A MESSAGE FROM THE GOVERNOR

By: Greg Beard, 2011-2012 Governor

March is here and spring is right around the corner. We are approaching the second half of our Kiwanis year – continuing to focus on strengthening our clubs, through meaningful club experiences and membership.

The final rounds of the Mid-Year Regional Conferences will be held on March 10th in Chalmette, Louisiana and March 17th in Martin, Tennessee. So make plans to attend a Conference and show your love for Kiwanis, your District, your fellow Kiwanians and your clubs. These conferences are opportunities for you to meet Kiwanians outside your club, widen your circle of friends and expand your service potential with new ideas. We promise that it will be food, fun and fellowship.

We just returned from the 53rd Annual LaMissTenn Circle K District Convention in Lafayette, Louisiana. What a great time we had with our college and university students at a great convention!

Governors Message - continued on page 2

INTERNATIONAL PRESIDENT’S MESSAGE

By Alan Penn, International President

Kiwanis One Day

One Day can make a difference. One Day can change your community. Kiwanis One Day is April 21st. That’s the day the entire Kiwanis family of K-Kids, Builders Club, Key Club, Circle K, Aktion Club and Kiwanis comes together to serve the children of the world. Plan a project that truly impacts your community. Clean up a park, build a playground, revitalize a neighbor, or in the spirit of the Eliminate Project plan a service project to improve maternal and child health in your local community. Working together we can make a difference!
CKI members learned from their workshops, had fun and made new friendships with others. Congratulations to outgoing CKI Governor Ashton Horne and District Administrator Kari Quinnelly and incoming Governor Brittany Jackson and District Administrator Mark Simmons. As for as fun, it is a tradition with LaMissTenn CKI to auction off “pie in the face”. I was able to escape this “fun” last year with Past Governor Linda Ramsey losing the bid (to me). But this year, she got even as can be seen in the photo.

We are also looking forward to more enthusiasm and spirit at the LaMissTenn Key Club District Convention next month, April 20-21 in Baton Rouge. If you want to have fun and enjoy a great time with our younger family members, get involved with our Service Leadership Programs (SLPs).

Speaking of FUN, I hope you plan to attend the Kiwanis International Convention in New Orleans in June. With it in our own “backyard”, please make the most of this opportunity to connect with other Kiwanians. Also, please take advantage of the discounted registration fee of $100.00, which ends on March 20th. Come join us for FUN, FOOD and FELLOWSHIP at the International Convention.

In April, we have the privilege of the Kiwanis International President and First Lady, Alan and Jeri Penn, visiting our great LaMissTenn District to celebrate the 75th Club Anniversary of the Kiwanis Club of Alexandria, Louisiana, my home club. The Gala will be held on the evening on April 14th in Alexandria with dinner and dancing. All are invited to attend, celebrate and visit with our International President and First Lady. If you plan to attend, please contact me for more information.

As an update on membership, in January, we began 2012 with the “ReMEMBER ME” membership drive by recognizing current members for what they do for our clubs and remembering former members as potential members by contacting them and see if they would like to return. I am excited to say that both months, January and February, resulted in positive membership growth to our District. I applaud you for your efforts. Let’s see if we can make in 3 in a row. Just think if all 141 clubs in our District added one new member. To help with continuing in this positive direction, the District Board approved “May Recruitment Campaign 2012”. This is an approach outlined in the 10-Step Guide contained in this newsletter to help achieve growth of your club. I encourage all members to invite people to join your club who would make a good Kiwanian.

Membership continues to be a great concern for our District because of the health of our clubs and the service we provide to children and communities. With more members, we have more hands providing service, making a difference. Our District membership numbers are down just 71 from October 1, 2011 to 4907 members. I am confident that our membership will continue to rise as we start the second half of this Kiwanis year. I encourage all clubs to plan for the “May Recruitment Campaign 2012” membership drive. I would like for each Kiwanian to invite a prospective member to one of your club meetings, better yet to one of your club’s service projects or socials. I believe we can increase our numbers if we all work towards the goal of each club ending “Plus 1” in net membership.

What will YOU do as a Kiwanian or as a Kiwanis club to make a difference? For the next 6 months, what will YOU do to make a difference? Does your club have a service project that is making a difference? Can YOU as an individual contribute your time, talent or resources this month to make an impact, make a difference? Can YOU as an individual get personally involved?

As we enter into the final six months of this Kiwanis year, I want you to know what a pleasure and privilege it is to be the District Governor of the greatest District in Kiwanis. We have come far this year with commitment and dedication to children and communities throughout district.

