Is your club:

- healthy?
- a vital part of your community?
- accepting of new people?
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187 tips to grow your club.
We’ve reached the most important part of The Eliminate Project: fulfillment. If you made a pledge, it’s time to give your gift. Help save more than 53 million lives from maternal and neonatal tetanus.

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FUTURE CONVENTIONS
Las Vegas, Nevada, USA, June 28–July 1, 2018
Walt Disney World, Florida, USA, June 27–30, 2019
Indianapolis, Indiana, USA, June 18–21, 2020
Salt Lake City, Utah, USA, June 24–27, 2021

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This issue is all about improving your club experience. Look for great ideas throughout this magazine!

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PRESIDENT’S MESSAGE  LEAD BY EXAMPLE
JIM ROCHFORD • KIWANIS INTERNATIONAL PRESIDENT

To paraphrase Albert Schweitzer, when it comes to leadership, leading by example is not just the main thing, it’s the only thing! Your 2017–18 class of governors is committed to lead by example as we strive to achieve our goal of opening 409 clubs this year.

Carolinas District Governor Mary Jo Brubaker, for example, opened her first club before our convention in Paris this past July. She didn’t stop there, recruiting 30 members and forming another club in just three days.

After helping the New York District open three clubs, Texas-Oklahoma District Governor Patrick Schibi returned home to open a club there, and he’s been working on two others.

Kansas District Governor Jan Maxwell helped open two clubs in 2016–17 and continues to work on two more. Her district has a number of past governors and others who are motivated to open clubs.

Governor Jan Burch helped organize all four of the clubs opened in the Nebraska-Iowa District this past year. She has identified many sites for new clubs, has trained many people, and is well positioned to achieve her goals.

Governor Justin Hahn opened the second club that his Wisconsin-Upper Michigan District formed during The Formula campaign. He hopes to open two other clubs soon.

I was pleased to join a global team of nearly 60 of Kiwanis’ best club openers this past October, as we worked at eight new-club sites in the Chicago, Illinois, suburbs. Kudos to Illinois-Eastern Iowa District Governor Terry Cunefare, the Eye of the Tiger leadership team and The Formula team, which was led by Jim Dooley.

In closing, I invite you to check out kiwanis.org/roar for more Eye of the Tiger success stories. You’ll learn about “Finders, Minders, Grinders and Binders” and the effect they can have on successful Kiwanis clubs.

Watch the Rose Parade on January 1, 2018, to see many of our top recruiters, openers and governors who will be riding the Kiwanis float.

Happy holidays, and keep leading by example!

EXECUTIVE PERSPECTIVE  AN INVITATION TO MEMBERS
STAN SODERSTROM • KIWANIS EXECUTIVE DIRECTOR

Why dedicate another issue of Kiwanis magazine to membership? One reason might be that our March 2017 issue asked the question “What if Kiwanis didn’t exist?” And we heard overwhelmingly from our members that the stark reality presented in that issue was important for everyone to see and comprehend.

Another reason might be that our organization’s efforts to build, open and strengthen clubs is making a difference. We’ve learned quite a bit from The Formula, our multi-year membership initiative.

But perhaps the best reason is that membership in Kiwanis has always been the result of one member inviting another. And these pages are intended to give you some ideas of how you can be a membership ambassador for Kiwanis.

We ask you to invite. If you care about your community, its children and your Kiwanis club, invite someone to join us. We hope the tips we’ve included in the following pages will help you do just that.

Thank you for inviting.
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— Don W., Sherman, TX

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Proudly assembled in America!
Wonder woman

KENDRA SKIDMORE CLUB OPENER

STORY BY JACK BROCKLEY • PHOTO BY AARON M. CONWAY

I should have been a private investigator,” says Kendra Skidmore of the Cynthiana, Kentucky, Kiwanis Club. “Opening a club is like solving a mystery, finding the right people, introducing them to Kiwanis and inviting them to join.”

In just two short years, Skidmore—a single mom and dental hygienist—has opened seven clubs in the Kentucky-Tennessee District, participated in successful campaigns in six other districts and sponsored 43 new members (as of October 1). As chair of the Eye of the Tiger team, she leads a group of experts who have set a goal of opening 409 clubs during the 2017–18 year.

“I wish we could clone her,” says Kiwanis International President Jim Rochford. He recalls a 2016 visit to northern Kentucky, where he teamed with Skidmore.

“We were out in the field together, and Kendra set up an appointment with the mayor,” Rochford says. “He identified heroin/opiate addiction as the community’s number-one problem. Kendra demonstrated passion and empathy, and he gave us three referrals, all of whom joined.

“Her enthusiasm and passion for Kiwanis, along with tremendous people skills and the ability to overcome rejection, are just a few of her strengths. Her commitment, including sacrificing vacation time from work, is unbelievable.”

Most people, Skidmore believes, overthink the process of opening a new club, which she describes as “structured and prepared.” Her first appointments usually are with school administrators, librarians and nonprofit leaders, who work with many of the area’s active, generous and passionate residents.

That’s my contact list, Skidmore says. “I listen and take notes,” she says of her meetings with prospective members. “They all want hope for their community. If I tell them what Kiwanis can do—especially about our Service Leadership Programs—they’re willing to give it a chance.”

What motivates her?

“When you see the difference a new club makes in its community,” she says, “you just want to do more and more.”
For the 2018 Kiwanis International convention, we're expanding your educational opportunities. With six subject tracks, you'll have a wealth of options for tips and insights. Club leadership. Membership growth. Partnerships. And much more. Whether you’re a leader or a member seeking ideas, come get informed … and inspired.

Find the education tracks at kiwanis.org/convention/education. You can even apply to be an instructor!

JUNE 28—JULY 1, 2018
VOICES LETTERS

Readers of Kiwanis magazine’s print version and blog respond to features from the August, September and October/November 2017 issues.

Join the conversations at kiwanismagazine.org or email magazine@kiwanis.org.

I have been on the transplant list since November 2016. (See “Donating Life,” August.) Requirements for donors are so stringent that I guess I’ll have to live on peritoneal dialysis for a long time. I hope some Kiwanians will come through for people who need transplants.

Estrella B. Davenport-Fehrenbacher
Kiwanis Club of Bridgeton, Missouri

My wife was fortunate 21 years (ago) to get a kidney from her sister (and both) are doing well.

John Keegan
From kiwanismagazine.org

It is nice to see that Kiwanis International has come on board to help combat the rapidly growing problem of opioid addiction ("Situation Critical," September 2017). Addiction is now the number-one killer of people under 50 in the United States. My Kiwanis club recently held its third annual Klubbing Out Addiction golf tournament, with proceeds used to fund addiction programs.

Many people say, “not my kid” or “not in my town,” or they just look the other way. This is an international problem. Hat’s off to Kiwanis for picking up the ball.

