

# Kiwanis

Carolinas District

Vol. 92 No. 3 **CAROLINA KIWANIAN** January 2012

## GROWTH ISSUE

### **Our Promise to Children**

**As a Kiwanian, I promise to:**

**Believe in a child.**

**Encourage a child.**

**Read to a child.**

**Teach a child.**

**Feed a child.**

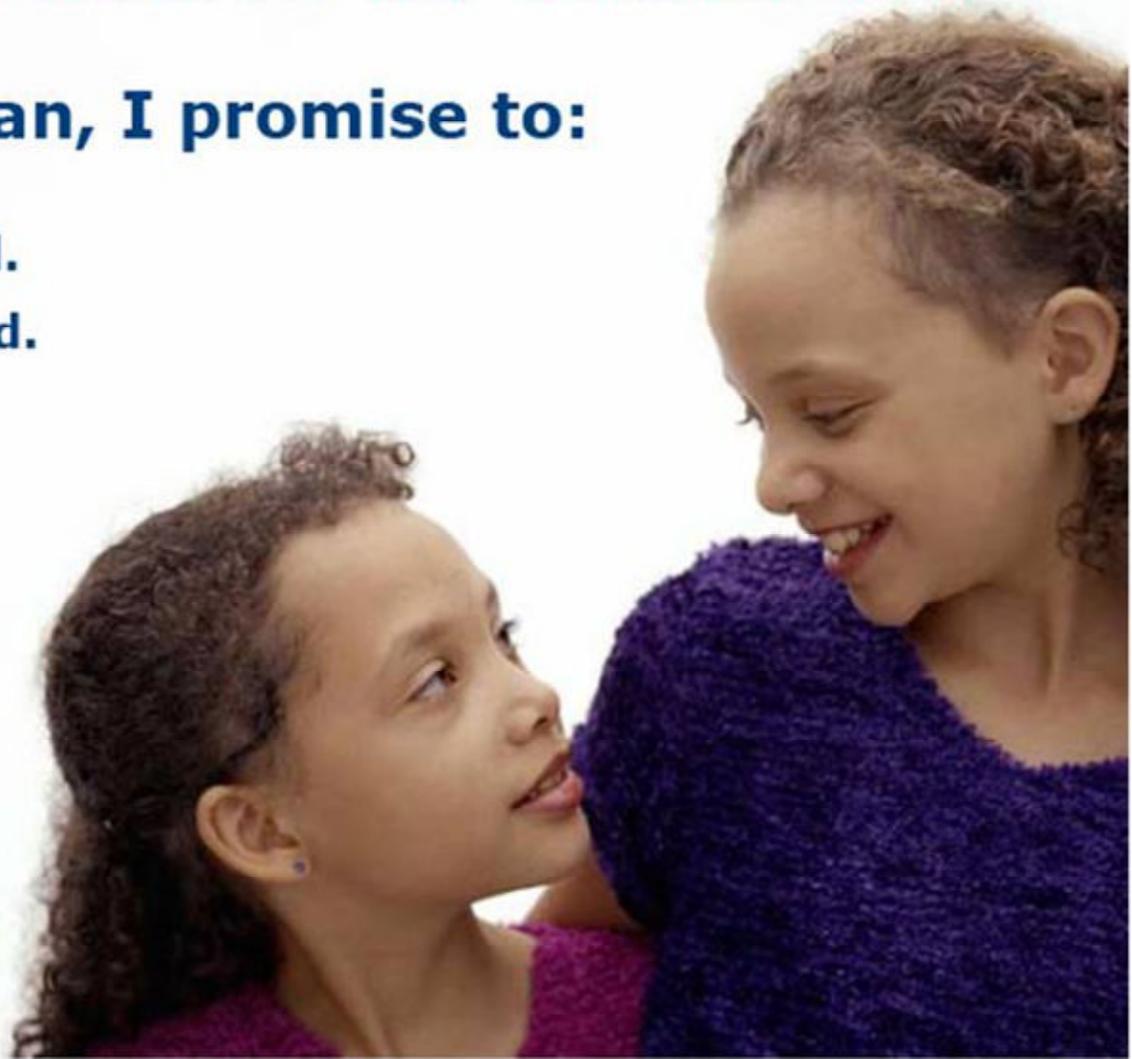
**Sponsor a child.**

**Reward a child.**

**Clothe a child.**

**Mentor a child.**

**Love a child.**





# Carolinas District of Kiwaniis International

## CarolinaKiwanian

January 2012

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### DEADLINES:

Issue	Deadline
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June	May 16
July/Aug	July 11
September	Sept. 5

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### SUBMIT COPY:

Copy must be in a Microsoft Word compatible format. Photos must be 35mm or better quality (emails preferred with .jpg format). All submissions become property of the Carolinas District of Kiwanis International and will not be returned unless requested. Electronic submissions receive priority.

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# Governor's Column



Dear Kiwanians,

During my remarks at the convention back in Asheville, you will recall that I promised to give you instructions on how you could help meet the District Goals and return our district membership back to levels we had ten years ago. I gave more details on Goals One and Two in the last two Kiwanians. Here are more details on Goal Three.

## **Goal Three-**

### **Increase membership by promoting a more diverse and inclusive organization**

If your club is getting ready to initiate an opportunity to be a more inclusive and more diverse then there is no better time to get started than now! So, let's get started. For those who have already done this, congratulations, continue to go for it in 2012! Advertise our organization as one that represents all the people in our efforts to serve all the children.

Let's mirror our membership to our communities focusing on *ethnicity, gender and age*. If you want to see unbelievable growth in your clubs, make this statement come true. As our clubs grow our district reaps the rewards and so do the children.

Now get busy inviting minorities to your club meetings and projects. With ethnicity, gender and age in mind, try to invite several prospects in each category. Identify areas in your communities where minorities will be a viable source to solicit. All prospects need a warm and genuine welcome. Ask members to sit with each guest and share the good works of Kiwanis. Make sure all members introduce themselves to the guests. Also, interesting meetings are a must.

Follow up with your guests for the next meeting, again offering genuine hospitality and welcome. You may want to have a special "orientation" meeting to allow for a comprehensive discussion and getting more fully acquainted with each other.

Once your prospects become members, continue with your "good neighbor" efforts. Assign each new Kiwanian to a committee and/or a project and offer a mentor to make sure that you are being intentional regarding each person's involvement.

Your membership chair has good ideas and can develop and/or add to these suggestions.

Please feel free to email me. ([dougday1038@gmail.com](mailto:dougday1038@gmail.com))

Good Luck and Happy New Year as you continue to move forward!

Yours in Kiwanis Service,  
Doug Day  
Governor



T

## MidYear Conference

February 10-12  
Kingston Plantation  
Myrtle Beach, SC

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## Circle K District Convention

February 24-26,  
Clarion Sundance  
Winston-Salem, NC

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## Key Club District Convention

March 23-25,  
Sheraton Imperial  
Durham, NC

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## Builders Club

Retreat  
April 27-28  
Camp Weaver  
Greensboro, NC

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## Kiwanis Int'l Convention

June 28-July 1  
New Orleans, LA

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## District Convention

August 24-26  
Embassy Suites  
Cary, NC

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## Aktion Club District

Convention  
September 28-30  
Camp Walter  
Johnson  
Denton, NC

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# Your Club's Desires

## What do your members want?

By Leah Moretz, District Secretary

There are many theories about what people want out of life, but I think Kiwanians would agree that Kiwanians join Kiwanis clubs because they want to be connected to their community. Someone asked them to join, and they said yes. Those that answered yes, and **come** to Kiwanis meetings and **do** service projects and fundraisers do so because they want *to make a difference*.