I am proud of you. I am proud of the LaMissTenn District. I am proud to be a Kiwanian.

Greg
Region I Activities
by: Bill Austin, Trustee

New Club Building Requirements Effective March 1, 2012

After reading the news that the Kiwanis International Board had approved lowering the requirements for the number of members required to form a new club from 25 to 15, effective March 1, 2012, I immediately thought of 7-8 locations that could support a new Kiwanis club in Region 1. 15 members is a good start to build on, but, as effective as they are, our Lt. Governors cannot do it alone. Each club, individually or in partnership with another club will have to help in order to make the growth campaign work. When the Lt. Governor comes to you with a suggestion for a new club location, please support their effort. This new club membership minimum should open up many opportunities to form new clubs or re-vitalize once active clubs. We will surely be exploring the opportunities at our Region I Mid-Year Regional Conference on March 17th at the University of Tennessee at Martin.

Region V Activities
by: Gary Graham, Trustee

3R’s for 3BR
Downtown Kiwanis won an Honorable Mention for Single Service project this past year. 3R’s for 3BR or Reinforcing the Rewards of Reading to Build a Better Baton Rouge was started late in the last Kiwanis year although it had been in the planning stage for a year or so before. The program targets children from birth to 5 years old and has been shown that there is a strong correlation between a child’s academic performance in later years and the number of books in a household. Many of the children we are going after have no books in the home. Even though it is just beginning as of now we have touched over 9000 children with the program. We have purchased 3200 books and have had another 2600 donated with the promise of another 1000 coming soon. There are opportunities for service in reading to the children we serve and to whom these books are given to keep. This program is currently in 4 sites and has had great success. Each book is labeled with a sticker noting that this is a gift of Downtown Kiwanis and it is signed over to the child if they choose it. The program differs from many in that the child chooses the book they want instead of having one given them randomly. The book at one of the sites is read by a parent or guardian (or a Kiwanis volunteer) and if the child wants it they can have it. We have had many service hours provided already with many of the aspects which the program offers. From buying, collecting, sorting and distributing the books to sticking labels to actually reading to the children there is many ways Downtown Kiwanians serve. We have also had a great response from our Service Leadership programs. St Joseph Key Club collected approximately 1000 books and distributed them getting a big write up in the Advocate. This is a great way also for other Kiwanis Clubs to help. If they know of any children’s books in good condition please let us know. Even if the books are not appropriate for the younger children there is a program for older children with the Boy’s and Girl’s Club here in Baton Rouge and they can use these books.

INTERCLUB RELATIONS
By: Cal Robbins, Interclub Relations Chair 2011-12

Inter-club Opportunities
A key to the success of your Inter-club program is taking advantage of Inter-club opportunities. By this I mean looking for Inter-clubs that your members will want to attend. Is your Division having a Governor’s Visit or a charter night for a new club, these are both excellent Inter-club opportunities? Is there another club in your area having a special program? One of the biggest Inter-clubs my club ever had was when the program of another club in Baton Rouge was the D Day Museum. Many club members were interested and attended this Inter-club.

Does your club have a fund raising project to promote? An Inter-club (or several) can be used to present your fund raiser to other clubs. Other clubs are willing to help if you just ask.

Make it fun and make it interesting and members will want to attend your Inter-clubs.
Think you won’t make a difference? Think again.

Each year, Kiwanis clubs around the world join in a day of service. In 2012, Kiwanis One Day is April 21.

It’s a global effort, but it’s made of personal commitments.

After all, Kiwanis One Day consists of the involvement of Kiwanis club members around the world. It begins with your club’s participation. It extends to the impact you have on your community. And it results in an international spirit of service that inspires people worldwide.

There will be no limit to what you can do—and no boundaries on your spirit of fellowship. In fact, your efforts will be echoed by clubs in communities all over the globe.

**Start planning today for Kiwanis One Day.**

Want to know how your club can participate? We’ve got links for:
- **Tools.** Got a game plan?
- **Tips.** Start a brainstorm—and find project ideas.
- **Inspiration.** Check out last year’s contest winners.
- **Connection.** Find One Day stories from clubs around the world.
- **Contest.** Find out how to enter the Kiwanis One Day contest.

**Attention:** Clubs that participate in Kiwanis One Day should report the events on the online monthly report form. If you are requesting a banner patch, please note that you must complete the online banner patch form. Patches will be sent only once per year, on or around October 1. For clubs that also participate and request banner patches for Read Around the World and Young Children Priority One projects, patches will be sent at that time as well.

