Kiwanis Magazine
TELLING THE KIWANIS STORY APRIL/MAY 2021

YOUR ULTIMATE RESOURCE FOR GROWING, STRENGTHENING AND IMPROVING YOUR CLUB.

HOW TO

HOW TO

ADD EXCITEMENT TO YOUR MEETINGS
Recruit. Retain. Repeat.

WHAT DOES YOUR COMMUNITY NEED?
CREATE A SIGNATURE PROJECT
Diversify your club

DOES YOUR CLUB’S MEMBERSHIP REPRESENT YOUR COMMUNITY?

SHARE YOUR SUCCESS STORIES WITH A READY-MADE MEETING

KIWANIS CHILDREN’S FUND

ASSESS YOUR CLUB’S HEALTH
BOOST YOUR CLUB’S EFFECTIVENESS

GET INVOLVED WITH SERVICE LEADERSHIP PROGRAMS
Sponsor a Key Club

CONSIDER TRAINING OPTIONS
HOW TO TAKE ADVANTAGE OF EDUCATION TOOLS

RECIPE FOR SUCCESS
How to plan a fab fundraiser

ENGAGE YOUR COMMUNITY
PERFORM A NEEDS ASSESSMENT

FROM LITERACY TO MENTORING
SUPPORT TEACHERS AND SCHOOLS

MAKE A POSITIVE IMPACT
SERVE CHILDREN AND YOUR COMMUNITY

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Kiwanis Children’s Fund

BE THERE FOR THEM

Kids need Kiwanis. When you give to the Kiwanis Children’s Fund, you help us reach them when they need us most. Warm coats when the temperature drops. Lifesaving vaccines before a child is born. Fresh food even when it’s not in season. Make a gift today — and change lives all year long. Let us show you how.

KIWANIS.ORG/HELPKIDS
Contents
APRIL/MAY 2021 • VOLUME 106, NUMBER 3

Features
12 HOW TO
We’re offering tips and ideas you can actually use right now, today. Things you can do to make your club meetings exciting, your service projects successful and your fundraisers worth all of the hard work you put into them.

14 How’s your club already doing?
16 10 things your club should be doing
18 Recruit. Retain. Repeat.
20 Make it meaningful
22 Inclusivity and acceptance
24 One size does not fit all
26 Make sure your club matters
28 Children’s Fund is our story
30 Gaining new know-how
32 Stay active with SLP clubs
34 SLP members sound off
36 Bring Key Leader into your home
38 Signature projects
40 Harness the internet
42 Recipes for success
48 Get to know our partners

50 WORKBOOK
Here’s a group activity that could get some ideas flowing.

Mission Statement
The mission of Kiwanis magazine is to empower and inspire Kiwanis members to make lasting differences in the lives of children — and to share their powerful work with the world.

Departments
4 VOICES
Letter from the Editor; President’s Message; Executive Perspective
8 NEWS
Customizing available for Kiwanis gear; Revamped SLP websites are live; Get grad items at Key Club Store; Key dates
From the executive editor

A s a mom of three kids, I can assure you there were countless days I would’ve done anything to have someone give me a cheat sheet on how to face the day. Now that I’m older and “more experienced” at this mom thing (my kiddos are now 20, 18 and 14), I can assure you — well, let’s just say I still have plenty of days I need help.

Thinking back, I can remember so many times I would’ve loved for someone to just give me a guidebook when my head was spinning and nerves knocked me to the ground.

Like the first time I stood in front of my speech class in high school.

The first day I walked into my internship at a newspaper in North Carolina.

The first time I sat down to do my own taxes.

Driving alone across many states for the first time — in the snow.

Standing in front of a Kiwanis club as one of its first presidents.

But sometimes we’re on our own.

And that can be great. That’s how we grow. We face tough situations and do the best we can, and we know that maybe next time we’ll do even better.

But sometimes we get really lucky and there actually is a guidebook that tells us what to say and do and where to go. Lucky for you, you’re holding it in your hands right now.

This issue can help you make your Kiwanis club experience the best it can be. I hope that if you’re a new club president — as I was years ago — you’ll steal some of these projects and make them your own. That you’ll use the Ready-Made Meeting to tell everyone about the wonderful things Kiwanis is doing thanks to the Kiwanis Children’s Fund.

That you will, as the saying goes, “do all the things.”

Talk about what you read in this magazine during your club meetings and make some of these ideas a reality in your club. And as my youngest tells me: “Don’t forget to have fun.”

KASEY JACKSON
EXECUTIVE EDITOR
Introducing the **We-Go-Swing™** the first no-transfer inclusive swing that can be integrated into the playground setting, inviting kids of all abilities to get in on the fun together. We’ve always designed for inclusive play. Now we’re bringing a whole new way to play for all. Learn more about this revolutionary swing forward at [playlsi.com/we-go-swing](http://playlsi.com/we-go-swing)
President’s message  ART RILEY  KIWANIS INTERNATIONAL PRESIDENT

Kids need Kiwanis! How do kids need Kiwanis? Each club finds its own answers as it identifies and creates opportunities in its community. Many clubs have tackled literacy projects to supplement online education during the pandemic. Other clubs help food pantries feed families.

As the world emerges from the pandemic, these needs will persist and others will return to focus. Young kids will still require early-childhood education and nurturing to prepare for school. Immunization programs that raise children’s life expectancy worldwide will be expanded. Children still need help learning to resist predators, cybercrimes and other harmful influences. Youth must be qualified as leaders. These can all be addressed through Kiwanis service.

Clubs have the strength to design solutions, build partnerships and devote energy to local and international challenges. Kiwanians are helping with school backpack programs, child mentoring and orphanage support. Tell the Kiwanis story to your community and prospective members. Describe how they can help be involved. Point to the opportunities that Kiwanis offers for each member to contribute to life-changing experiences for children.

Service can change a child’s life and transform a Kiwanian’s. Collectively, we have planned for the future during the past year. Now is the time to put these plans into action and expand your footprint. Kids Need Kiwanis — our motto — now! Search your heart and commit yourself to the next generation. The future starts today, not tomorrow.

Executive perspective  STAN SODERSTROM  KIWANIS INTERNATIONAL EXECUTIVE DIRECTOR

If you’ve been a Kiwanian for at least three years or so, you may remember an issue of Kiwanis magazine that made a splash a while back. “Pick me up and use me,” the cover said. And that was exactly what made the issue popular — it was full of easy-to-use tips for any member who wanted to make their club stronger and its service more effective.

Well, here we go again!

At Kiwanis International, we decided it was time to devote another issue to solid, proven tips for strengthening a club. Think of it as one big how-to guide.

In fact, I encourage you and your fellow members to do three things:

Take time to read through the following pages. There’s plenty here. Don’t miss something that might make a difference.

Select two or three ideas to start with. While we’ve addressed several areas, don’t feel like you have to do everything at once. What tips could your club use most right now?