Richard E. “Dick” Stetson
Kiwanis Club of Marshfield, Massachusetts

I appreciated Kiwanis magazine’s “Donating Life.”

On July 12, I received a transplant from one of my friends from college.

September 21 was my first day back to work.

Kevin Mott
Kiwanis Club of Evanston, Illinois

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PLATE COLLECTOR

The article “Auto Bonne” (October/November 2017) struck a chord with me, because we had a collection of Indiana license plates which consisted of family plates from each year beginning in 1912. Why my grandfather and father saved the plates I do not know. Since we now have no garage or basement, we have given the collection to the local historical museum.

Keith Kendall
Kiwanis Club of Richmond, Indiana

BEST CLUB

In response to Executive Director Stan Soderstrom’s column “Best Club in the World” (August 2017), I am proud of my club. I consider our Wednesday mornings as the best time to meet. Our speakers comment on how uplifting and joyful we are. The oldest member has been in the club for more than 46 years, and he began a scholarship fund for single parents attending nursing school. Our youngest member has been with us for almost three years. As a memorial to his father, we have an 8K race/walk. Funds raised go to Camp Kesem for children whose parents are going through cancer treatment. We sponsor four Service Leadership Program clubs and brought them all together for the first time this past April.

We plan to continue this celebration annually.

I could go on and on, but basically, we are fun, involved and committed to the success of children.

Deb Shore
Kiwanis Club of Columbia-Boonslick, Missouri

FROM THE BLOGOSPHERE

Readers of Kiwanis magazine’s blog respond to recent features. Join the conversations at kiwanismagazine.org.

“Time After Time” (September 2017) is a great story. No … three great stories. I was a mentor in Rabun County Middle School in Georgia. There were challenges, but the experiences were very useful to the children and me.

Bill Chase
Kiwanis Club of Rabun County, Georgia

I was very touched by the story of Souta Sasaki (“A Wave of Hope,” August 2017).

Richard
From fr.kiwanismagazine.org
WHAT’S HAPPENING
TRENDS, TIPS, FACTS AND FIGURES FROM KIWANIS INTERNATIONAL

MEET DINA
Dina Buno is a member of the Aktion Club of Abington, Pennsylvania. She’s also the star of a film named for her that focuses on life on the autism spectrum. “Dina” is getting a lot of attention on red carpets around the world—and with major film festivals and movie critics. It won the Grand Jury Prize at the Sundance Film Festival and there’s even more chatter surrounding the movie now that the film awards season is in full swing. This sweet movie has so many links to Kiwanis—Dina and her husband, Scott, are both Aktion Club members. Director Daniel Sickles was inspired to make this film after watching his late father, Ed Sickles, interact with Aktion Club members in the Abington club—a club Ed started while a member of the Kiwanis Club of Glenside, Pennsylvania. (Because of this family friendship, Dan has known Dina his entire life.) Watch the “Dina” trailer at kiwanis.org/dinamovie. Check local listings for a theater near you and stay tuned for more about “Dina” in an upcoming issue of Kiwanis magazine. (Note: This film is not rated and contains some adult conversations and situations that could be offensive and/or disturbing to some. Viewer discretion is advised.)

WINNING STREAK
For the fourth consecutive year, Kiwanis magazine has been recognized for publishing excellence at the prestigious Folio: Eddie & Ozzie awards ceremony in New York City. The January/February 2017 issue’s “War Games” was recognized for best use of photography. Kiwanis also received honorable mentions for “Ruby Bridges: A Purposeful Life” in the Single Article category; “Leaders of the Future” in Cover Design and “Kiwanis Food Festivals” for Feature Design. The magazine is judged among other nonprofit publications from around the world.
IN MEMORIAM

John E. Mayfield passed away September 29, three days after his installation as 2017-18 president of the Kiwanis Children’s Fund. A member of the Kiwanis Club of Cheatham County, Tennessee. He served as The Eliminate Project chair of the Lead and Major Gifts Committee. He was honored among 13 other Kiwanis-family members as a Champion of Change by U.S. President Barack Obama in 2012 for his support of Kiwanis’ campaign to eliminate maternal and neonatal tetanus.

VEGAN FREEBIES

Who doesn’t like free stuff? Book an official hotel for the 103rd Annual Kiwanis International Convention at kiwanis.org/convention/hotels, and you’ll get perks like free parking, free wi-fi and indoor access to all convention venues. See you in Las Vegas, June 28 to July 1, 2018.

ROLL THE PROMO

You and your club can help build excitement for the Kiwanis International Convention in Las Vegas. Download a video for your next meeting. Go to kiwanis.org/vegasvideo for more info.

TAKE A TRIP

Don’t miss out on exciting pre- and post-convention trips planned exclusively for those attending the Kiwanis International convention in Las Vegas. You’ve heard of Lake Tahoe. Now see it for yourself. Take in the Grand Canyon in grand style—aboard the Grand Canyon Railway. Learn more at kiwanis.org/vegastravel.
**Keeping Score**

For his tenure as the 2017-18 Kiwanis International president, Jim Rochford is focusing on new-club opening. In support of this year-long initiative, each issue of Kiwanis magazine will list the top club openers by district, individual and sponsor. Keep an eye on future pages of the News section for a progress update on new club openings.

**Top 5 Districts for Clubs Opened**

<table>
<thead>
<tr>
<th>Rank</th>
<th>District</th>
<th>Clubs opened*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Philippine Luzon</td>
<td>4</td>
</tr>
<tr>
<td>2 (tied)</td>
<td>California-Nevada-Hawaii</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Louisiana-Miss.-W. Tennessee</td>
<td></td>
</tr>
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<td></td>
<td>Michigan</td>
<td></td>
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<tr>
<td></td>
<td>West Virginia</td>
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* Numbers current as of October 13, 2017

**Top 5 Districts for Members Added**

<table>
<thead>
<tr>
<th>Rank</th>
<th>District</th>
<th>Members*</th>
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<tbody>
<tr>
<td>1</td>
<td>California-Nevada-Hawaii</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>Pacific Northwest</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>New York</td>
<td>80</td>
</tr>
<tr>
<td>4</td>
<td>Taiwan</td>
<td>79</td>
</tr>
<tr>
<td>5</td>
<td>Indiana</td>
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* Numbers current as of October 13, 2017