**VIDEOS BRING YOUR CLUB’S SERVICE TO LIFE**

Including video clips on your club website or in electronic newsletters is a powerful way to make Kiwanis activities come alive for your members. But don’t let unfamiliar technology scare you off: Downloading, viewing and even embedding video into your own website is not as hard as you think. You can easily learn how at www.KiwanisOne.org/videos.

And don’t forget to subscribe to the Kiwanis International official YouTube video channel at www.youtube.com/kiwanisinternational by clicking the yellow “subscribe” button in the top left corner. You can be notified when new videos are posted. Some of the videos available to download or view on YouTube include:
- The Eliminate Project
- On To New Orleans
- Imperial Beach—South Bay, CA One Day
- Kiwanis International President Messages
- From Past to Present

If a video cannot be obtained from YouTube or Kiwanis’ Google file library (downloads), then you may request a CD (data file) or DVD. This may incur a cost to cover production, materials, shipping and handling. Please send all requests with exact video title to videos@kiwanis.org. For more information on accessing Kiwanis videos, visit www.kiwanisone.org/getvideos.

Themes set the mood for New Orleans

To properly set the tone for this year’s Kiwanis international convention in New Orleans, we’ve chosen daily themes to focus our energy and discussions. Here are this year’s themes:

**Wednesday:** Club and district foundations

**Thursday:** Children and service to children

**Friday:** Administrative and governance

**Saturday:** Women in Kiwanis

We encourage you to take time before the convention to consider the importance of these themes and develop ideas and questions to share during the event.

Want to learn more? Check out the full convention schedule.
The Natchez Trace Kiwanis, Division 15-Natchez, Miss.

Gov. Greg Beard of the Louisiana-Mississippi-West Tennessee District was our special guest at our February 23 meeting. Joining him were Lt. Gov. Blaine Grimes and Executive Director Charlie Ford. In his remarks, Gov. Greg noted that Audubon has “a lot of heritage.” He is urging clubs to recruit 1 or 2 members at a time. That will help a club grow and help keep smaller clubs from getting discouraged. He urged us to try “something new.” He noted that all Kiwanians need to stay involved, especially with young people.

Livingston Kiwanis, Division 8A-Livingston, La.

Audubon Kiwanis, Division 8A – Baton Rouge, La.

Governor Greg buys a pig at the annual Livestock Show in Alexandria, La. It is a tradition for the Alexandria Kiwanis to support the Livestock Show each year by purchasing an animal.

Our Governors Recent Travels Around the District

Red Stick Kiwanis – Division 8B - Baton Rouge, La.

Governor Greg has been on the road again visiting clubs in Divisions 8A and 8B. Pictured above Greg inspects a 100 year old cypress boat and motor while visiting the Red Stick Kiwanis Club.
CIRCLE K HELD ITS 53RD DISTRICT CONVENTION IN LAFAYETTE, LA.

At the recent Circle K District Convention members convened in Lafayette to elect new district officers, meet fellow Circle K’ers, learn about the Eliminate project and yes to raise funds for the Eliminate Project by having their traditional pie auction. This year they raised $266.00. Looks like Governor Greg was the target of one of their famous homemade pies consisting of syrup, chocolate, and whip cream just to name a few ingredients. Who knew that Governor Greg was one of the original Oompa Loompa’s from Willy Wonka’s Chocolate Factory?

Newly Elected District Circle K Officers are:

**Governor**
Brittany Jackson
Cell: 601-832-1314
Email: Brittj92@yahoo.com

**Secretary/Treasurer**
Elise Moore
Cell: 225-802-8121
Email: emoor18@lsu.edu

**Lt. Governors**

**Bayou South**
Christina Phanna
Cell: 337-380-7040
Email: pkc5025@louisiana.edu

**Delta Central**
Michael Abramovich
Cell: 601-941-0826
Email: abrammy@millsaps.edu

**Gulf Coast - Open**

**Natchez Trace**
Samuel Hardin
Cell: 870-613-6605
Email: sah330@msstate.edu

**Piney Hills**
Erin Smith
Cell: 318-617-2172
Email: ecs012@latech.edu

**District Administrator**
Mark Simmons
13801 Chalmette Ave.
Baton Rouge, LA 70810
Cell: 225-772-7790
Office: 225-383-4565
Email: mark@simmonslawfirmllc.com

Mark Simmons, Baton Rouge Early Risers was appointed as the 2012-2013 Circle K Administrator. Many thanks to Kari Quinnelly of the Ruston Kiwanis Club for her dedicated commitment to Circle K while serving as District Administrator for the last 3 years.
$100 Volunteer Registration Until March 20th!

