

Kiwanis International Key Messages

Use the following key messages to describe Kiwanis – its purpose, vision and programs. Possible uses include in speeches, presentations, newsletters, news releases, fact sheets, conversations and electronic correspondence.

KEY MESSAGES: KIWANIS IN TRANSITION

- Kiwanis is making the courageous decision to reinvent itself and break the mold for traditional service organizations.
- Kiwanis is taking itself from a good organization to a truly *great* organization that defines excellence for service and leadership and builds leaders through service opportunities.
- To thrive today, Kiwanis—and others—must adapt to remain relevant, to attract more volunteers and ultimately to serve more communities around the world.

KEY MESSAGES: MEMBERSHIP

- Kiwanis' current vision for growth is bigger than the organization and its future. It's about identifying and influencing how the next generation of leaders will serve the world.
- Kiwanis is committed to becoming flexible and member-responsive. For today's busy men, women, and children, time is a precious commodity. Kiwanis understands this and, as such, encourages each Kiwanis club to determine its priorities based on the issues most important to its members and community.
- Kiwanis is dedicated to membership growth and plans on reaching a goal of 1 million members by the year 2015.

KEY MESSAGES: LEADERSHIP

- Kiwanis develops and inspires everyday leaders to ensure a legacy of service.
- Kiwanis works to develop future generations of leaders through programs that build character development and personal-leadership skills.
- Leading through example, Kiwanis recognizes, develops and inspires leaders of all ages who make a difference in all facets of life.
- Kiwanians realize their full potential and capacity to help others by leading through service at home, work, and school and in their communities.
- Kiwanis' impact on the world will be measured by the number of leaders it nurtures and the children it reaches rather than by the number of members it attracts.
- The Kiwanis International Foundation has undertaken a \$37 million fundraising campaign to optimize Kiwanis' service in a rapidly changing world. Funds are used to further support Service Leadership Programs, service projects worldwide and new organization initiatives and infrastructure improvements.
- Kiwanis International Foundation is changing the world for youth and with youth by providing funding for Circle K, Key Club, Builders Club, K-Kids, Key Leader, Kiwanis Junior and leadership conferences.
- The Kiwanis International Foundation's enduring legacy continues to help thousands of children around the world through its endowment fund, which provides much needed resources such as clothing, medicine and vitamins.

KEY MESSAGES: LOCAL LEADERSHIP

- My Kiwanis club in (location) is made up of everyday leaders who perform extraordinary service. For example, (insert an example or examples of community members leading or making a difference).
- The/My Kiwanis club in (location) develops young leaders by supporting (insert name of Service Leadership Program) at (school), which has (number) members and has helped our community by _____.
- My Kiwanis Club in (location) may apply for Kiwanis International Foundation financial support to positively impact our community.

KEY MESSAGES: SERVICE LEADERSHIP PROGRAMS

- Kiwanis Service Leadership Programs provide leadership-development opportunities for people at every stage of life.
- Key Leader is a life-changing Kiwanis leadership program designed to promote personal growth and community building to a broad spectrum of students, not just academic achievers.
- Through Kiwanis and its Service Leadership Programs, budding leaders can form enduring friendships, offer philanthropic service, and build better communities for generations to come.

KEY MESSAGES: SERVICE

- Kiwanis focuses on the needs of ordinary people and children to create extraordinary life-changing moments.
- The needs of the world are great, and, together, members of the more than 8,200 Kiwanis clubs around the world can and do accomplish great things for children and communities.
- Every day, Kiwanis leaders make their mark by revitalizing neighborhoods, engaging youth in reading programs, erecting playgrounds, and performing countless other projects to help children and communities.

KEY MESSAGES: SERVICE (Local)

- The/my Kiwanis club in (location) has XX volunteer leaders with different backgrounds and talents. (Give examples of individual volunteer contributions.)
- Opportunities for people interested in service and leadership with Kiwanis range from (give examples of the types of roles volunteers can fill, from helping with projects to leading club growth initiatives, etc).