**Top 5 Individual Club Openers**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Club opener</th>
<th>Clubs opened*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (tied)</td>
<td>Mahmood Bashir, Valarie Brown-Klingelhofer</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Rocco C. Cipriano</td>
<td></td>
</tr>
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<td></td>
<td>Charles H. Ford</td>
<td></td>
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<td></td>
<td>Marvin D. Fuentes</td>
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<td></td>
<td>Alan D. Guire</td>
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<td>Daniel P. Lutz Jr.</td>
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<td>Phil T. Porterfield III</td>
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<td></td>
<td>Carlos Renato Principe</td>
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<td></td>
<td>Agnes Tined Sapinso</td>
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<tr>
<td></td>
<td>Lori Stillwell</td>
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<tr>
<td></td>
<td>Dalisay A. Suansing</td>
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<tr>
<td></td>
<td>Anna Wu</td>
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**Top 5 Individual New-Member Sponsors**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Sponsor</th>
<th>New members*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rosemary Valdés</td>
<td>5</td>
</tr>
<tr>
<td>2 (tied)</td>
<td>Bryan James Mazey, Jerry Wibbeler</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Nunila Corazon S. Maristela</td>
<td></td>
</tr>
<tr>
<td>5 (tied)</td>
<td>Bernhard Hoenle, Carry Osbourne</td>
<td>3</td>
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* Numbers current as of October 13, 2017

**The Formula:**

*Sage advice*

Club coaches can be an invaluable resource for your club. They typically are past officers who draw on their knowledge and expertise to advise on a myriad of issues, including membership, service, fundraising and more.

Your club can request a club coach through The Formula. Visit kiwanis.org/clubcoach for more information and to request your club coach.
FROM OUR PARTNERS

MEMBER BENEFITS
Kiwanis International partners with a number of organizations that offer products and services that can help your club. Learn more at kiwanis.org/partners.

SAVE THE DATE!
IHOP® National Pancake Day is February 27. Make plans now to volunteer at your local IHOP to help raise money for various charities, including Children’s Miracle Network Hospitals. Learn more at kiwanis.org/npd.

STAY SAFE
The holidays bring shopping and time spent with loved ones. Which means our homes are filled with valuables of every kind. This is the perfect time to protect your home with special member packages from Kiwanis partner Protect America. Stay safe this holiday season and beyond. Learn more at protectamerica.com/kiwanis.

From our Partners

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DRESS SHIRT
BAR NONE.

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GUARANTEED PERFECT FIT.

Paul Fredrick

SHARE WHAT
YOU KNOW
Conduct a workshop at the 2018 Kiwanis International Convention! We’re expanding the education sessions—and that means opportunities for Kiwanians to share their expertise. Share yours!

Learn more and apply today at kiwanis.org/convention/education

Kiwanis

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Things to do:

→ NURTURE your existing club
→ REVIVE your faltering club
→ OPEN a new club

Remember to take notes throughout this magazine. Jot down your ideas - what you want to steal for your club. Have fun with it! No idea is too big!
Use this

187 ideas to improve your club

Hey, you.

Yeah, you.
Tell us about your Kiwanis experience.
Everything going great?
Need a few tips to liven things up? Need some new ideas to replace that outdated service project? Need some motivation to kick things up a notch?
We’ve got you covered.
It’s the end of the calendar year, but only a couple months in to the new Kiwanis year.
Now is as good a time as any to make a few changes—resolutions, if you will—that will change the course of your club.
And Kiwanis magazine is here to help.
This issue features tons of ideas and tips to make your Kiwanis club the best it can be—and you a better Kiwanian.
Why does it matter? Why should you want to have a successful Kiwanis club? Why should you want to be a better Kiwanian?
It’s simple: Kids need Kiwanis.
So NOW is the time to commit to Kiwanis like never before. Because we know that the more hands we have to help, the more help we can give.
What will YOU do today to ensure more children have the help they need tomorrow?

How many ideas will you steal from this magazine?
How will you use this issue, and other issues of Kiwanis magazine, as a tool for recruitment?
How will you use this magazine in your club meeting to stir excitement and draw new ideas?
What are your goals?
What would your club like to accomplish, if no goal were too big?
Are you ready to grow Kiwanis? To invite more of your friends to be a part of the Kiwanis family? What are you waiting for?
This magazine should get your ideas flowing and conversations started. In it, you’ll find information to help you:
• Determine your club’s “health”
• Open a new club
• Grow your existing club
• Find money for your projects
• Learn about the Kiwanis Children’s Fund
• Gather important online resources
• Sell your club and projects
• Brainstorm new projects and fundraisers
• Work with Kiwanis partners
• And more!
How to use your Kiwanis magazine

• Read it. Share it. Talk about it. Make sure you set aside time at your club meeting to talk about ideas you find in Kiwanis magazine.

• Jot down ideas of how you can take another club’s idea, service project or fundraiser and make it your own.

• Who do you know who is interesting and would make for an interesting Kiwanis magazine profile? Share with us at shareyourstory@kiwanis.org.
# First things first: a check-up

Is your club healthy?

![Use this chart to see how you're doing.](image)

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<th>Symptom</th>
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| Guests find it hard to fit in.               | Cliqués. You have longtime friends in the club. That’s a good thing. But your group’s intimacy may compromise your hospitality. | 1. Pair members with guests and new members.  
2. Occasionally mix up a meeting’s seating arrangements.  
3. Open a satellite for your community’s next generation of Kiwanians. (kiwanis.org/satellite) |
| New ideas are squashed.                      | Old guard. Your club likely is serving the desires of a few, rather than the needs of the community. | 1. Let your board and committees work as designed.  
2. Test a few new ideas every year.  
3. Annually evaluate “traditional” projects. |
| Only a few members attend meetings, volunteer and accept leadership positions. | Apathy. According to the Pareto principle, 20 percent of your members probably do 80 percent of the work. | 1. Involve potential members in projects so they understand responsibilities of membership.  
2. Use an orientation process that stresses these responsibilities. (kiwanis.org/orientation)  
3. Reach out to members who miss a couple meetings or projects. |
| Our community doesn't know what we do.       | Insignificance. Projects that don't address true community needs are easily ignored. | 1. Adopt a signature project. (kiwanis.org/signature)  
2. Proclaim your club’s achievements. (kiwanis.org/mediarelations and kiwanis.org/brand) |

What other symptoms and solutions have you observed? Email your list to shareyourstory@kiwanis.org.
Roll call and Role call

So who's in this club, anyway?

OK So you've had your club check-up. How'd you do?

Before you chart a course of action for how you want to move forward and make changes based on your club's health (or lack thereof), you need to know the players on your team. Who's who in your club, what are they doing and are they making the most of their skills?

HOW YOU CAN TAKE ACTION:

• Pull out your club's membership list. How many people are on it? Is every member current on dues?

• Referring to your list, make a separate roster of members who actually attend meetings on a regular basis.

• Take a closer look at your regulars. How does each person contribute to the club—financially, with service hours, through recruitment? What are the strengths and skills of each one? Are you allowing each person to utilize those strengths and skills?

• What about the members who pay dues but don't attend regularly? How can you use their strengths to get them more involved and feel like valued club members?