Take this issue to your next club meeting. Discuss what you see. Share ideas with other members.

All together, I think the tips and tools in this issue should help position your club to do one big thing: persuade people to join.

After all, for an organization like ours, everything begins with members. And nothing is more persuasive to a prospective member than a current member who is interested, active and enthusiastic.

Show off that interest and enthusiasm — and attract more of that kind of member. Just as kids need Kiwanis, Kiwanis needs Kiwanians. I hope this issue helps you find them.
CELEBRATE THE KEY CLUB CLASS OF 2021.

Send Key Club graduates off with more than a smile and good wishes. The Kiwanis Family Store has stoles, cords, medals, cards and more. Check them all out — and help grads celebrate everything they’ve achieved.

kiwanis.org/store
Customizing available for Kiwanis gear

Branded items are an effective way for Kiwanis members to show their Kiwanis pride and get the organization’s name in front of people. You can also do the same for your own club — thanks to ShopKiwanis.com.

At the website, you can work with vendors to create customized merchandise. For each item, there is a link at the bottom right of the webpage to “send message” directly to that item’s vendor. At your request, vendors can:

• Add your club name.
• Use your custom artwork.
• Provide pricing and shipping information regarding custom merchandise.

Items are available at ShopKiwanis.com — for Kiwanis clubs and for the clubs of each Kiwanis Service Leadership Program. All vendors at the website are authorized licensees of Kiwanis International.

Revamped SLP websites are live

Some of Kiwanis International’s Service Leadership Programs got website updates and redesigns in late 2020. Since December, K-Kids, Builders Club and Aktion Club — as well as Key Leader, the Kiwanis leadership program for teens — have been sporting revamped looks.

The updates also go beyond appearance. Each website is now more mobile-friendly and loads more rapidly. The refresh was also designed to make each one easier to navigate, so users and visitors can find the pages they’re looking for more quickly.

Each website will continue to add pages, features and new content throughout 2021. Check them out at k-kids.org, buildersclub.org, key-leader.org and aktionclub.org.

Get grad items at Key Club Store

The COVID-19 pandemic is complicating celebration plans for many graduating seniors again this year. But the Key Club Store continues to offer options for creating the memories they deserve.

From cords and stoles to pins, patches and medallions, items are available to honor Key Club graduates — and provide them with keepsakes for a lifetime. Go to keyclub.org/store and click “graduation supplies” in the menu along the left side of the page.

Key dates

April

Kiwanis Amplify registration closes [1]
Kiwanis Youth Programs Board meeting (15)
CKI Governors and Administrators Training Conference (virtual) [15-19]
Kiwanis Amplify Module 1 launch [19]

Kiwanis International Board meeting, Indianapolis [22-25]

Key Club Governors and Administrators Training Conference, Indianapolis (hybrid) [29]

May

Kiwanis International Office closed [31]
The easy way to fundraise for your club

Kiwanis has found a better way to create more opportunities for kids and communities—no need for selling, door knocking, or event planning. With gift card fundraising, you raise money by purchasing gift cards to use for your everyday shopping. Earn from anywhere, whether you’re at home or on-the-go.

How it works

- You buy a gift card
  - You get the full value.
- The brand gives back
  - No extra money comes out of your pocket.
- Kiwanis earns
  - Your club gets a check every month for the amount raised.

Shop more than 750 popular brands, create unlimited possibilities

You can shop with Target, Amazon, Starbucks, Walmart, Home Depot, Best Buy, Dominos, PetSmart, CVS, and Visa.

Your club can raise $50,000 or more every year

Learn more and start a free program at Fundraising.ShopWithScrip.com/Kiwanis.
We’ve all learned a lot during the pandemic. What works best in a pinch, how to use technology to stay connected, how to meet when meeting is prohibited and how to gain new members when you can’t gather in person or don’t have service projects on which to collaborate. Here are some success stories from clubs that are growing, along with numbers that may surprise and motivate you.

**179**
Number of people who’ve been members of Kiwanis for more than 75 years. Thank you for your dedication and devotion to helping children around the world and in your communities.

**9.5**
Percent of our members who leave a club because they moved to another community. Are you helping them find a Kiwanis club to join in their new town?

**44**
The number of Kiwanis clubs designated as internet clubs. Will your club offer a virtual option for those who can’t meet in person after the pandemic ends? Going virtual can help you grow!

“A larger club means more manpower — and more synergy within the club. We set a goal of doubling our membership. We believed there was no real reason a person who was interested in community service would have to not join. Each month, club members get points for various club activities, including bringing a prospective member to a meeting — and even more points for signing them up. We’re now seeking the input of our new members about service project ideas they have. We’re also finding out their interests and skill sets so they can be part of our committees.”

Pete Tinsley
President, Kiwanis Club of Westfield, Indiana
Communicate with people in your club. They’re part of Kiwanis for a reason. It starts with engagement. We had a contest: Who can recruit the most people? One member brought in 19 people! We’ve made a point to involve (nonmember) volunteers. They don’t have to be members to be part of our activities. We’ve attracted college students — we welcome that energy. As we progress, we focus on what we can do for the community, which includes a focus on making Kiwanis a serious partner in schools. I’m always looking for new innovations — always wanting to find ways to connect.”

Madeline Bodoh
President, Kiwanis Club of Spring Lake, North Carolina

“Reach out to family and friends. If they know your passion and what you do, they’re the most likely to join you and help you do it. There’s an old saying: ‘Show me five of your friends, I’ll show you who you are.’ These are people who knew what I was passionate about and had no problem jumping on board. Word of mouth really starts the momentum. It’s sort of like the ripple in the pond — start with your inner circle and go out from there. I’m giving (fellow club members) the message: It doesn’t stop here. It’s a great cause, and if you believe in it, then pass it on.”

Bao Nguyen
President, Kiwanis Club of Seattle, Washington

3,193
The number of Service Leadership Program clubs in North America in need of a trained Kiwanis advisor with a background check. That’s 36% of all SLP clubs. Do something at kiwanis.org/needadvisor.

206
The number of children we reach by adding just one new Kiwanis member. Think about that. Then imagine how many kids we could help if every member brought in just one new member.

29
Total members on the isolated island of Grimsey in Northern Iceland. This is especially remarkable because there are only 61 residents who live there year-round.
What's this magazine all about?
Some of you might be thinking you've seen a similar Kiwanis magazine in the past — and you're right. You have. That magazine was the December 2017 “Pick Me Up And Use Me” issue. We're surprised so much time has already passed since we shared so many ideas — 187, in fact — that you could use to make your Kiwanis experience better. So many of you enjoyed that issue that we made reprints and mailed those out as you asked for them, and we took them to conventions as well. Tons of service project ideas, fundraising tips, membership retention and recruitment ideas — there was a lot of information there to process.

And we're here to do it again.
We'd like to make this an annual issue. Chock full of information you can actually use right now. Things you can do to make your club meetings exciting, your service projects successful and your fundraisers worth all of the hard work you put into them.

