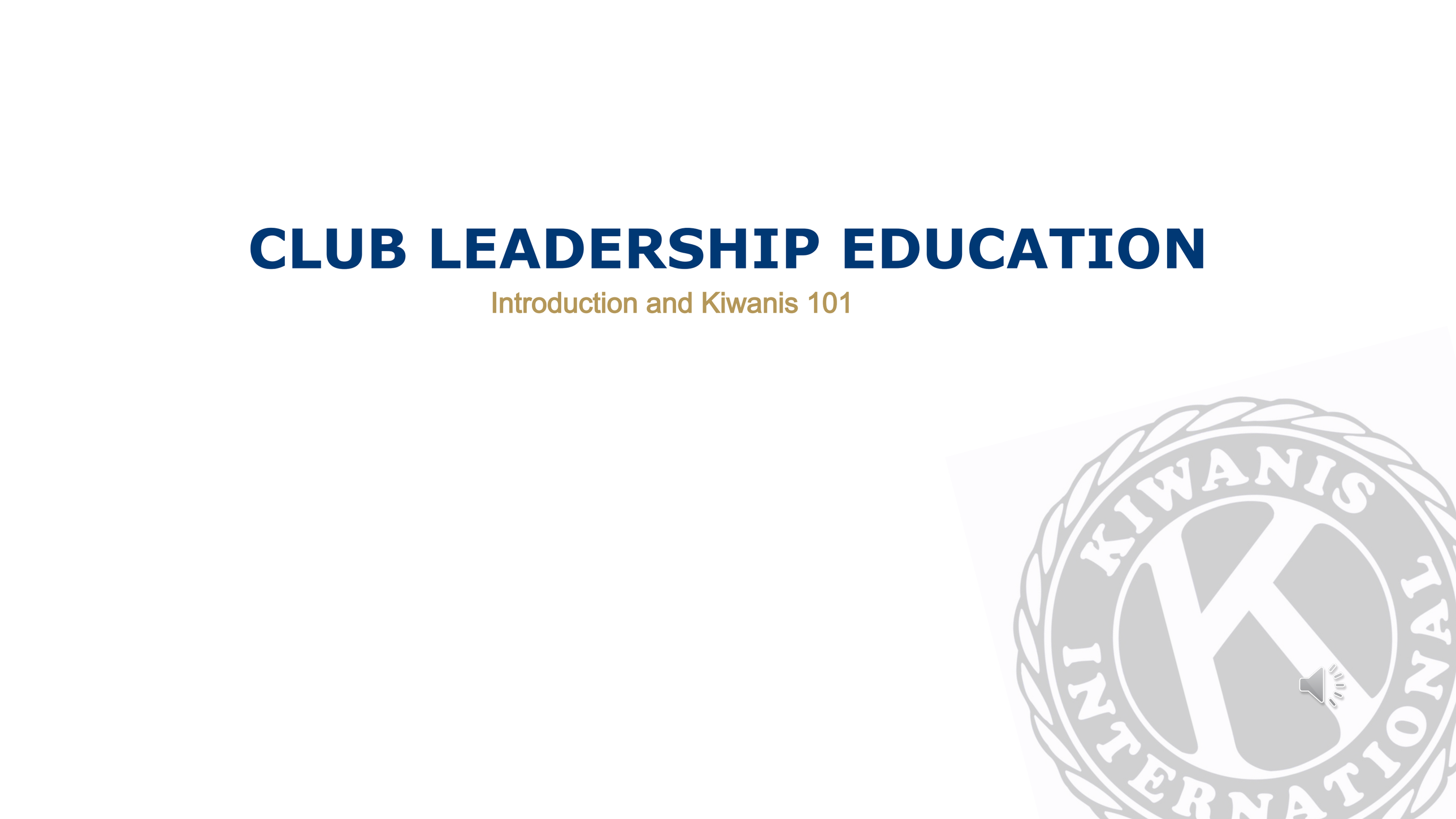
CLUB LEADERSHIP EDUCATION

Introduction and Kiwanis 101



Learning outcomes

- Understand Kiwanis’ mission, vision and values — and how they guide your club.
- Know the structure and key roles across all levels of the organization.
- Be familiar with the Kiwanis Strategic Plan and how to align your club’s goals with it.
- Recognize how Signature Projects strengthen engagement, impact and growth.



KIWANIS 101

Organization basics



History of Kiwanis

- Founded in 1915 in Detroit, Michigan, as the Supreme Lodge Benevolent Order of Brothers.
- Renamed “Kiwanis” in 1916, inspired by an Algonquian phrase meaning “we build”.
- Refocused on service in 1919, setting the foundation for today’s mission.
- Now active in 80+ countries, uniting members worldwide in service.



Kiwanis 101

- **MOTTO**

  Serving the children of the world.

- **DEFINING STATEMENT**

  Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

- **VISION STATEMENT**

  Kiwanis will be a positive influence in communities worldwide...so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.

The Kiwanis objects

In 2024, we celebrated the 100th anniversary of the adoption of the Kiwanis objects!