To thrive, your club needs more than a variety of skills. It also needs a variety of viewpoints. And that comes from a diverse membership. Work to develop a mix of:

• Ages
• Ethnicities
• Cultures
• Professions
• Backgrounds
• Socio-economic statuses

Kiwanis has you covered! Here's a great resource you NEED to check out: Achieving Club Excellence tools at kiwanis.org/clubexcellence

When you capitalize on the strengths and skills of your members, you don't need to cajole people into roles they're not meant to play. Instead, invite them to help in ways that come naturally. Wondering what to look for? A healthy club needs team members like these:
**Mix it up:** A checklist for building a healthy club

- **The Expert**
  Provides a good base of knowledge on your project's subject matter from personal experience or extensive research.

- **The Number Cruncher**
  Keeps your budget balanced, makes sure your service projects get the most bang for the buck.

- **The Techie**
  Creates and maintains club website and social media accounts, crafts professional PowerPoint presentations, keeps club up to date on effectively using technology.

- **The Connector**
  Uses connections around town to cut through red tape, connects people to people or to much-needed resources, makes things happen and gets things done.

- **The Workhorse**
  Has the time and the motivation to help with any project, loves to do hands-on tasks, has a "let's get it done" attitude, is level-headed and practical.

- **The Motivator**
  Keeps everyone on task, provides positive energy and a healthy competitive spirit for the group, inspires members to reach their potential.

- **The Communicator**
  Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.

- **The Social Butterfly**
  Introduces potential members from a variety of sources, knows where to find volunteers, spreads good "gossip" about your club and its projects.

- **The Creative**
  Pushes group to be imaginative and curious, anticipates problems and looks for innovative solutions, creates projects that stand out from the crowd.

**Uses connections around town to cut through red tape, connects people to people or to much-needed resources, makes things happen and gets things done.**

**Keeps everyone on task, provides positive energy and a healthy competitive spirit for the group, inspires members to reach their potential.**

**Introduces potential members from a variety of sources, knows where to find volunteers, spreads good “gossip” about your club and its projects.**

**Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.**

**Provides a good base of knowledge on your project’s subject matter from personal experience or extensive research.**

**Keeps your budget balanced, makes sure your service projects get the most bang for the buck.**
New recruits

6 ways to find new members:

So now you know who’s in your club—and what holes you need to fill.

When looking for new members, a tailored approach is always best since each community, town and city is different. However, sometimes we need a good place to begin.

We asked Lanton Lee, The Formula area director for Mid-Central USA, for his advice for recruiting new members. “We need to get the clubs out into the community,” he says. “Sometimes our clubs are the best-kept secrets in town.”

1 Engage as a club with a local business association. When your club joins a chamber of commerce, downtown development group or a university business association, you expose others to Kiwanis’ values and goals. Rotate with members in your club to be an active participant in a local business group. This will help develop relationships of trust and lead to opportunities for potential new members.

2 Develop partnerships with organizations you already serve. If you have a long-standing history with neighborhood services like a food pantry, ask the company to join your club as a corporate member. Corporate memberships provide opportunities for any one person from that group to represent them in your club for further opportunities.

3 Join city events to increase visibility. Create a fun and visible presence in local parades and festivals. Use booths, food stands and floats as a chance to show others the good work your club does in the community.
4 Invite other business professionals who aren’t represented in your club. Use the roster analysis worksheet and identify those who could be a benefit to your club. Pair up with a club member and set aside a couple of days to meet with potential members, educating them on what your club does for the community and how they could help. Then invite them to the next social/service event.

5 Invite people to participate in a hands-on fundraiser, service project or social event. Whether it is a pancake breakfast, children’s egg hunt, a night out enjoying a soccer game, serving food at the shelter or just an old-fashioned BBQ, events like these show others the fun and fellowship Kiwanians have with one another.

6 Invite nonmembers to attend your meetings. Schedule interesting speakers who can talk about current needs in your community. When visitors see what your club is doing to help children locally as well as around the world, they will be more likely to join. If your speakers are not members, invite them to join your club as well.

Hot tip: Kiwanis International partners with a number of organizations that offer products and services that can help your club. Learn more at kiwanis.org/partners.

Participate

Attend the Kiwanis International convention and help shape the organization. The 2018 ICON is June 28-July 1 in Las Vegas, kiwanis.org/convention
The BIG idea:
What can your club do better?

Invite speakers to join your club—every single time.

Have you thought outside the box? How could you entice a prospective member to join? Incentives? Free membership for first year? Brainstorm some fun ideas!

Connect with parents of students in your SLPs—these are potential members!

Don't just sell the club, sell the OUTCOME of the club. Tell the story of a family you've helped, not about the soup fundraiser that raised the funds. We remember stories. We share stories. This is how you sell your Kiwanis experience.
As you move through this magazine, keep asking yourself questions. Tough questions. Take notes. Ask others in your club the same questions. Talk to one another. Set goals and go after them.

Take a long look in the mirror. Is your Kiwanis club what your community really needs? Or is this project something you’ve always done and it makes YOU feel good (rather than the person you’re serving)? Is your club stuck in the past, reluctant to accept new ideas? Are you neglecting your Service Leadership Programs? Is it time to take the leap and open a new club in your community so you can serve more people?

Don’t miss out on opportunities. Try these ideas:

1. **Secure a “street team” of friendly, energetic members who will sell your club during events.** This team should talk to people about what Kiwanis is, what it means for the community, and why THEY should join.

2. **Prepare professional signage and wear Kiwanis gear using the correct Kiwanis logo—don’t create your own club logo!**

3. **Take time to thank people for their work. Always and every time.**

4. **Find the busiest people and invite them to join.** Busy people are always the ones making things happen. You want the busy worker bees in your club! Tell them what role they could play to make a difference in your club and community.
Full service
Killer ideas to help you plan your project.

While we’re talking about taking a hard look at ourselves and our clubs, maybe it’s time to break out of the service project rut. Sure, it’s comfortable doing the same thing over and over again, but a fresh approach not only breathes new energy into your club—it can also bring your efforts to the attention of new audiences. And new audiences can produce new members for your club. What kind of projects? Think cool. Think different. Think fun. Think easy—or not-so-easy. Think a quick hit or a big event. Just don’t think of the same old thing.

Need inspiration? Here are service projects you could pull off in a week, a month or a year. Ready, set, go … do something new.

In one week

- Read to children
- Clean up an elderly person’s yard or tidy up the house
- Clean a park or playground
- Hold a drive for food, clothing, coats, shoes or another necessity
- Cook a meal for families staying at a Ronald McDonald House or a shelter for the homeless
- Volunteer with Meals on Wheels
- Spend time with youth at a Boys & Girls Club
- Cuddle infants at a neonatal intensive care unit
- Color with kids at a pediatric hospital
- Walk a child’s future pet pooch at an animal shelter
- Plant a butterfly garden

Tell us about your great project ideas at shareyourstory@kiwanis.org.