We know the past year has been rough. So we're including some ideas on how to keep going when times get tough. How to stay on course when things don't go as planned.

We're offering these ideas and tips as a way for you to set some new goals. How will you use the ideas inside this issue to attract new members? To stir excitement? To get recognition? To do bigger and better things than you ever imagined?

Here are some of the things you'll find inside this issue:
  - Advice from top club growth leaders.
  - Club assessment: How's your club doing?
  - Signature project ideas.
  - How to keep your sponsored Service Leadership Programs active.
  - Ways to diversify your club.
  - How to make sure your club is relevant.
  - Information about how a single-emphasis club might work in your community.
  - Ready-Made Meetings!
  - Membership tips and tricks.
  - Recipes for success.

We hope you have as much fun reading and setting new goals as we have had compiling these ideas for you. Happy reading!
Add excitement to your meetings
Diversify your club
Recruit. Retain. Repeat.

CREATE A SIGNATURE PROJECT
ASSESS YOUR CLUB’S HEALTH

CONSIDER TRAINING OPTIONS
Plan a fab fundraiser
WORK WITH KIWANIS CHILDREN’S FUND
ENGAGE YOUR COMMUNITY

SUPPORT TEACHERS AND SCHOOLS

Sponsor a Key Club

MAKE A POSITIVE IMPACT
Add excitement to your meetings
Recruit. Retain. Repeat.

CREATE A SIGNATURE PROJECT
ASSESS YOUR CLUB’S HEALTH
ENGAGE YOUR COMMUNITY
CLUB BUILDING RESOURCES:
KIWANIS.ORG/POPULAR-RESOURCES

YOUR ULTIMATE CLUB RESOURCE

Backpack Giveaway

- backpacks
- pens
- notebooks

What we need:

Backpack
Stickers
Stationery
Every Kiwanis club has its own culture, traditions and membership mix. And each has its own challenges. Do you know how healthy your club is? Do you have a plan to change things up or to consider new people for new roles? Here are a few ways to get a handle on how your club is doing.

How welcome do new people feel?
Guests, speakers and new members — they want to feel like part of the group. But do they? A club’s fellowship can seem daunting to a newcomer. Look for ways to make them comfortable.

Try this:
• Pair experienced members with guests and new members.
• Acknowledge new attendees — make it part of the agenda!
• Conduct new-member orientation. Use the fill-in template at kiwanis.org/orientation.

How often are new ideas used?
From service projects to meeting activities, traditions are great — when they work. But sometimes old is just … old. Know the difference!

Try this:
• Welcome the work — and the ideas — of your committees.
• Conduct community needs assessments. Visit kiwanis.org/acetools for help.

• Evaluate existing projects every year.

How many people are doing the work?
Many clubs have a core of committed members. That’s great — but it’s easy to let them do all the work. And that can breed apathy in others. Help people avoid boredom and burnout.

Try this:
• Get new and potential members involved in projects.
• Make committee membership a part of the club’s culture.
• Reach out when someone misses a few meetings or projects.

How well does the community know you?
It’s great to improve the community. It’s even better when the community knows you’re doing it. Spread the word — and boost recruiting, project attendance and Kiwanis brand knowledge.

Try this:
• Create a signature project. Get ideas at kiwanis.org/signature.
• Tap into the Kiwanis family brand. See kiwanis.org/brand.
• Work with local media. See how at kiwanis.org/mediarelations.
Happy members are the key to a successful Kiwanis club. After all, they’re the ones most likely to reach out and recruit. And no member makes a better case for your club than someone who can offer personal stories about the Kiwanis experience. So how do you create a culture within your club that makes people want to go and tell the world? And how do you get new members to keep coming back to your meetings? Every successful club has its own answers to those questions. Based on our conversations and some of the things we’ve heard from members over the years, we present 10 things that we think your club should do to create a welcoming atmosphere.

01 Plan ahead
Set an agenda for every meeting — and make it known ahead of time. It’s easier to invite people when members can describe what’s being planned.

02 Communicate
Publish a club newsletter with a regular schedule. Print copies for guests and prospects at meetings. Send weekly email reminders about projects, fundraisers and more. Include recent club visitors.

03 Remind people to reach out
Take time at every meeting to talk about inviting people to meetings. Make it part of the agenda: Who invited someone this week?

04 Keep people in touch
Compile a membership list with names and contact information. Email it to every member. Hand out print copies at a meeting. Update and redistribute the list every three months.
Invite youth
Kiwanis is about serving young people, so make them visible. Invite them to service projects and meetings. Welcome members of Kiwanis Youth Programs.

Put fun on the agenda
Don’t wait for it to happen — make it a regularly scheduled part of your meetings. Every couple of months, put together a “fun” program and encourage members to invite friends and family.

Show you care
Send a card or note to members who miss two meetings in a row, even if you know why (e.g., vacation or illness). If a member is in the hospital, take up a collection and send flowers.

Make visits eventful
Greet visitors at the start of the meeting and introduce them to everyone. Within three weeks of their visit, send a follow-up letter or postcard — even if they don’t come back immediately.

Make invitations personal
Send a letter of invitation to every person who has been approached about joining. In fact, compose a monthly prospect list and share it with current members, asking them to reach out.

Give gratitude
Send a thank-you note for donations and service — no matter how much was given. Include a picture of the fundraiser or project that they were a part of. Include any news coverage!
Clubs need members. It’s a simple truth — but it requires a multipronged effort. Here are some tips for recruiting people to join and for retaining them once they do. And remember: It’s a continuing process. These aren’t steps to a final result. They should be part of your club’s culture.

Recruit. Retain. Repeat.

**RECRUITING**

**Spread responsibility**
Emphasize that every member should seek out and invite people. A membership committee is great, but recruiting shouldn’t be anyone’s “turf.”

**Make guests your goal**
Establish a standard: A club meeting or service project without a guest is a missed opportunity.

**Research demographics**
Seek to reflect the diversity around you. It’s good for the club — and an encouragement to the whole community.

**Conduct a quick campaign**
Organize a one- or two-day membership initiative, with online research, appointments with civic leaders and local officials, calls to area businesses and more.

**Connect with guests**
Make an impression. Once you have someone’s commitment to attend, connect on LinkedIn before the meeting. Ask club officers to do the same after the meeting.

**Scout out young professionals**
Check for entrepreneurial “incubator” spaces in your community where young professionals gather. Ask to speak to them — and hold an annual “community service mixer” for young professionals (or “emerging leaders”).

**Know your (community’s) business**
Keep up with local business news. Invite owners of new businesses and new nonprofit executives to meetings. Need incentives? Allow them to make a two-minute plug.

**Have membership materials handy**
Whether you speak to an individual or a group, don’t assume people will remember everything. Take print materials about membership and leave them with people.

**Consider a club satellite**
Don’t lose out on members who can’t attend on your club’s meeting day or time. Allow people to contribute when it works for them. Assign two of your club members as liaisons.

