization of the new club
- □ Assist with bank accounts, club incorporation
- □ Assist club president and secretary
- □ Attend meetings and coach when needed

Having an impact – the first six months

- □ Help plan charter night with sponsoring club
- □ Assist planning of first fundraising
- □ Help coordinate first service project
- □ Plan a membership campaign

Achieving Club Excellence ... using ACE tools....

- □ Define excellence
- □ Assess the club's vitality
- □ Evaluate the results
- □ Plan the club's success
- □ Share your story
- □ Inform members
- □ Enhance the member experience

Second year

Ongoing support

- □ Assist club to develop long-term goals for service and membership (three to five years)
- □ Conduct club evaluation of member satisfaction and involvement
- □ Assist with annual community analysis to evaluate needs and determine club projects
- □ Assist club officers and board in developing an annual plan
- □ Schedule and conduct membership campaigns
- □ Provide ongoing support and coaching
- □ Encourage participation in division, district and international activities
- □ Monitor progress, track goals, assist with club improvements
- □ Monitor succession plan for selection and transition of new officers and directors
- □ Celebrate club successes and recognize member achievement

Existing Club Coach Checklist

1st quarter

- □ Re-evaluate club member expectations – **Define excellence**
- □ Conduct club evaluations using the **Club Excellence Tool**
- □ Conduct a community evaluation using **Community Analysis Evaluate the results**
- □ Assist club officers in developing an annual plan – **Planning Your Club's Success**
- □ Put together a nominating committee to develop a succession plan
- □ Set long-term goals (ongoing over the next three to five years)

2nd and 3rd quarters

- □ Provide ongoing support and coaching when needed
- □ Conduct ongoing membership recruitment
- □ Encourage participation in division, district and international activities
- □ Continue the **Achieving Club Excellence** process
- □ Track ongoing goals
- □ Monitor selection and transition of new officers and directors
- □ Have incoming officers attend Club Leadership Education

4th quarter

- □ Prepare incoming officers and directors for new administrative year
- □ Review club success plan with new board of directors
- □ Re-evaluate club member expectations – **Define excellence**
- □ Conduct club evaluations using the **Club Excellence Tool**
- □ Conduct a community evaluation using **Community Analysis Evaluate the results**
- □ Assist club officers in developing an annual plan – **Planning Your Club's Success**