By: Joe L. Pratt, Host Committee Chair H: 504/888-6433 C: 504/239-4662 E: jlpromo@aol.com

Volunteer registration for the International Convention is still $100 that is until March 20th. If you and/or your club would like to volunteer, please contact me at the above contact information. You can go to www.lamisstenn.org to get a complete list of volunteers needed. Just click on “2012 International Convention”. You will also get important information on Hotel reservations, schedules, programs and entertainment. Hurry, time is running out!

Region III Mid-Year Regional Conference

Wesley Jones and Ryan Lee, Vicksburg Kiwanis, attended the Region III Conference in Laurel, Miss. on Saturday, February 25th.

Attending were 66 other Kiwanians from the Region which include the Mississippi Gulf Coast, up through Hattiesburg and Laurel and on through Jackson and Vicksburg.

One of the major emphasis’ at this time is the new Worldwide Service Project – The Eliminate Project. Over a 5 year period ending with in 2015 at the 100th anniversary of Kiwanis International, we plan to raise $110 million to eliminate Maternal/Neonatal Tetanus from the world. The District Foundation raised about $750 from the Basket Raffle. We thank Geni Fulcher for providing us with a basket for that Foundation fund-raiser. The Foundation is well on their way to completing the funding of an endowment fund that will provide money for grants for Kiwanis Clubs around the District.

Past Governors Attend Region III Mid-Year Regional

Region III, Divisions 3, 5, 14 and 15 had the pleasure of all of these fine guys as part of the Mid-Year Regional in Laurel, Miss.! What advice and stories they could/did share!!! Past Governors and CLE Trainers Fred Banks and Mark Simmons presented he workshops for the day.

Pictured left to right: Past Governor Fred Banks, Past Governor Woody Wood, Past Governor Mark Simmons, Governor Greg Beard, Governor Elect Robert Benoit, Past Governor Dennis Oliver, and Past Governor Greg Stephens.
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<td>Ponchatoula</td>
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*Foundation Contributions continued on page 12*
He left us quietly, His thoughts unknown, But left us a memory, We are proud to own; 
So treasure him Lord, In Your garden of rest, For when on earth, He was one of the best. 

Emery Domingue - Lafayette, La. 
L. D. Gant - Dyersburg, Tenn. 
Louis J. Michot, Past Governor - Lafayette, La. 
Kim Strasburg - Dawn Busters, Metairie, La.
MATERNAL NEONATAL TETANUS=ELIMINATE

By: Dennis & Ame Oliver, District Coordinators, Eliminate Project  Ph: 228-832-6786
EM: DMOKiwanis@aol.com

ELIMINATE MATERNAL NEONATAL TETANUS LEADERSHIP TEAM:

4 Multi Divisional Coordinators
23 Divisional Coordinators

NEXT STEP: 142 CLUB COORDINATORS

Club Leaders in the next 2 weeks your club is going to be asked to identify a dedicated member to assume the role as your CLUB COORDINATOR for ELIMINATE. You may already have someone or have someone in mind??

Division Coordinators are going to be contacting you and there is a form for each to be sent to International.

Please, please make this a priority. There is so much information flowing, and reporting your clubs activity is vital.

Responsibilities:

1. Encourage member personal gifts and pledges.
2. Help clubs plan projects to fund eliminate.
3. Determine which community organizations/foundations may join Kiwanis in eliminating this horrible unnecessary disease.
4. Report club activity to the divisional coordinator.
5. Report often to the club eliminate news (international milestones and district club giving's)
6. Be familiar with weekly updates to www.theeliminateproject.org

I believe it is a privilege to be a part of raising 110 million dollars over the next 4 years to end the tragedy of a child dying every 9 minutes from tetanus. Don't you?

I welcome your Club Coordinator to the LAMISSTENN ELIMINATE TEAM. He/she will play such a vital role in our future success.

Who will represent your club?

"ONE CAN MAKE A DIFFERENCE!!!"