**RETENTION**

**Survey members**
Know what they’re thinking. Make your survey annual — at least — and solicit feedback regarding your club’s effectiveness.

**Assess your speakers**
Take a good hard look — do you have presenters whose expertise appeals to members? Get to know what interests them and approach potential speakers who can provide it.

**Remember milestones**
Call members on their birthdays. Send an e-card to celebrate each one’s “Kiwanis anniversary.” Little things matter. Show people you remember and care.

**Include the family**
Design a club meeting for spouses and kids to attend so you can thank them for “loaning” their loved ones to Kiwanis. Or send a card to show your appreciation. Or both!
Serve during meetings
Remind members how many ways they make a difference — even with quick projects while they meet. For example, signing holiday cards for military families.

Keep achievements up front
Remind members (and show guests) how much they do. Include photos of service projects and fundraisers in a PowerPoint presentation that plays while people arrive. Include facts about your club’s history and community impact.

Honor leaders
Consider an event (perhaps a fundraiser dinner) that honors past presidents. Show future club leaders they’ll be appreciated. And make sure spouses/partners are invited.

Respect differences
While planning meetings and events, make sure everyone is comfortable — regardless of considerations ranging from religious and political beliefs to dietary restrictions.

Consider a club satellite
Remember this one? Well, current members might find they need flexible options too. Don’t lose them because they can’t attend on your regular meeting day or time.

HERE’S A TIP

Offer a test drive
Most people shop around before they buy a car. Sure, sometimes there’s that impulse buy when you walk on the lot and are drawn to a shiny, brand new black car smiling up at you and you drive off the lot as fast as you can sign the paperwork. That’s not really the smartest way to buy a car, honestly. Most people take their time and invest some thought into jumping into such a commitment.

You should offer the same to potential members.
If someone comes to your club meeting or participates in a service project, welcome them and offer them the time and space to make a decision. Invite them to more events and your next meeting. Don’t be too pushy too fast. Ask them what they are looking for in a club experience.
Remember, you want them to feel that they belong — not just that they are joining.

BONUS IDEA

Two is better than one
Instead of a membership chair, how about a membership pair? That’s one member who leads recruitment while another focuses on retention.
CONDUCT A MEMBER SURVEY
What do your members want from their Kiwanis club experience? When is the most convenient time to meet? Would members rather meet completely online? What service projects appeal to them?

HOST SOCIAL EVENTS OUTSIDE OF MEETING TIME
Clubs thrive when members have fun. Get together for a dinner or a movie. Plan an adventure. Have fun off the Kiwanis clock.

VALUE AND RESPECT ALL MEMBERS’ OPINIONS
Sometimes the same members seem to have all the ideas. But maybe they’re just the ones most comfortable speaking up. Make it a point to hear from everyone.

HERE’S A TIP
Idea for welcoming a new member
Each of us could benefit from listening more closely to new members. In one Kiwanis club, they do that and more. Each new member shares their local charity of choice. The club then takes US$20 and donates it to that charity in the new member’s honor. As a result, the Kiwanis club is listed in almost every nonprofit annual report in town — and the new member receives a letter informing them of the surprise donation in their name. Then the genius part: The club pairs the new member with an experienced member to organize a service project that supports that charity. It’s a win-win-win idea.
5 WAYS TO IMPROVE THE MEMBER EXPERIENCE

MAKE IT MEANINGFUL

Recruiting new members has a huge impact on the community, the division, the district, Kiwanis International — and the entire world! For every person we bring into Kiwanis (whether into existing clubs or while opening new ones) we extend our service to another 206 children around the world. And when we bring together 15 people to open a new club, we can assist another 3,090 children.

It’s all about gaining more hands for service. Now more than ever, kids and our communities need Kiwanis. And to extend the scope of our support, we need more members with new ideas and energies.

But to do our best and most meaningful work, we need happy members. What does your club do to ensure its members are getting what they want from the Kiwanis experience? Here are some ways to think about the value of a Kiwanis club membership.

OFFER MANY SERVICE PROJECT OPPORTUNITIES

Hard labor isn’t for everyone. Vary your projects. Offer one a month. Divide and conquer. Not everyone has to work every event.

MAKE CLUB ACTIVITIES MEANINGFUL AND RELEVANT

Does your club know what your community really needs? If not, your service might go unnoticed. See page 28 for some helpful tips.
To keep your club sustainable and strong in 2021 and beyond, it’s important to maintain a membership that reflects your community. If most of your members are around the same age or have similar backgrounds, your club could benefit from recruiting people from a broader circle.

“The values of what Kiwanis does cross all kinds of boundaries and cultures and backgrounds,” says Kathleen Nalty, a U.S.-based educator and consultant who specializes in creating cultures of inclusion to help organizations retain talent. “But you have to be purposeful about it.”

Try these four tips to work toward a more diverse membership.

1. **Re-evaluate when you meet.**
   If your club traditionally gathers during a workday lunch hour, it can make attendance difficult for younger people establishing careers. With travel time, a 60- to 90-minute meeting can easily turn into two-plus hours of missed work — and that’s not always an option for young professionals. To be more accessible, consider holding at least some of your meetings, service projects and social events on evenings and weekends.

2. **Diversify club promotions.**
   If you traditionally promote meetings and projects by sending emails or posting flyers, research methods of communication that target different audiences. Facebook, Instagram, Twitter, LinkedIn, Meetup, Nextdoor and other social media platforms can reach a wide range of people.

3. **Shake up your service projects.**
   When you serve a variety of groups in need, you and your club get to know your community better, and your community gets to know Kiwanis as well. Research local organizations that serve the needs of people you might not have served in the past, such as LGBTQ+ youth, military veterans and new immigrants, and find ways to partner with them.

4. **Make all members feel welcome.**
   When new people join your club meetings or projects, warmly welcome them and make sure they feel included in your discussions and activities. Ask for their input and ideas. Then be willing to hear — and actually listen to — fresh perspectives. A diverse, inclusive club makes all Kiwanians stronger servant leaders.
Looking for something different? Well, there’s more than just one correct way to run a Kiwanis club. Of course, there are things you need to do and some simple rules you need to follow, but the options for setting up your club are almost endless.

You can have a club that only meets online.

You can open a club that consists of members who all work at the same office.

You could even have a Kiwanis club based on a single point of service that is needed in your community.

Wait. What does that mean?

We’re glad you asked.

Kiwanis clubs can consist of members who all work on one specific need in the community for everything they do — from service to awareness to fundraising. Why would that be a good idea? Because it’s a way to dive deeper into an issue concerning your community and make a bigger impact, quicker. It might also be a great way to get new members — people who have a desire to work on a specific issue. It’s even great PR: Here’s a need in the community and here’s a new Kiwanis club to help make the change.

The following is a list of just a few ideas for single-emphasis clubs. These are only suggestions. The possibilities are limited only by the imagination of Kiwanians like you.