- To give primacy to the human and spiritual, rather than to the material values of life.
- To encourage the daily living of the Golden Rule in all human relationships.
- To promote the adoption and the application of higher social, business and professional standards.
- To develop, by precept and example, a more intelligent, aggressive and serviceable citizenship.
- To provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service and to build better communities.
- To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism and goodwill.

Which Kiwanis object does your club already demonstrate well?

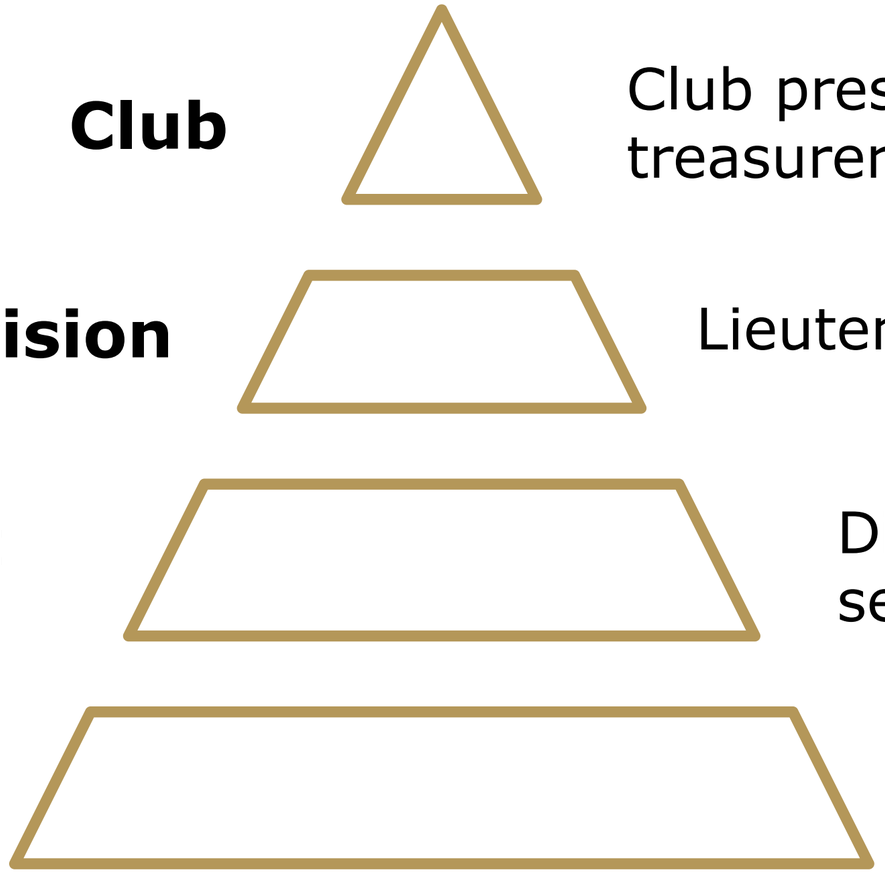
Which one could it commit to strengthening?



Kiwanis International's strategic plan

- **MEMBERSHIP AND ENGAGMENT**
  Build, retain and support Kiwanis membership network.
- **LEADERSHIP AND EDUCATION**
  Develop competent, confident and caring leaders across the Kiwanis family.
- **COMMUNITY IMPACT**
  Perform meaningful service, with service to children as our priority.
- **FINANCIAL VIABILITY**
  Ensure financial viability and responsible stewardship.
- **BRANDING AND IMAGE**
  Enhance the Kiwanis image and brand worldwide.

Kiwanis leadership structure



Club

Club president, president-elect, secretary, treasurer, board of directors

Division

Lieutenant governor

District

District governor, governor-elect, secretary, treasurer, district chairs

Kiwanis International

President, president-elect, vice president, immediate past president, trustees

Leadership support for clubs

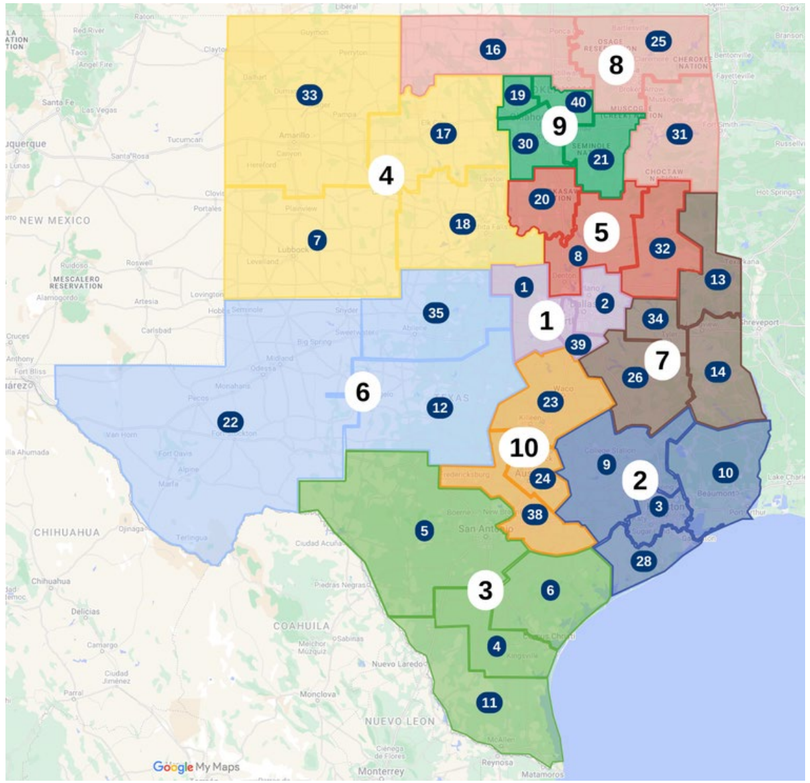
Role	How they help clubs	How to contact
Kiwanis International	Offers training, resources, grants, service ideas, branding tools and official guidance.	helpline@kiwanis.org
Lieutnant Governor	Connects your club to district leadership, supports growth and shares resources.	District office or website.
District Secretary	Help with submitting reports, updates on district and Kiwanis International policies, event support, problem-solving and more.	District office or website.