The big elephant in the room, the truth that no one wants to discuss, is that as humans, we are ALWAYS asking ourselves "Why am I doing this?" "How does it make me feel?" There is nothing anyone has ever done (or wanted to do) that exists for any other reason than that they wanted to feel good in the achieving of it. Great Kiwanis clubs' members answer the "Why am I doing this?" question with "I am in Kiwanis because it fulfills me". Not so great Kiwanis clubs' members answer "I am in Kiwanis because I enjoyed my club in the past, and I want to make a difference, but I don't know if this is the best place for me to contribute my time."

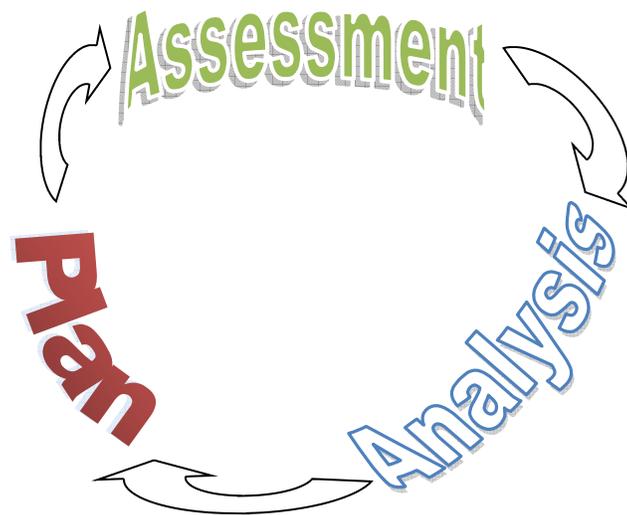
Kiwanis is not just competing with all the other service clubs; Kiwanis is competing with a member's entire life situation. For example, if a member loses his job, he might leave Kiwanis because he can no longer pay his dues. Or a member may find herself in the wonderful situation of becoming a mother and she cannot commit the time she used to to her Kiwanis club. As Kiwanis leaders, it's our responsibility to constantly ask ourselves "What do my members want and need?" Perhaps your club could look at its policy on attendance, or create a policy on a "dues loan" until a member can come back to meetings or can afford to pay the club dues. But the bottom line is this: **do your club members feel fulfilled being in your Kiwanis club?**

Everything produced by Kiwanis is created to help club leaders help their members feel fulfilled. I've put this bulletin together to help our clubs find tools easily to keep their Kiwanis clubs strong and great.

### Step 1: Club Assessment

Kiwanis International has a great tool—called [the Club Excellence Tool](#)—that allows clubs to do an assessment of their members. [The Club Excellence Tool](#) is an online self-evaluation survey designed to monitor the health of your club. Based on your responses, the program offers recommended improvements and resources to help you make those changes. The tool evaluates your club's Membership Growth, Community Service, Public Relations/Marketing and Education/Member Experience.

I would love to see clubs do an assessment each year—right after club officers are elected or perhaps it should be done IN CONJUNCTION with the election process. When you have your annual meeting (between April 1 and May 15), make sure you are doing or have just done a club assessment. The results could then be shared with the board (and incoming club President). Or, following the age-old New Year's tradition of making resolutions, what if a club did an assessment EVERY JANUARY to see where they stood? If done on an annual basis, the board could see how far they've come in their plan based on the previous year's assessment.



### Step 2: [Community Analysis](#)

The fifth object of Kiwanis is to provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service, and to build better communities. Once your club knows what its members need (or while finding out) the club should find out the community's needs.

### Step 3: The Plan

You've collected your data for both the club and the community—now it's time to create a plan! Almost EVERY piece of Kiwanis literature available today is provided for your club to decide—is this part of our plan? Know that this is an ever-evolving process and no plan is written in stone. That said, let's get started!



# Club Assessment

## Improve your club

Changing the world may start with improving your own club. You can lead the way to a strong, vibrant club by deepening your members' connection to the Kiwanis mission and preparing your club for sustainable growth. Children around the world have the need, and people right in your community have the desire. By creating a dynamic Kiwanis club, you can bring them together. These tools will help get you started. (All areas underlined are links to online tools.)