**Area clubs.** This type of all-virtual club is great for people interested in Kiwanis who are unable or unwilling to join a club that meets in person. The reason doesn’t matter — they want to be a Kiwanian, so this is great! Some areas that might make sense are busy metropolitan areas where traffic is often congested and getting anywhere on time is a nightmare. Another option: Turn your existing club into a virtual area club to make it easier for people to stay engaged. For some virtual area clubs, it would make sense to be division-wide, helping members stay active even from remote communities. And consider clubs under charter strength: Allowing an all-virtual meeting space might be what the club needs to attract new members and get back on track!

**Literacy clubs.** Does your community need to raise its kids’ literacy levels? Your Kiwanis club could be the answer — by becoming a literacy-focused club. Members could read to children, provide books directly or indirectly to schools and students, tutor kids and provide lesson ideas to teachers and other tutors. Some things to keep in mind: If you want to establish
a club to help your local school district, you should first contact the school superintendent, headmaster or principal to discuss options. You could widen your project beyond your community with book donations and book boxes in residential neighborhoods all over your division.

**Food insecurity clubs.** Clubs all over the world are already working hard to ensure that families get the food they need. If your community has a lot of areas where there are few or no grocery stores (known as “food deserts”), this type of club may be exactly what’s needed to ensure that families don’t go to bed hungry. Common projects include food drives, food backpack programs, donations to schools for children who have no lunch, donations to shelters and food-packing projects for larger, similar organizations. Learn what your community needs — there are thousands of potential food projects.

**LGBTQ+ clubs.** These clubs are focused on raising awareness and providing support to youth who identify as lesbian, gay, bisexual, transgender and queer or questioning — and who are facing homelessness, bullying, suicidal thoughts or mental health issues, isolation from families and abuse. The club is for people who identify along the LGBTQ+ spectrum, as well as their allies, friends and family, along with supporters of LGBTQ+ youth. The club would create a diverse, safe and supportive community while promoting the Objects of Kiwanis. To get started, examine the needs of LGBTQ+ youth in your area as well as the interests of your existing Kiwanis club. Since there are many projects that can be done virtually or from a long distance, there is no need to focus specifically on local needs, although there may be unmet needs that could be addressed in the local community. Another way to get started: Determine what organizations your prospective members would be interested in supporting. Reach out to those organizations to find out how you can support their efforts. Promote awareness, partner with other organizations and start your own programs to support young people if none exist. Again, the opportunities are endless — and limited only by the imagination.

**THINGS TO REMEMBER**

- These are only ideas. A Kiwanis club can choose any single emphasis that would make an impact on a community.
- If Kiwanians come together to take on service, fundraising and awareness for a single topic, it will bring change quickly to a much-needed issue.
- Instead of doing 12 different projects a year, these single-emphasis clubs focus on one issue to bring a bigger impact to that specific need.
- Do your homework. Make sure the single emphasis you choose meets the needs of your community or the area you’ve chosen to serve.
- Need more information? Email membership@kiwanis.org to get help with some possible options in your community!
1. As club leaders make plans and goals, take advantage of Kiwanis’ Achieving Club Excellence (ACE) tools to ensure that your programs and service address what your community needs. For more information, visit kiwanis.org/acetools.

2. When you speak with people outside your club, always credit your Kiwanis club by name for making things happen in your community.

3. Sponsor an Aktion Club, Key Club, Builders Club, K-Kids or CKI club.

4. Ask schools to list your club as a community partner on their website.

5. Work with schools where your club sponsors youth and offer an annual Kiwanis Community Service Award to honor students who have made big contributions to help others.

6. Establish an annual Kiwanis Spotlight on Children & Youth Summit — with your club serving as the organizing group for a panel discussion spotlighting youth-oriented organizations and the issues youth face in your community. Invite experts to participate in the panel.

7. Seek free publicity about your club by contacting various weekly free publications distributed in local stores.

8. Add youth-serving nonprofits, local government and educational institutions to your newsletter distribution list.

9. Invite others to like or follow your club’s Facebook and Instagram pages.

10. Consider purchasing a large banner (with Kiwanis logos interspersed on it) to use as an official backdrop for your club’s special events and presentations. You will help guarantee that all photos include your club’s official name and Kiwanis logo. And don’t forget to use a Kiwanis background for virtual meetings.

11. Make sure you post regular meetings, special events and service projects on the community calendars made available by print and electronic media outlets.

12. Make sure to keep your club’s website and social media pages current. Include plenty of photos, along with testimonials from club members and from the people whose lives your club has improved.
SPREAD THE WORD ABOUT THE KIWANIS CHILDREN’S FUND

CHILDREN’S FUND IS OUR STORY

The Kiwanis Children’s Fund is a big part of the Kiwanis family’s international impact. Thanks to Children’s Fund grants, Kiwanians change kids’ lives — in their own communities and a world away.

The fundraising and grantmaking arm of Kiwanis International, the Children’s Fund supports club, district and international projects. It’s an organization — and an impact — to be proud of. In fact, every Kiwanian should know about it.

That’s why the Children’s Fund recently introduced the Ready-Made Meeting kit. Packed with information and activities, the kit is designed to help clubs structure a meeting around the Children’s Fund and all it does. It’s a ready-made way to show members how they can extend their impact, develop fundraising skills and more.

What’s included in the Ready-Made Meeting kit?

• “Together, we do more.” A short video to kick off your meeting with information and inspiration regarding the Children’s Fund and the power of Kiwanis.
• Because Kiwanians Care photo cards. Each has an accompanying story to read with your club about an inspiring project that the Children’s Fund supported.
• Rumor vs. Reality. A fun way to discuss misconceptions about the Children’s Fund and learn the truth about what we do.
• Ask an Expert. Tips from Children’s Fund staff for fundraising, grant applications, membership growth and more — all the ways we can help your club!
• “A Camp that Matters.” A video about one Kiwanis club’s four-day summer camp, which makes a yearlong difference — in a part of rural Georgia where one in three children live in poverty.

More digital resources to answer these questions:

• How can my club get organized for our fundraising efforts?
• How can I make sure our donors feel appreciated?
• Can the Kiwanis Children’s Fund help manage a club foundation — or even help us start one?
• How do I develop an impressive grant proposal?
• How do we pull off a fun and effective fundraising event?
• Can the Children’s Fund help us strengthen our membership?
• How can I best get the word out about our fundraising event?
• How can my club develop a project that funders want to support?

All of this and more is available online at kiwanis.org/readymademeeting.
Education is one of the most valuable tools Kiwanis International provides. And it comes in several forms, on several topics. Here are some of the options.

**Club Leadership Education**
Kiwanis offers education for presidents, secretaries, treasurers and membership committee members. CLE is available for in-person and virtual training sessions, as well as online education modules.

It’s a way to hit the ground running when the year begins. (CLE certification may also be required for distinguished status in your district.) But it’s not restricted to club officers. Any club member is welcome: CLE can help nonofficers understand the roles and responsibilities of each position, whether you’re considering future leadership or just want more insight into club operations.