The D.C. Young Professionals Club cleaned up for senior citizens.
Use the Kiwanis Community Needs Analysis to help determine what’s important to your community. Visit kiwanis.org/needs.

- Plan a 5K, a zombie run or a mud race
- Host a food festival
- Build a playground
- Host a beer/wine/spirits tasting
- Plan a spring celebration, a summer fireworks display, an Octoberfest event or a holiday gathering
- Hold a youth sports tournament
- Host a classic-car show
- Organize a music festival
- Host a Big Truck Day for children
- Hold a bike safety rodeo
- Serve up a pancake breakfast
- Renovate the room of a child in need
- Organize a drug- and/or alcohol-abuse awareness seminar
- Plan a children’s cooking class
- Create care packages for disaster relief, women’s shelters, sick children or assault victims
- Host a themed trivia game
- Host a comedy show

In one month

Hillsborough, New Brunswick, Kiwanians served breakfast at the Canteen.

Fontenay le Comte, France, Kiwanians hosted a car show for kids.
Bring in the BIG bucks
How ’bout we make some money?

Sure, throwing a fundraiser takes time and effort. But when you pick a great idea your members and the public love, it can be fun as well as profitable. Choose something that intrigues and engages your members, and attendance and dollars will follow.

Food and beverage
People love to eat and drink, so give them the opportunity to snack on old favorites or savor new flavors.

- Host a tasting event for beer, wine or spirits
- Create a festival around a local specialty, such as shrimp, garlic, tenderloins, apples, corn, berries, ice cream
- Ask a chef or chefs to prepare a multicourse meal, then add a live or silent auction
- Warm up with a chili cookoff
- Sell seasonally themed chocolate or candy treats (hearts, bunnies, candy canes, pumpkins, candy corn)
- Throw a summer barbecue, fish fry or picnic
- Hold a food festival celebrating a specific culture, such as Italian, Greek, German, French, African, Indian, Middle Eastern, Asian
- Volunteer to be a food vendor at an established event
- Sell peanuts or popcorn
- Invite chefs to compete in a cooking challenge where guests sample the creations
- Hold a bake sale

Sports
Nothing brings people together like friendly competition.

- Host a 5K race for serious runners
- Host a themed fun run (paint, mud, zombies, water blasts, nighttime) for not-so-serious runners
- Host a 5K walk for non-runners
- Organize a water-balloon fight
- Hold a golf tournament
- Try a triathlon
- Set up Frisbee golf
- Set up a softball, baseball, soccer, bocce, disc golf, billiards, tennis or basketball tourney
- Host a bike race
- Host a soap-box derby
- Organize a marathon, such as dance, rock, teeter-totter
- For non-competitive types, organize a swimming party, a bike ride or a group hike

Pets
Kids and adults love animals, so host a pet-themed fundraiser.

- Hold a pet parade
- Throw a pet carnival
- Provide a dog-training class
- Hold a pet photo contest
BIG bucks

Pop culture
Events centered around a beloved television show, movie or book series draw a diverse crowd.

- Host a themed trivia night, complete with costumed guests and table decorations
- Re-create a popular reality TV competition, such as dancing, singing, cooking, racing
- Throw a viewing party and/or dinner themed to a must-see television program, such as Game of Thrones, Stranger Things, Doctor Who
- Put together a smaller version of large events centered around fans of comics, pop culture

Seasonal events
Everyone loves to celebrate, so give them something to talk about.

- Set up an outdoor concert or movies under the stars
- Organize a community block party
- Host a harvest festival or staff a pumpkin patch
- Sell fragrant pines on a Christmas tree lot
- Sell red roses for Valentine's Day, daffodils for spring, lilies for Easter, mums for fall or poinsettias for the holidays
- Create and sell a calendar for the New Year or an advent calendar for Christmas
- Hold a carnival celebrating your area's most popular season
- Sell gifts at a holiday bazaar
- Wrap holiday gifts

Babies and children
Who can resist adorable little ones?

- Hold a baby race—so sweet
- Organize a cute baby contest and choose cutest smile, best laugh, favorite outfit, etc.
- Throw a father/daughter, grandmother/ grandson, pick-your-combination dance

Anytime shopping
Give bargain hunters a place to score new finds.

- Host a flea market, a garage sale or a yard sale
- Hold an arts and crafts festival
- Sell gently used designer or brand-name clothing
- Sell gently used coats
- Sell gently used prom dresses
- Make and sell jewelry
- Make and sell wood-crafted keepsakes or furnishings
- Sell used books

Need more inspiration? Check out these resources:

- "Fundraising for Dummies" by John Mutz and Katherine Murray
- "How to Produce Fabulous Fundraising Events: Reap Remarkable Returns with Minimal Effort" by Betty Stallings and Donna McMillon
- "The Fundraiser Guru: 100 All New Fundraising Ideas" by Richard William Black
Sometimes a Kiwanis club’s plans are bigger than its budget. What to do? The Kiwanis Children’s Fund is here to help with its new Club Grant program.

The Club Grant program offers a collaboration between the Children’s Fund and your club, developing resources that transform the goodwill and vision of your Kiwanis club into programs that serve the children of the world.

The new process requires thoughtful preparation and thorough attention to the program’s criteria. Some things to consider: Does your club project have a strong Kiwanis identity? Does it involve significant hands-on involvement by members of your club? Projects must support activities addressing at least one of the following causes:

- Health
- Education
- Youth leadership development

Some great news: The program takes a personal approach to helping clubs by providing direct, quick feedback to grantseekers.

The Club Grant program will provide grants three times a year. Here are some club projects that recently received support from the Children’s Fund.
Read about these grant recipients and more, plus get details on how your club can apply. Visit kiwanis.org/childrensfund/clubgrants.
Construction Zone

Once your club is running smoothly, it's time for you to branch out.

Get the tools you need: Visit kiwanis.org/newclubtool.
Open a club

Once you’ve examined this magazine for all sorts of ideas and tips—and your own Kiwanis club is running smoother than ever and attracting tons of new members (yay!)—it’s time to think outside your home club. It’s time to think of opening a new Kiwanis club.

WHY open a new Kiwanis club?
We’re glad you asked! Here are just a few reasons:

- **Orphaned SLPs.** Did a Kiwanis club close and leave a Key Club with no sponsor? Open a new Kiwanis club with energetic and passionate Kiwanis members who will nurture those young leaders.

- **Loss of a longtime club.** A nearby club recently closed, and your club sees the holes that were left. Who will give out scholarships? Who will stock food pantries? Find new people with a passion to make a difference, and work with them. Offer your guidance and support. Bring Kiwanis back to this town!

- **Strong school system with no Kiwanis.** Does the community on the other side of your city have a great school system but no Kiwanis family to be found? A new club there could sponsor new Service Leadership Programs: a Key Club at the high school, Builders Club at the middle school and K-Kids at the elementary school. Just think of all the parents who could become Kiwanians, working side by side with their children to do good in the community.