KEY MESSAGES: IMPACT

- Members of Kiwanis and its Service Leadership Programs volunteer more than 21 million hours and invest more than \$113 million in their communities around the world.
- In a typical year, these individuals conduct more than 167,000 service projects worldwide.
- Regardless of whether an individual joins Kiwanis, the effect of Kiwanis service and leadership is far-reaching and impacts communities around the globe.
- Kiwanis International, in concert with the Kiwanis International Foundation, has undertaken a \$37 million endowment campaign to optimize Kiwanis service in a rapidly changing world.

- Funds are to be allocated to further support youth Service Leadership Programs, Kiwanis service projects worldwide, new organization initiatives, and infrastructure improvements.

KEY MESSAGES: IMPACT (Local)

- Kiwanis club members in (location) give more than XX hours and have raised more than [insert currency] for projects such as _____.
- Some examples of the programs sponsored by my/the local Kiwanis club in (location) are _____.
- Our Kiwanis club in (location), has donated more than (how many) volunteer hours and (how much) in monetary donations back to organizations in the (location) area.
- My Kiwanis club in (location) may apply for Kiwanis International Foundation financial support to positively impact our community.

KEY MESSAGES: GLOBAL REACH

- Kiwanis strives to define excellence for service and leadership in communities around the world.
- Kiwanis and its Service Leadership Programs boast more than 600,000 members—men, women, and youth—in nearly 16,000 clubs in more than 70 countries and geographic areas.
- Kiwanis International Foundation has raised nearly \$100 million to eliminate Iodine Deficiency Disorder (IDD) worldwide. More than 80 million newborns now are protected each year from death, cretinism, mental and physical disabilities, and learning disabilities.

KEY MESSAGES: GLOBAL REACH (Local)

- One of the great benefits of being part of a Kiwanis club is seeing the impact locally while also contributing to global causes. The/my Kiwanis club in (location) contributes to global causes through activities such as _____.
- Kiwanis welcomes new members—any man, woman, or young adult who considers themselves to be a leader or who wants to make a positive difference in their local or global communities should be a part of Kiwanis.
- My Kiwanis Club in (location) contributes to global causes through financial support of the Kiwanis International Foundation.

KEY MESSAGES: WOMEN IN KIWANIS

• *Membership*

- Kiwanis began welcoming women in July of 1987. By the end of the following year, more than 8,500 women worldwide had become Kiwanis members.
- In late 2006, more than 63,000 women were performing community service as “Kiwanians” —over 23 percent of the organization’s total membership.

Women Volunteers—Boosting Membership

- Kiwanis is constantly examining creative ways to make membership more attractive to women. For example:
 - encouraging parents to bring their children to club meetings and events and

- encouraging family volunteering as a way to promote family interaction and develop future generations of child leaders.

KEY MESSAGES: KIWANIS HISTORY

- Kiwanis was born in Detroit in 1915, during a period when a dozen service organizations formed and thrived around the United States.
- The first Kiwanis clubs promoted the exchange of business among members.
- By 1919, though, Kiwanis had opted to emphasize social service above business networking.
- By 1939 Kiwanis International Foundation was established as the fundraising arm of Kiwanis International to financially support social services.

KEY MESSAGES: DIVERSITY

- Kiwanis embraces the changing needs of all volunteers, women, men, seniors and young people, and welcomes all who are passionate about civic engagement to join as members.

KEY MESSAGES: KIWANIS ONE DAY

- Kiwanis One Day occurs annually during the first Saturday of April. It is an opportunity to unite Kiwanis family members from around the globe and their communities in a dedicated day of action devoted to hands-on community service projects.
- More than 600,000 Kiwanis family members are expected to participate in service projects in their communities on Kiwanis One Day. By committing a few hours each on this dedicated day of service, Kiwanians will be contributing to more than 1 million global service hours in just one day!
- If 600,000 volunteers donate their time to communities on Kiwanis One Day, the value of their volunteer hours will represent over \$17 million USD.

KEY MESSAGES: READ AROUND THE WORLD

- Each February, Kiwanis encourages a love of literature and demonstrates its significance to children through Read Around the World, a service program that actively engages youth and encourages them to embark on a lifelong journey of reading.
- By focusing on improving literacy rates among children through Read Around the World, Kiwanis' aim is to help children reach greater levels of scholastic achievement and academic understanding.