To sign up, contact your district’s leadership development coordinator. If you don’t know who that is, reach out to your district secretary or check your district website.

**The Club Edhub**
Club leaders also have a handy online resource: the Club Edhub. This webpage has individual modules for club presidents, secretaries and treasurers — and links for membership committees and “Kiwanis 101.” You’ll also find a link to our leadership guide, with all this information (and more) in one downloadable brochure. Find the Club EdHub at kiwanis.org/leadershipguide.

**Kiwanis Amplify**
This year, Kiwanis Amplify was introduced to provide leadership training and education on topics that aren’t limited to Kiwanis. In fact, it’s designed for anyone who wants to improve their careers, communities and clubs. If you aren’t participating this year, keep it in mind for 2022. Learn more at kiwanis.org/amplify.

**Youth protection training**
Kiwanis clubs are required to educate members annually on the Kiwanis Youth Policies and Procedures. Clubs host in-person or virtual training, with materials and resources available online. SLP advisors, district administrators and members who work with youth are also required to complete online advisor education for our Youth Protection Guidelines. Learn more about all the ways Kiwanis helps protect youth at kiwanis.org/youthprotection.

**Global Leadership Certificate Program**
Another new leadership program gives CKI and Key Club members training and skills development. A pilot program supported by the Kiwanis Children’s Fund, the Global Leadership Certificate Program lets students explore topics through videos, assessment, resources and activities. Make sure the SLP clubs you sponsor know about it — so members can learn traditional skills and “soft” skills such as emotional intelligence, resilience and more. Go to keyclub.org/globalleadership or circlek.org/globalleadership.
STRENGTHEN YOUR TIES TO SERVICE LEADERSHIP PROGRAMS

STAY ACTIVE WITH SLP CLUBS

We know the pandemic has been challenging for Kiwanis clubs. And while Kiwanians were busy facing those challenges, our Service Leadership Programs were struggling with how to move forward as well. Students and adults with disabilities still want to serve. They want to learn and lead.

Here are several ideas you can use now to work with your sponsored clubs. These ideas will work if you’re still facing restrictions due to the pandemic, or are meeting in person.

- Check in with the SLP faculty advisor before doing anything. How can Kiwanis be the most helpful at this time?
- Make sure all SLP clubs you sponsor have an active Kiwanis advisor who has a current background check on record.
- Share speakers. Have your Kiwanis club president speak at SLP meetings and invite SLP members to attend and speak at your meetings. Share ideas. Make big plans!
- Speaking of big plans ... be sure to participate in each other’s projects. Here’s an idea: Stage a drive for personal-care items. Set up a socially distanced drop-off location and ask Kiwanis and SLP members to sign up online for what they’ll donate. Kiwanians can deliver the personal-care items (or whatever you decide to collect) to a designated organization.
- Continue offering scholarships. Your generous scholarships help worthy students. Promote your scholarship opportunities and winners in your local newspaper.
- Recognize graduating seniors. This could apply to CKI or Key Club. Purchase graduation items through the Kiwanis Family Store and make seniors feel extra-special in a year that was anything but normal. They’ll never ask you to do this, but they want you to. And they’ll always remember!
- Work with K-Kids and Builders Club to create projects to offer to their principal or teachers to do in class or virtually.
- Suggest SLP clubs use the new Virtual Meeting Kits. Filled with valuable information, the kits are easy to use. A link to the Virtual Meeting Kit is found at the top of each of the K-Kids, Builders Club and Key Club websites.

IMPORTANT:

Following all Kiwanis International Youth Protection policies is mandatory when working with SLP clubs. Learn more at kiwanis.org/youthprotection. Your club doesn’t yet sponsor an SLP club? Visit kiwanis.org/charter to learn how and where to begin.
If you’ve worked with Service Leadership Programs in any way, these students likely look up to you as a mentor, a life coach, an advisor, a teacher and a friend. And many of them will never forget you because of it.

We reached out to some members of CKI and Key Club to hear what they have to say about the Kiwanis mentors in their lives.

Alabama Kiwanis has supported me financially with many scholarships throughout my undergraduate career, and the Tuscaloosa Kiwanis club in particular has always made sure that I have a good meal for lunch on Mondays! College would have looked very different if Kiwanis wasn’t a part of my life.

Wamia Samad
The University of Alabama, Tuscaloosa, Alabama

I have found many Kiwanians to be supportive of any endeavors I had. One Kiwanian, I remember, reminded me to always dream big and persevere so I could achieve my goals. Kiwanians are amazing mentors; they are inspiring, motivating and supportive.

Sumi Shrestha
Rio Rancho Key Club, Rio Rancho, New Mexico

Kiwanis members are amazing mentors due to their vast experience in doing good in their own communities. Using that experience, they are able to teach those of us in Key Club the most effective and powerful ways to make a difference in our own communities. Their wisdom is what allows us to make the biggest impact possible in the lives of those around us.

William King
Imagine Prep Key Club, Surprise, Arizona

Kiwanis members are great mentors because they are incredibly patient and willing to help when you need it. They are also incredibly welcoming. Kiwanians teach us how we can improve our leadership skills even in a desperate time like this.

Jena Klenner
Paradise Honors Key Club, Surprise, Arizona

Each Kiwanian I have had the pleasure of interacting with strived to have a positive conversation with me. They took the time to talk to someone substantially younger than them and although they do not realize it, these simple conversations can make a young person feel valued and important. Sometimes these simple conversations turn into questions of “What can I do to help?” that are simply in the nature of all Kiwanis members.

Alaina Hinkley
University at Albany, State University of New York

While in high school, Kiwanians talked to me about career paths and connected me to others who had gone to schools I was considering. My club advisors offered to write reference letters. In post-secondary, Kiwanians have invested time and effort into my professional growth and development with resume critiques, help with interviews and job searches. Due in large part to my relationship with Kiwanians, I have grown as a student, a leader and a person. I am looking forward to joining Kiwanis when my SLP journey is complete so I can make an impact in the lives of youth, the way Kiwanis has done for me.

Deanna Fisher
University of Windsor, Ontario, Canada
Did you know that Virtual Key Leader makes a wonderful classroom or family activity?
That’s right.
The Key Leader curriculum was initially created for high school students, at Key Leader events. But it has expanded — and gone digital. That’s helpful during a pandemic that won’t allow us all to be together. But it’s especially helpful because it’s available anywhere, anytime, for anyone.
The workbook is divided into six tracks, each of which focuses on one of the Key Leader Principles: Service Leadership, Integrity, Personal Growth, Respect, Community and Excellence.
Here’s how to use the free digital Virtual Key Leader workbook to shake up your club meetings:

1. Walk through the workbook. Each of the six tracks contains three lessons, which often include a video, follow-up questions and optional activities for extended learning. These lessons serve as a great way to guide a conversation around community service, values, leadership and goal setting. Each lesson takes 10-20 minutes to complete.