### Achieve club excellence

To know where you're going, you have to know where you've been and where you are now. The Club Excellence Tool is a blueprint for identifying strengths you can build on and opportunities you have for improvement. Using the online version of the Club Excellence Tool, your club will have an honest assessment of club strengths and weaknesses—plus a list of tips and tools to improve in any areas that need attention. To use the Club Excellence Tool online, get your club's login ID from the club secretary and have all members of the club take the survey within a given time period.

### Plan your club's success

Establish goals for the year, track club trends, and take steps to improve the club experience for your members. The Planning Your Club's Success brochure includes easy-to-complete forms to help you outline your strategy.

### Get the resources you need

People join Kiwanis to help children and improve the world. Give members what they want! Help your club right now with the Kiwanis Literature Resource Page—a complete listing of free printed material for membership growth, member retention, marketing, public relations, and more. Check out these helpful resources, too:

- **Community Analysis**  
A guide to help you ensure your club's projects and services are still needed and identify new initiatives your club can support.
- **Exit Interview** A questionnaire for departing members that will help improve your club.
- **New Member Survey** A questionnaire for new members to help improve the club experience.
- **Roster Analysis** A tool to help you focus recruitment efforts in your community.

## Another Way to Look at the Club Assessment

**When someone hears about (our) Kiwanis Club...**

**What do they think about?**

**What are we known for?**

**What will we give members to do?**



# Community Analysis



Conduct a community analysis to ensure club projects and services are still needed and identify new initiatives the club can support.

You can download the entire paper version of the [Community Analysis](#) form.

## Process Steps

Evaluate the club's current role in the community.

- Does another agency offer the same services?

- Are a significant number of people being served?
- Are positive public relations opportunities available to the club through its projects?
- Are members still interested in the projects?
- Does the community still value the projects as much as the club does?
- Invite club members to participate.
- Identify key people and service providers within the community.
  - Key people include elected and public officials, advocates, religious leaders, and company CEOs.
  - Service providers are those who offer services to the community, such as hospital personnel; health, human-service, safety, government, and law-enforcement agencies; child-care providers; and public-school officials.
  - Divide the list to determine the name, title, address, and phone number of the most appropriate people to survey.
- Conduct the survey by interview, phone survey, or written questionnaire.
- Make follow-up phone calls to those who have not returned surveys.
- Meet to review findings, compile data, and analyze findings.
  1. Attach statistics and resource materials.
  2. Weigh the club's resources against the community's needs.
  3. Eliminate impractical project recommendations.
  4. Prioritize remaining projects according to need, urgency, potential impact, club interests, community support, and resources available.
  5. Develop service-project and fund-raising recommendations for club leaders.
  6. Utilize information to help develop a three- to five-year strategic plan.
- Present findings and recommendations to board members.
- Send findings to participants, including:
  - A thank-you note.
  - Project plans.
  - An invitation to upcoming meetings or events.
- File results and review annually to keep club efforts focused on community needs.



# The Plan

## Planning Your Club's Success

Nobody can do it all. Neither can any Kiwanis club. That's why you set priorities and create a plan to do what you can. As Jim Collins says in his book *Good to Great*, sometimes the stop-doing list is more important than the to-do list. Another great book, *Fish!*, by Stephen Lundin, Harry Paul, and John Christensen, discusses how to boost morale and improve results through four key points:

Choose Your Attitude

Play

Make Their Day

Be Present



If every Kiwanis club bought this book, held a discussion about it, and put the key points in the discussion into action, THERE WOULD BE NO STOPPING US.

**Why plan?** Measureable impact. More members doing service that is meaningful and fulfilling to them and to the community will go a long way. It's a simple equation. More members = more service. Planning your club's success will help you know where your club is now, decide where you want to be in a few years and guide your steps toward those goals.

**Who develops the plan?** Although club members have the opportunity to contribute by completing the [Club Excellence Tool](#), the club's board of directors is best suited to create [the strategic plan](#).