HOW to open a Kiwanis club
It’s simple, really. If a community without a Kiwanis club identifies an unfulfilled need for children in their area, that community could benefit from a new Kiwanis club. Here’s how to get started:

1. **Identify potential club sites and explore proposed communities.** Remember, stay within driving distance, because it’s your job to mentor this new club for at least one year.

2. **Form your team.** Surround yourself with dedicated people. Identify your core team. Key positions include lieutenant governor, sponsoring club contact, club coach and club opener.

3. **Train your team and start inviting members.** What will you say? How will you invite new members to join? Practice all of this with your team before asking anyone. It’s good to set aside at least a week to practice and identify prospective members.

4. **Organize the club.** Once you have at least 15 paid members and completed membership applications, the sponsored club can schedule its pre-organization and organizational meetings. Members from the sponsoring club should be present during these meetings to provide assistance.

Great idea!
We’ve given you several project ideas. Fundraising tips. Even some outside-the-box ideas. Now it’s time to sing your club’s praises. Share your story. Because, let’s be honest, who doesn’t want to be a part of something this awesome? The more people who know about Kiwanis and what your club is doing in your town (and maybe beyond), the more people will want to join the fun and create life-changing experiences. Kids need Kiwanis—and your club needs more members. So get out there and sell it!

**Here’s where to start**

**Club communications.** ALWAYS relay updates and information to your club members, and always ask them to share this information with others. Email works great as a communication tool. Consider creating a snazzy newsletter, complete with photos. This will help you later when you want to pitch your club’s activities to the media. Kiwanis also offers professional brochures you can print on demand.

**Media relations.** Learn how to foster a good relationship with the media. Check out the media relations toolkit, download sample news releases, learn how to deal with a club in crisis and sign up for Kiwanis International’s monthly PR newsletter, Buzz Builder, to stay updated on what other clubs around the world are doing. Subscribe at pr@kiwanis.org.

**Social media.** This one’s a no-brainer. Share photos and updates via social media and use “hashtags” to allow people to find your posts through easy searches (some common hashtags: #KidsNeedKiwanis, #Kiwanis). Facebook. YouTube. Twitter. Instagram. Be there. Go live during fun events. Share and like. Repeat. Watch as your “likes” and friends lists grow and grow. Follow Kiwanis International and share and like those posts as well!

**Club website.** Remember, friends will want to find your club online, to see what you’re doing and what’s planned for the future. Social media helps, of course, but a website is even better. Make it easy to find, and make sure it’s updated often. Use photos that show how FUN your club can be—and how much impact you bring to the community. Show action, not just posed photos. Have fun with it!

All of this and more is offered online at kiwanis.org/prtoolkit.

Don’t forget the importance of proper branding when creating a brochure, website or social media post. Get help and a custom club logo at kiwanis.org/brand.
Where to find more info

Check out some of these popular online resources

**Member resources** is a digital hub and great starting place for club tools.

**Kiwanis brand campaign** has all your marketing needs, including **Kiwanis logos** and the **Brand book**.

**Start a Kiwanis Service Leadership Program** to extend your club’s reach into the community and bring younger generations into the Kiwanis family.

**Kiwanis education** will sharpen your skills and preparedness, including **background checks** and **youth protection guidelines**.

Inspire your club with videos. Check out **Kiwanis magazine videos** and **Kids need Kiwanis**.

**Key Formula resources** like the handy **quick start guide** and **ACE tools** are essential in opening and strengthening clubs.

Use toolkits to plan a **Signature Project** and **Kiwanis One Day** event to invite potential members.

Share **Kiwanis stories** and news, and check out our **Facebook** and **Twitter** pages.

**Find all these links at kiwanis.org/popular-resources.**
KIWANIANS IN WASHINGTON STATE CUT AND SELL CHRISTMAS TREES TO FUND LOCAL SCHOLARSHIPS.

STORY AND PHOTOS BY CURTIS BILLUE

North of Cle Elum, Washington, along old Mining Road #5, you’ll find fir trees of all kinds. Noble, silver and sub alpine firs prefer the high elevation. In the lower areas, grand and Douglas firs tower around a band of merry Kiwanians. Even the cloud above, which rains down on their shoulders, cannot dampen their spirits.

Hartwig Vatheuer, Jean Cicognani and Dave Bridgeman scamper over the tricky terrain. Sounds of their songs, jokes and laughter—expressed in several languages—mix with the sound of water dripping from larch tree branches and the buzz of a chainsaw.

Vatheuer, a retired forester with 30 years of expertise, knows the Cle Elum Ridge like the back of his hand. He navigates the thick, ocher-colored brambles and blackening, rotting logs until he finds a promising Douglas fir. He assesses the tree and throws out height measurements like a secret code: “We need five over 16, 11 for the church, 9 at home.”

This fir is small, but a beauty. When the Kiwanis club sells the trees, he says they have a motto in mind: “A tree for every taste and every pocketbook.”
Among the golden willows and cottonwood, Dave Bridgeman (above and right) finds powder-blue elderberries during a break from the tree hunt.

Hartwig Vatheuer (opposite page) is in his natural element, walking stick in one hand, small chainsaw in the other, surveying the trees.

After a good day’s work, the crew loads the trees, 50 or more in all, into the beds of pickup trucks. Bridgeman dismounts from atop a tall stack of timber like a teenager doing parkour. Watch the feat at kiwanis.org/2017trees.
**Lot of love**

**THE CLE ELUM, WASHINGTON, KIWANIS TREE LOT MAKES CHOOSING A CHRISTMAS TREE EASY. IT’S TRADITION.**

**STORY AND PHOTOS BY NICOLE KLAUSS**


The tree lot on First Street is a tradition in the community of about 1,900 people. Customers purchase natural trees for their businesses, churches and homes. Whether three-foot “Charlie Brown” spruces or 20-foot noble firs, the trees are harvested by the Kiwanians along Cle Elum Ridge from private lands owned by the Nature Conservancy. (Join the Kiwanians on their annual tree hunt at kiwanismagazine.org.)

Some years, there’s snow on the ground when the lot opens, says Kiwanian Hartwig Vatheuer. People arrive with a cup of cocoa or coffee warming their hands while they wander through the trees. On weekdays, the honor system applies. Pick your tree and leave your payment next door at the Farm and Home Supply. “The only record (of nonpayment) was many, many years ago when the cops caught a woman after the bars closed,” Vatheuer says. “She was dragging the tree down the road. She got a citation, and we got the tree back the next day from the police department.”

On weekends, Kiwanians count how many trees were purchased and replenish the lot as needed. Then, they set up shop, standing around a portable heater inside a small trailer, swapping stories and waiting for customers.