2. Assign lessons or tracks to be completed at home. The lessons and activities in Virtual Key Leader make for great discussions even if you don’t have time to walk through them all during your meeting. Just ask each of your members to register for Virtual Key Leader and download the workbook. Then assign a track or lesson to be completed prior to your next meeting. During that meeting, ask members how they felt about the activities, what they learned about themselves or how this could help in your club’s work with youth. Encourage members with children or grandchildren to use Virtual Key Leader as an opportunity to bond with them by discussing topics such as values and goal-setting.

3. Incorporate mindfulness into your meetings. Each of the six Virtual Key Leader tracks starts with a video focusing on mindfulness. These videos are themselves a great way to kick off a meeting.
You can register for Virtual Key Leader and receive your free workbook at kiwanis.org/virtualkeyleader.
Every club should have one. The project you’re known for throughout the community. The service that everyone learns to look forward to. The event that comes to mean “Kiwanis” to nonmembers — and maybe even inspires them to become members. Create your club’s signature project in the following five steps. And use our online toolkit to make each one happen.

### Choose a project to benefit kids.
Instead of a one-time event, make it a project that can be repeated at least once per year and will last for years to come. Make it something your Kiwanis club will be known for throughout the community.

### Bring your project to life.
Now that your Kiwanis club has selected a project, it’s time to get the ball rolling. From creating a plan to raising funds and more, start taking the steps that will make your project special.

### Work with partners.
Kiwanis International has created partnerships that align with our mission and preserve the trust of clubs, members and the communities they serve. Make their services, products and resources work for you!

### Get budget-boosting help.
There are resources to help your club save money. Kiwanis Warehouse offers discounted service project supplies. The Kiwanis Children’s Fund offers club grant support. More information: [kiwanis.org/clubgrants](http://kiwanis.org/clubgrants).

### Report your success.
By reporting to Kiwanis International, you help your club qualify for special recognition. And you help the organization form more partnerships that support even more signature projects to serve kids.

For each step, we have the tools you need! Go to [kiwanis.org/signature-project-toolkit](http://kiwanis.org/signature-project-toolkit).
For many people today, websites and social media are the first stops on the journey to Kiwanis membership. That’s why it’s important to make a good impression online. Here are some tips.

**WEBSITE**
Be clear and approachable — right away. On the home page, make it easy to see:

- **When you meet.** Put the time and location in a prominent place. If you know the topic or featured speaker for the next meeting, post it.
- **What you’re doing.** List upcoming dates of projects or events. Encourage people to contact you for details.
- **Where you are.** Put your club city and state/province/region near the top of the page. There are Kiwanis clubs around the world — make your location clear.
- **Contact information.** Include a contact person’s name and email address. Consider specifying how long it takes to respond to inquiries. Aim for 24-48 hours.

**SOCIAL MEDIA**
Facebook, Twitter and Instagram are powerful and popular tools. Use them well with:

- **Frequent posts.** These are fast-moving media. Reflect your club’s energy and activity. Consider two administrators for each platform — so one posts when the other can’t.
- **Photos and videos.** Capture action and emotion. Show service. Wear your official Kiwanis-branded gear. (Make sure you have permission to take and use photos before posting online or in newsletter.)
- **Ready-to-run resources.** We have pieces you can download and use right now. Get videos, illustrations, pre-written posts and cover photos at kiwanis.org/brand.
- **The power of Kiwanis.** Follow Kiwanis International on each platform. Share our posts — they help show what the Kiwanis family is all about.

Get more: Download our Tips & Tools booklet for resources about branding, key messages and more at kiwanis.org/prtips.
Do you need some new ideas? Is your Kiwanis club meeting predictable and boring? Do you miss the days when you were actually excited about Kiwanis?

You’re not alone. A lot of clubs are looking for ways to inject excitement and passion into meetings, projects and fundraisers. And we’re here to help.

The following pages include several easy-to-follow guides for a better Kiwanis experience. Some of these ideas can be adapted for online meetings. Or, you could plan ahead for when it’s safe to meet in person again.

Here’s a suggestion: Print these guides and save them in a binder to pass along to the next president as a welcoming gift. A way to say: “Here’s a quick and handy way to make our club the best it can be!”

Download the guides for printing at kiwanis.org/recipes.
FUNDRAISING

Dining for donations
Get paid for eating!

WHAT YOU NEED
- Paper for flyers
- Signs for the restaurant
- Brochures for the dining tables

HOW TO DO IT
1. Pick a restaurant. (Note: some chain restaurants already have a dine for donations policy. Local eateries may take more effort and time to set up an agreement.)
2. Approach management about details. (You encourage patrons to eat there for a portion of the proceeds from purchase.)
3. Choose a date and timeframe.
4. Establish how patrons will identify themselves.
5. Create an event flyer.
6. Distribute flyers to all potential participants.
7. Have club reps there to welcome patrons.
8. Hang a sign to identify your club.
9. Follow up with staff to receive your check.
Pillow party
Pillowcases to brighten someone’s day — and night.

WHAT YOU NEED
White pillowcases
Fabric markers
Ribbon or pretty string

HOW TO DO IT

1. Decide who you want to gift pillowcases to and make sure it’s allowed. Shelters, kindergarten classes, nursing homes, etc., are good places to ask.

2. Prep your pillowcases according to the fabric marker instructions.

3. Brainstorm messages that will work best for your audience. Keep messages simple and positive — avoid “Get well soon” messages.

4. Write and draw on the pillowcases. Don’t worry about your art skills! Simple colorful shapes, hearts and flowers are just fine. Sign your pillowcases (first name only) and include the name of your Kiwanis club.

5. Wash and dry pillowcases and fold or roll up, tying with ribbon or string.

6. Deliver and make someone smile.
1. Instead of inviting a guest speaker to your meeting, invite a guest who can lead the club in a fun activity. Consider paint therapy, a storyteller, a service dog trainer or a yoga instructor.

2. Offer a hands-on project for one meeting per month. (See the pillowcase project card for an idea to get you started!)

3. Cancel a meeting and ask each member to find somewhere in town to do an hour of service instead. See how creative they can get!

4. Offer up surprise challenges. One idea: Give each member at a meeting $5 and ask them to go make a difference in the community during the ensuing week, using only that $5. Have them talk at the next meeting about the impact they made.

5. Encourage everyone to have a voice during meetings. Don’t make the president stand at a podium and talk for an hour. Open it up for brainstorming. Invite others to lead the meeting once in a while. See what fresh new ideas come from giving other members a chance to lead.
Welcome

MONTH 1: Post a welcome message on your website and social media sites. Call them to say hi. Offer a warm welcome to them in the newsletter.

Connect

MONTH 2: Write and mail a personal note. Match your newbies with current-member ambassadors. Surprise new members with a special gift such as a Kiwanis-branded mug filled with candy.