**What goes into the plan?** Key elements of a [club strategic plan](#) include:

- **Membership growth.** How many people will it take to make the impact the club wants to have? Not every club wants to be a huge club, and that's OK. What type of club do your members want? Why would someone want to join your club? Developing the vision will help when it's time to recruit members because the people you're targeting will know exactly what to expect.
- **Membership education.** Are we communicating the way most of our members prefer, whether that be phone calls, e-mail or social media? Do our members and leaders have enough training about their roles and about Kiwanis? A high level of training, education and communication will keep your members eager to take leadership positions and keep them involved.
- **Service.** Does your club want to be known for one large-scale service project or for many small service projects? Does the club want to have a central focus to rally around for service efforts? How much time do your members want to commit to service—is it a monthly commitment, seasonal or annual? Adjust the club's commitments to meet the resources available to the club and expectations of your members.
- **Marketing.** Does your community know that you're in town and doing amazing things? Awareness of who you are and what you support can be important when you're looking for members, supporters or donors, and volunteers.
- **Club experience.** Are your club activities meeting the expectations of your current and future members? Evaluating meeting activities including time, location, agenda and frequency, in addition to service and social activities, will help your club remain relevant.

**How do we create the plan?** The [Planning Your Club's Success booklet](#) is available to assist clubs that would like a jumping off point. The strategic areas identified in this tool are: membership growth, member education, service and marketing/PR. Each area has a few suggestions of what your club may choose to do with an opportunity to personalize the goals.



# Implementation



## What now?

Many will judge that their desires cannot be implemented and therefore dismiss the desire before letting it see the light of day. Clarity is not given before action occurs. Therefore, don't be afraid to voice your club's desires. Then, once you know what you want, trust me—there are many avenues to help you achieve your goals.

Here are just a few to get you started.

And, if you don't see any you like, ASK ANY CURRENT OR PAST KI-WANIS LEADER for their opinion and you'll get plenty of feedback.

## Materials

Here are a few links to materials to get your club started....find TONS more at [www.kiwanisone.org](http://www.kiwanisone.org).

[Plan meetings with impact](#)

[Form effective committees](#)

[Make meetings fun](#)

[Let everyone know they are important](#)

[Get new members involved](#)

[Be accepting of different levels of involvement](#)[Ongoing recruitment: the ABC recruitment system](#)

[Membership-recruitment events](#)

[Member-recruitment ideas](#)

[Flexible membership options](#)

## Leadership Building

Just like a successful passing of the baton from one relay runner to another, the passing of your leadership baton from one year to the next should be well planned, smoothly transitioned and much communicated. With a plan in place, current officers can help the new officers take the baton without missing a step, feeling confident and running in the same direction the team is already heading. That's why it's important to the ongoing success of your club to develop your club's leadership pipeline. Establishing a leadership pipeline ensures that the club's vision, plans, organizational structure, relationships and most importantly knowledge are carried on with minimal disruption. Follow these best practices in developing a leadership pipeline in your club.

- [Look for leadership potential even among new members.](#)
- [Define leadership roles and expectations.](#)
- [Educate and equip leaders with tools.](#)
- [Develop a succession plan.](#)
- [Recognize members and clubs for achievement.](#)

## Webinars

[Webinars](#)—quite simply, workshops delivered over the Web—are our way of meeting you where you are, with the information you asked for. Watch, learn and enhance your knowledge of Kiwanis, your club and your ability to serve. View webinars live at their scheduled time or catch them later on your own schedule. It's convenient—and free.



# Live Events



The quickest way to get inspired about learning and sharing tips and tricks to make your Kiwanis Club great is to attend a live event. From going on an interclub (visiting another club) to attending an International Convention, you've got friends from one club away to all over the world.

## **Interclubs**

Our district website has an area under leadership where your club can find the time and place of clubs' meetings in your division. It's called [the online directory](#). (Your username and password are one and the same and are your club's key # with a small k. For example: username; k00123, password: k00123) Contact them and plan to visit every Kiwanis club this year!

## **Division Council Meetings**

About once every quarter, your division's Lt. Governor should hold a meeting for all the clubs. This is where you can brainstorm with other clubs and talk about challenges. Contact your division's Lt. Governor (emails listed on page 2) to find out when your next event is!