Libby MacFarland and her husband, Jaime, stopped by this past December, looking for a small tree to decorate for the holidays. The couple had moved from Iowa a few months before the holidays. “We haven’t had a real one for a long time,” Libby says, adding that her artificial tree was in storage. “I have a lot of homemade ornaments. I have things I made 40 years ago.”

Susan Black typically buys her trees from the club, though the previous two years she cut her own. Now, she’s back at the Kiwanis lot. “We decorate with lights and ornaments,” Black says. “Some are ornaments we’ve purchased and kept each year, and we try to add to it every year. Some are homemade from the kids when they were little, but mostly we bought them.”

People who shop at the Kiwanis Christmas tree lot are not just getting a tree; they’re giving back to the community. The trees range from US$3 to $80, and sales support youth and community services. “We give several thousand dollars a year in scholarships to graduating seniors,” says member Larry Scholl. “Some are ongoing, up to four years of continued school support.”
UNCHARTED WATERS
A FIRST-TIME FUNDRAISER INTRODUCES KIWANIS TO A WHOLE NEW FLOCK.
STORY BY JULIE SAETRE • PHOTOS BY MARSHA KEMP PHOTOGRAPHY

One of the biggest fundraisers for the Kiwanis Club of Tampa, Florida, is an annual barbecue chicken lunch, a staple for 49 years. So perhaps it’s surprising that the club launched a new feathered fundraiser dubbed the Incredible Duck Race.

The chicken lunch event generally attracts a corporate crowd, so 2016–17 club President Amanda Malinowski hoped to expand members’ reach to families who might not be familiar with Kiwanis and its mission.

Enter the ducks. The club decided to host the race on the Hillsborough River, which borders a downtown park—a choice that required not only a city permit for the park, but Coast Guard approval for the water. GAME—the duck-rental company—provided a how-to workshop for the club. Each numbered, sunglasses-wearing duck could be “adopted” for US$5, with proceeds going to the club.

On race day, the duck pack was released on a cordoned-off section of the river and traveled 100 feet. The first three ducks to be funneled into the winners’ circle earned their adoptive “parents” cash prizes, including $5,000 for first place.

The club set a goal of 5,000 rubber-duck participants; by race day, 7,041 ducks bobbed in the water at the starting gate, adopted by people from 24 U.S. states.

“We could have sold 10,000,” Malinowski says. (That’s now the goal for the 2018 race.)

On race day, more than 1,000 Tampa-area residents turned out to enjoy the race and its festival-like atmosphere. By the day’s end, the club had accomplished its two goals: The race netted a projected $20,000 and introduced Kiwanis to a new crowd. Plus, at least six news outlets promoted and reported on the race.

“(Many duck) sales came from people who didn’t know anything about Kiwanis,” Malinowski says. On the event day alone, the club gained one new member and at least one other prospect.

“It was an eye-opening experience,” says Malinowski, “and much more successful than expected.”
great publicity!
SHOWCASE

MAGICAL INSPIRATION
A LITTLE WIZARDRY FULFILLS A PLEDGE TO THE ELIMINATE PROJECT.
STORY BY DANIELLE CASTONZO

Six years ago, Jennifer Roberts walked into the Columbia, Missouri, Kiwanis Club meeting wearing a wizard hat and holding a stack of Harry Potter books. Placing them on the table, she said, “This is how we’re going to make money for The Eliminate Project.”

Today, she is the “head muggle” for Harry Potter trivia night, the club’s most popular and magical event of the year. In February, Harry Potter fans of all ages will gather for the sixth time to dress in costume, compete in Harry Potter trivia and raise money for great causes.

“It’s not your average trivia night,” Roberts says. “It’s very magical. Almost everybody is in a costume. Some people have matching team apparel made. They take it very seriously.”

Previously, this event raised more than US$25,000 to fulfill the club’s pledge to The Eliminate Project. In the future, the money will go toward Beads of Courage (a program for chronically ill children) and the club’s grants.

The event’s theme differs every year. In December, it’s scheduled for St. Patrick’s day, complete with leprechauns, shamrocks and perhaps some Irish tunes.

Participants set up their own tables, which they elaborately decorate with detailed props and themed desserts.

“You wouldn’t believe the work that these people put into it—it’s unbelievable,” Roberts says.

Harry Potter fan Jenna Robertson, 16, has attended the past three trivia nights, dressing in costume and eagerly anticipating new questions.

“I really enjoy being on a team and being in an environment where everyone is a Potter fan,” she says.

Adds Roberts, “I think it’s the biggest Harry Potter trivia event in the country.”
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A light Georgia drizzle this past May couldn’t keep more than 150 of Historic Roswell’s kids from taking part in one of their hometown’s best-known family fun events, the Kids’ Bicycle Safety Rodeo.

The Historic Roswell Kiwanis Club has held its annual kids’ rodeo for 16 years. The brainchild of Roswell Mayor Jere Wood, the rodeo is part of a much larger cycling festival sponsored by Roswell Bicycles Inc. That festival, which includes spectator-friendly professional bicycle races, begins with Wood leading participants on the Mayor’s Ride.

Historic Roswell Kiwanian Ron Jackson has been at the helm for 10 Kids’ Bicycle Safety Rodeos.

“Jere’s still an avid cyclist and wears those funny (biking) pants,” Jackson says with a laugh.

Kids must be at least 5 years old to participate in the rodeo, which is co-sponsored by the Key Clubs of Centennial, Milton and Roswell high schools and by Builders Clubs from Crabapple and Elkins Pointe middle schools.

This year’s safety fair also sported a new location: the parking lot of Historic Roswell Antique and Interiors. Jackson says the move “brought us right next door” to the action from the day’s professional bicycle races.

At the rodeo, kids first learn the basics of cycling safety through a series of classes. A rigorous five-point inspection of each bike follows to make sure all are in top working order (especially the brakes). Helmets must be snugly in place. Then it’s off to tackle the obstacle course, followed by a final quiz on the rules of the road. Kids keep their scorecards as souvenirs, while those 6 years and older are eligible to participate in the Kids’ Race, held on the pros’ course.

“The thing that makes the rodeo so special is that it’s a safe, fun, family event that can be put together on a modest budget,” Jackson says. “The rodeo is something that can be done in any city.”

It’s also another example of the Kiwanians’ commitment to kids.

“It’s important for kids to know the rules of the road and to know that there are adults who care.”
ANOTHER DOSE OF REALITY
OREGON KIWANIANS BORROW AN INDIANA CLUB’S GAME-OF-LIFE IDEA.
STORY BY JACK BROCKLEY • PHOTO BY CHANTELL MEYER

Oregon Kiwanians were on a hunt, a search for a service project that would impact children for a lifetime. They found it in the pages of Kiwanis magazine.