Leadership support for clubs

Role	How they help clubs	How to contact
Club Coach	Provides personalized support for membership, leadership and club operations.	**Request**
Leadership Development Coordinator	Offers Club Leadership Education, workshops and resources to help members become stronger leaders.	District office or website
Certified Instructor	Leads sessions on club excellence, club officer training, member engagement and strategic planning.	District office or website

Get to know your district

For example: the Texas-Oklahoma District →



Which division is your club located in?

Who’s who

- District Governor
- District Governor-Elect
- District Secretary
- Lieutenant Governor(s)

Who is the lieutenant governor for your division?

Service Leadership Programs (SLP)

- K-Kids
- Builders Club
- Key Club
- Circle K International (CKI)
- Aktion Club
- Initiatives:
  - BUG (Bring Up Grades)
  - Terrific Kids











Do you know if your club sponsors any of these programs?

Kiwanis Children's Fund

the POSSIBILITY PROJECT

PURPOSE & HISTORY:

- Supports health and nutrition, education and literacy, and youth leadership development.
- Amplifies club impact through global grants and programs.

HOW YOU CAN HELP:

- Donate personally or encourage club giving.
- Promote the Children's Fund at club meetings and events.
- Apply for or support local grant-funded projects.
- Share impact stories to inspire involvement.

Do you know if your club is a steward of the Children's Fund?



Signature Projects

- Long-term, high-impact projects.
- Raise awareness, strengthen loyalty, attract members and maximize resources.
- Choose recurring, brand-enhancing projects with measurable impact.
- Benefit kids, builds partnerships, manage budgets and report success for recognition.



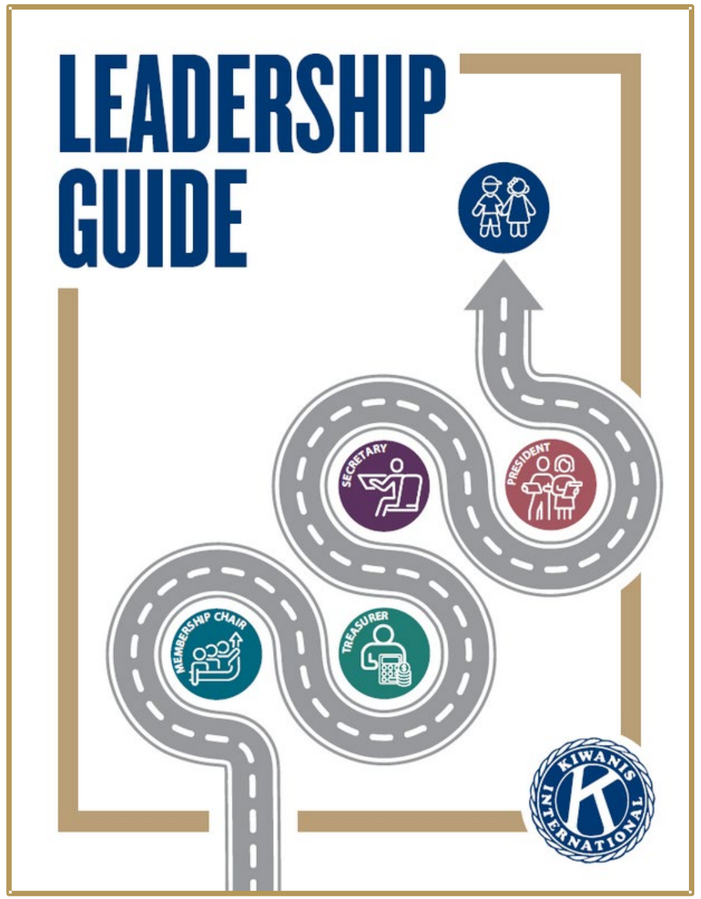
Materials

Online member resources

Kiwanis Engage tutorials

Leadership Guide

Kiwanis glossary



THANK YOU

Leadership development and education team

education@kiwanis.org

Kiwanis