## **Regional Meetings**

Each fall, the district holds educational meetings (usually about 3 hours centering around lunch or dinner) to bring up-to-date information to clubs. This meeting registration costs around \$25 and is open to any and all Kiwanians.

## **District Conventions & Conferences**

The district elects its upcoming leadership each August at the District Convention. Toward the middle of the Kiwanis year (hence the name MidYear) the district holds a MidYear conference to educate and inspire members as well as bring on those incoming officers with earlybird education. Our MidYear Conference is just around the corner and registration is still open! [Register now!](#)

## **International Conventions**

Kiwanis holds an international convention in the June/July timeframe. This year it will be in New Orleans AND one of our Past Governors, Elizabeth Tezza, is running for International Trustee. These conventions are a great place to meet Kiwanians from all over the world! Join us and let the good times role! [Register now!](#)

## **Service Leadership Programs' Events**

Just as Kiwanis has events, so do most of our Service Leadership Programs. Aktion Club, Key Club, and Circle K have both District and International conventions, and Builders Club has a district conference. If your club sponsors one of these programs, go with your group to one of these meetings and be ready to have fun and be inspired for action!

**TIP: Page 3 of every Carolina Kiwanian has a listing of upcoming events with dates and locations.**



# Ideas

## Become Member-Centric

Are members involved? Do they know what is expected of them? Do you know how your members feel about your club? About Kiwanis? Does your club celebrate and recognize members when they renew their membership? Can your members say that your: 1) club is open to new ideas to improve membership, 2) club's activities exceed their expectations 3) club is valuable to them 4) club's leaders are in touch with current needs of the members? Are guest's and invitee's meals free? Do your dues have to include your meals? Are your projects family affairs? Have a member-centric line item in your administrative budget to cover these items.



## Date before you get married

Often in Kiwanis we ask people to join as soon as we meet them. What if we get to know each other first? Perhaps you could have criteria that would be reached before someone joins. For example, perhaps they might do a service project or fundraiser with your club before being offered membership. Another idea is to invite groups that are already mission based (but not an organization) to work with your club as a partnership. If the fit works, you could offer membership to them and adopt their mission as one of your service projects.

## The Kiwanis Connection

Do you have your community's back? What about your club members'? For the community, what if your Kiwanis Club was known for getting the public in touch with the community's needs and held a volunteer fair each year? As far as club members are concerned, if club members knew that their Kiwanis Club was there to support them through the thick and the thin, do you think they would leave? This means if someone is ill, Kiwanians visit them. If someone in a member's family dies, Kiwanians go to the funeral AND bring the casserole for later. If a Kiwanian gets a promotion, everyone celebrates with applause at the meeting. When a Kiwanian comes back to the club from a long period of ill health, members give them a standing ovation. If a Kiwanian loses his job, members are there to listen, and to support them however they can. Let's get personal. Let's build those enduring friendships mentioned in our objects.

## Director of Wow

If you read the book, *FISH!* mentioned in the beginning of this bulletin, you will see that one of the key factors in turning an organization around is **to make their day**. "Make who's day?" you might ask. Well, in Kiwanis you could make a Kiwanian's day, or a speaker's day, or a child's day, or a partner's day. Make it your goal to make someone's day at each and every meeting, and I bet your club would improve. Have a committee that connects with the members—finding out their dreams—and see how Kiwanis, as a club or through networking with its members can move them toward that dream.

## Advantages of Membership

What do you think are the advantages of membership in your club? Here are a few listed below. If you see one your club isn't fulfilling, try something new to add it. Do you have one I haven't mentioned below? Send it my way! ([districtoffice@carolinakiwanis.org](mailto:districtoffice@carolinakiwanis.org))

- Connection to the community
- Enduring Friendships
- Opportunity to grow in leadership skills
- Networking
- Mentoring for business growth
- Opportunity to bond with our children through service

## Service Ideas

Kiwanis International has begun [a service database](#). If you need an idea for service, try there!