“When I read ‘Wheel of Fortune’ (April/May 2017), it struck me as a perfect fit,” says Florence Kiwanis Club President Jean Murphey. “I took magazines to our local school superintendents, and they immediately gave us their support.”

The story was about the Greencastle, Indiana, Kiwanis Club’s Reality Experience, which assigns middle school students careers and salaries before routing them through a course of financial decisions, such as buying or renting a residence and setting up a bank account. The Greencastle club shared its game plan, which Florence Kiwanians adapted for their use.

“We named our project ‘Game of Life’ and added a station for pets—kids think they need a pet—and technology—how much is that cell phone, Internet and TV service,” Murphey says.

As in Indiana, school administrators were pleased with the results.

“Our students were very engaged and walked away with a new perspective about what it takes to be a positive, contributing member of society,” says Siuslaw Middle School Principal Andy Marohl. (Read more at kiwanis.org/ORgame.)

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SHOWCASE

BREAK-OUT SHOT

A POOL TOURNAMENT IN LOUISIANA HELPS EFFORTS TO ELIMINATE MATERNAL AND NEONATAL TETANUS WORLDWIDE.

STORY BY LORI ROBERTS

When the Kiwanis Club of Saint Bernard-Arabi, Louisiana, looked for ways to rack up funds for The Eliminate Project, members took their cue from a popular pastime. A Shot for Shot pool tournament added US$2,200 to funds pledged toward the elimination of maternal and neonatal tetanus.

Amanda Hardesty, the club’s 2016–17 president, came up with the idea when she learned that a local pool hall hosted fundraisers. Hardesty, who is always looking for ways to tie activities to the group it benefits, liked the play on words. “It occurred to me that you take a shot in a pool tournament to give a shot to help eliminate maternal and neonatal tetanus,” she says.

Kristine Koepp served as the Shot for Shot tournament chair. The group opted to hold the tournament at Lucy’s Cue, one of Saint Bernard’s only nonsmoking and kid-friendly pool halls. Members decided on a best-two-of-three tournament setup, with winners moving on to the next round. They recruited players within the club, through local pool halls and via social media. Eighteen participants competed for cash prizes. The day’s activities also included a 50/50 drawing, gift-basket drawings, a disc jockey and a table stocked with sweets and food.

Koepp took the opportunity to spread the word about maternal and neonatal tetanus. “I can promise you I spoke personally with close to 50 people about the cause,” she says.

This was Koepp’s first pool tournament fundraiser, but she expects it won’t be the last for the Saint Bernard-Arabi Kiwanians.

Now that the club has made contacts and laid a foundation, the next Shot for Shot tournament may be even more successful, Koepp says. These types of activities tie local Kiwanis clubs to the bigger effort of Kiwanis International and UNICEF to eliminate maternal and neonatal tetanus, Hardesty says. Local clubs often like to see their work benefit their hometowns and neighbors, but larger efforts can have a far-reaching impact around the world.

“Something like The Eliminate Project is not something a club can do by itself,” Hardesty says. “But Kiwanis International partnering with UNICEF gives clubs an avenue to be contributors. None of us can do this on our own.”

Use a street team!
(see page 23)
PARTNERING FOR SUCCESS

ELMIRA, ONTARIO, CLUB SPONSORS A TRAINING PROGRAM FOR COMMUNITY LEADERS.

STORY BY CINDY CONOVER DASHNAW

When the Kiwanis Club of Elmira in Ontario, Canada, was looking for new fundraising ideas, President Wayne Vanwyck proposed raising money while turning Elmira workers into better leaders. Enter the Results-Centred Leadership coaching program, presented by the Kiwanis Club of Elmira in partnership with the Achievement Centre.

The program builds on the inherent leadership potential in each person. Session leaders teach participants how coaching gets far better results from employees than what Vanwyck calls “policing them for failure.”

At first, Vanwyck says, the idea was met with “healthy skepticism.” The leadership program represented an untested departure from the club’s usual fundraising approach of hosting popular events. But members ultimately decided to approve a marketing budget, and Vanwyck agreed to donate his time.

“In my mind, it’s a win-win-win deal,” he says. “I get to give back to the club and the community doing something I’m good at and enjoy. The club gets a lot of promotion and funds. Businesses get stronger employees, participants learn leadership skills and the community benefits from it all.”

Net proceeds from the program come to the club, and Vanwyck hopes some funds can be targeted toward its ongoing support of the Elmira District Secondary School’s FIRST robotics team, part of a national mentor-based program.

“We’ve seen the incredible motivation it provides. They’re learning everything from teamwork to technology, accounting, sales and marketing and the value of working for a goal. I’ve been so impressed with what they are doing, I’d like to up our contribution. Any Kiwanis club that has a FIRST robotics team in their area should look for ways to support them.”

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SHOWCASE

BIRTHDAYS

The following Kiwanis clubs celebrate their 100th, 50th and 25th anniversaries in January 2018.

100TH—1917
Jackson, Michigan, January 2
Marion, Indiana, January 20

75TH—1943
Thomson, Georgia, January 25

50TH—1967
Dixon, Illinois, January 4
Vopnafjordur-Askja, Iceland, January 6
Liberal, Early Risers, Kansas, January 16
Fort Madison, Iowa, January 25
Linz, Austria, January 31

25TH—1992
Bethalto, Illinois, January 7
Muntinlupa South, Philippines, January 16
La Canada La Crescenta-AM, California, January 20
Upper Keys, Key Largo, Florida, January 21
Wakayama, Japan, January 28

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   Percent Paid: 99.77%/99.78%.

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How, you ask?

Every Kiwanis magazine story is meant to motivate YOU to consider the idea for use in YOUR community. Just because a duck race is happening in Florida doesn’t mean it can’t happen in Panama. Or vice versa.

The Kiwanis Club of Florence, Oregon, for example, was motivated to try out the Reality Experience (see page 45) because they read about the Kiwanis Club of Greencastle, Indiana, project in a recent issue of Kiwanis magazine. And guess what? It was a success. A huge success.

We’re all in this together. We can all learn from one another’s successes—and even our failures.

As you peruse your Kiwanis magazine, reading about what other Kiwanis clubs are doing around the world, picture YOUR CLUB doing the project instead. Write notes in the margins. Highlight and underline. Ask yourself how your club could stage the same fundraiser or project. What changes would you make? Share ideas. Steal ideas. Take this worksheet to your club meeting and discuss your answers. Keep this issue and refer to it later. Most importantly: HAVE FUN.

Fundraiser or project ideas to try:
1.
2.
3.

How we can use the updated Kiwanis branding:
1.
2.
3.

Ways we can promote our club:
1.
2.
3.

Which members are friendly, outgoing and passionate? Tap these people for a street team!
1.
2.
3.

Where should we go to find new members?
1.
2.
3.

If we were to share a story idea about one of our club’s projects or fundraisers, which would it be?

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