Engage

MONTH 3: Post pictures from any new-member celebrations on social media. Call or email your member ambassadors to see if there’s anything you can do to help them engage your new members. Send your new members a listing of your club’s upcoming events.
WHAT YOU NEED
Paper for flyers
Signs for the restaurant
Brochures for the dining tables

HOW TO DO IT
1. Pick a restaurant. (Note: some chain restaurants already have a dine-for-donations policy. Local eateries may take more effort and time to set up an agreement.)
2. Approach management about details. (You encourage patrons to eat there for a portion of the proceeds from purchase.)
3. Choose a date and timeframe.
4. Establish how patrons will identify themselves.
5. Create an event flyer.
6. Distribute flyers to all potential participants.
7. Have club members there to welcome patrons.
8. Hang a sign to identify your club.
9. Follow up with staff to receive your check.

Get paid for eating!
Partnerships allow you to maximize service while enjoying member benefits. Current partners include:

**Boy Scouts of America**
Ensure boys, young men and women grow in character, citizenship, responsibility and leadership.

**Boys & Girls Clubs of America**
Focus on mentoring tomorrow's leaders and providing leadership education.

**Children's Miracle Network Hospitals**
Sponsor fundraising events and conduct service projects at local children’s hospitals.

**Colonial Flag Foundation**
Healing Field® and Field of Honor® flag display events throughout the United States help clubs raise money.

**Cruise and Vacation Desk**
Lowest available fares, cash rewards and special bonus offers every month.

**eHealth**
eHealth's mission is to help everyone find affordable Medicare coverage through website technology, consumer advocacy and personalized customer assistance.

**Emergency Assistance Plus**
Emergency Assistance Plus® offers 20-plus emergency and medical assistance services while traveling.

**Hilton**
Preferred rates and amenities from various properties around the globe; rewards member incentives.

**The Home Depot Pro Xtra**
Participate in Home Depot’s Pro Xtra contractor program, which provides bulk purchase discounts and online purchase tracking.

**ID Resolve**
24-hour identity theft resolution that helps protect your money, your time and your financial reputation.

**JCI**
JCI is a nonprofit organization of young active citizens ages 18 to 40 who are committed to making an impact in their communities.

**Kiwanis Insurance**
Individual Term Life offers one-on-one assistance to help you find affordable life insurance with the right coverage. Cancer Care offers cash benefits if you are diagnosed with cancer.

**Kiwanis Travel-Collette**
With Kiwanis Travel, a partnership with Collette, make travel dreams a reality.

**Kiwanis Visa Rewards**
The Kiwanis-branded credit card earns you rewards while shopping. And a portion of your purchase benefits the Kiwanis Children’s Fund.

**Kiwanis Warehouse**
More than 265,000 goods at wholesale and bulk prices, sold in small cases.

**Landscape Structures**
Use the Playground Planning Guide to help your club get started building.

**March of Dimes**
Raise money to give every baby a healthy start.

**National League of Cities**
Work with NLC members to deepen local civic engagement.

**Nickelodeon**
Join in campaigns that encourage action in kids globally.

**Office Depot Office Max**
Office Depot provides competitive pricing, exclusive customer service.

**PerkSpot**
Online shop with exclusive discounts on items from national and local merchants.

**Reading is Fundamental**
Provides literacy tools, best practices and support materials.

**ShopWithScrip**
Buy gift cards from more than 750 of your favorite brands to use toward your daily purchases. Raise money with the mobile app.

**Sister Cities International**
Sister Cities International serves as the national membership organization for individual sister cities, states and countries around the world.

**Thirst Project**
Educates students about how they can be a part of social change, make a difference and encourage others to solve the global water crisis.

**UNICEF**
The Kiwanis family has joined UNICEF for global health initiatives, most recently saving and protecting millions of moms and babies from maternal and neonatal tetanus.

**Up With People**
Global education organization focuses on bringing the world together through service and music.

**VSP Individual Vision Plans**
Access to affordable, comprehensive coverage. U.S. members have access to more than 68,000 VSP practices that provide eye exams, lenses and frames.

Our current partner roster is always available at kiwanis.org/partners.
SMALL BUSINESS SAVINGS PROGRAM

Pricing Summary & Program Advantages

- 20% to 55% off retail on cleaning & break room items.
- 20% to 55% off item office supply core list.
- 10% off branded; 20% off private brand ink & toner core list.
- Average 10% off retail on 200 technology core items.
- My Files and Brand Identity Access
- Free next-day shipping on orders of $50 or more.

Special pricing on copy and print services
- $0.027 black and white copies
- $0.29 color copies
- 40% off finishing services

Plus, 5%-10% off virtually all products at Office Depot OfficeMax.

Just use your exclusive Kiwanis Store Purchasing Card, shown at the right.


This Office Depot business savings program is administered by Excelerate America.
Does your community know Kiwanis?

Use this workbook sheet at your next meeting (virtual or in person!) to brainstorm and plan ways to ensure your community recognizes Kiwanis and the projects tied to your club.

Questions to consider:

- Are there signs in your community to indicate that it has an active Kiwanis club?
- Does the sign meet Kiwanis International’s brand standards (kiwanis.org/brand)?
- Do people in town know there is a Kiwanis club?
- Do officers meet with town officials, school superintendents and principals regularly?
- Does your club have an updated website?
- Is your club well represented on social media?
- Do your club members wear properly branded apparel to Kiwanis events?
- Is your club represented on other boards and at community events?
- Does your club work with official partners to expand awareness and strengthen its image?

Next steps:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Kiwanis Travel®

KIWANIS MEMBERS
SAVE ON GUIDED TRAVEL
CHOOSE FROM OVER 160 TOURS
ACROSS ALL 7 CONTINENTS

SAVE UP TO
$600
PER PERSON*

USE OFFER CODE
KIWANIS

FOR RESERVATIONS, CALL COLLETTE AT 855.212.1095
OR CONTACT YOUR LOCAL TRAVEL PROFESSIONAL.

*Use offer code and your member benefit for savings. Savings are comprised of retail offer together with member benefit. Offer valid on new bookings only and can expire earlier due to space or inventory availability. Retail offer savings amount will vary by tour and departure date, and is only available on select departures. Call or visit www.collette.com/kiwanis for details. Space is on a first come, first served basis. Offers are not valid on group, existing bookings or combinable with any other offer. Other restrictions may apply. Promotional pricing may remain in effect after the expiration date. CST No. 2006766-20, UBI No. 601-220-855, Fla. Seller of Travel Reg. No. ST35613.
WHAT'S YOUR STORY?
If your club has a success story, simply email a summary and a few photos to shareyourstory@kiwanis.org to be considered for possible future use in Kiwanis International publications.

MAKE THEIR GRADUATION UNFORGETTABLE.
Help the Class of 2021 remember how incredible they are with a gift from the Kiwanis Family Store. Pins, medals, T-shirts and more will remind them of the fun they had — and the good they did.

kiwanis.org/store