GOVERNOR AND FIRST LADY DONATE TO ELIMINATE PROJECT

By: Dennis Oliver, Eliminate Project Chair

Governor Greg Beard and First Lady Lisa were presented a framed certificate for their pledge of $25,000 as a Major Donor gift. I want each Region to have the joy of realizing that LAMISSTENN'S Governor is leading the way for all of us. We may not all be able to pledge that much, but we can do whatever our heart tells us to do, as Greg and Lisa's did. Many, many thanks to both of you!
MAKE A MOTHER’S LOVE A FORCE FOR CHANGE
Thursday, February 23, 2012

Maumie and James in Sierra Leone

In Sierra Leone, Maumie has already suffered through three of her children’s deaths. Now she has a baby boy, James, who showed signs of tetanus at birth, but fortunately did not have the disease.

Sierra Leone has become an example of what’s possible in countries with maternal and neonatal tetanus (MNT). In fact, Maumie and James are precisely the kind of mother and newborn to whom The Eliminate Project gives hope. Thanks to ongoing health care and education, Sierra Leone is on the verge of eliminating MNT.

Through the Eliminate Project, Kiwanis International and UNICEF have joined forces to eliminate maternal and neonatal tetanus. This deadly disease steals the lives of nearly 60,000 innocent babies and a significant number of women each year. Our campaign to raise US$110 million will help vaccinate more than 61 million women, and provide education on safe birthing practices to families and communities where maternal and neonatal tetanus remains a threat around the world.

This Mother’s Day and International Women’s Day is the perfect opportunity to honor inspirational women in your life by protecting the connection between mothers and babies.

For a limited time, from March 1 to June 15, The Eliminate Project has crafted a special edition Mother’s Day Zeller medallion and lapel pin to honor mothers and inspirational women worldwide. What better way and better time?

Limited-edition Mother’s Day lapel pin

Mother’s Day / International Women’s Day Zeller

Through the Mother’s Day Zeller Fellowship, your gift of $1,250 to The Eliminate Project saves or protects more than 690 lives from maternal and neonatal tetanus, and you will receive:

- Zeller Fellowship Medallion
- Limited-edition Mother’s Day lapel pin
- Personalized certificate

Your donation, of any amount, can be in honor, celebration or in loving memory of your mother or inspirational women in your life.

**Impact 350: $625-$999**

Recipients receive an Impact 350 lapel pin and a Mother’s Day postcard

**Impact 175: $300-$624**

Recipients receive an Impact 175 lapel pin and a Mother’s Day postcard

**Other: $299 and below**

Recipients receive a Mother’s Day postcard

Make a mother’s love a force for change and this year give the only thing a mother really wants: a healthy baby. Your gift will protect the connection between mothers, babies, families and communities.

To donate and for more information please visit www.TheEliminateProject.org/MothersDay.
KEY LEADER WEEKEND TO BE HELD IN EVA, TENNESSEE

By: Linda Ramsey, Past Governor

The Louisiana-Mississippi-West Tennessee and Kentucky-Tennessee Districts of Kiwanis International will hold a joint Key Leader Weekend in Eva, Tenn. May 4-6. This will mark the first time that the two districts have joined together to host such an event.

Representatives of both districts met on February 11 in Brentwood, Tenn., to discuss plans for the Key Leader Weekend. Ten Kiwanians joined in discussions about the Key Leader Weekend and participated in training and planning for the event.

Dick Peterson from Kiwanis International conducted training sessions for the adult participants and those in the group such skills as promotions, marketing and the implementation of a Key Leader Weekend.

Indianapolis Colts quarterback Peyton Manning has donated funds that will be utilized in Tennessee to offer scholarships for attendance at the Key Leader Weekend.

High school students between the ninth and eleventh grades are invited to apply for a Manning scholarship. Those applying for the Manning scholarships should not be Key Club members. Key Clubbers are also invited to attend the Key Leader weekend and are welcome to apply as a facilitator if they have attended a Key Leader event before or if they have leadership experience in other clubs.

According to Linda Ramsey, immediate past governor of La.-Miss.-W.Tenn., “Everyone who attended the planning session is excited and enthusiastic about this year’s upcoming event and we are already talking about continuing co-sponsorship of a Key Leader Weekend again next year.”

For additional information, those interested are asked to contact Linda Ramsey at lramsey@utm.edu

GROUP PLANS FOR KEY LEADER WEEKEND-
Representatives of the La.-Miss.-W.Tenn. and Kentucky-Tennessee Districts of Kiwanis International recently met in Brentwood, Tenn., to outline plans for a joint Key Leader Weekend that will be held May 4-6 in Eva, Tenn. Pictured, (from left), are: David Elliot, Jami Flick, Linda Ramsey, Jamie Brabston, Alabama Dist., Jim Mann, Don Ritter, Travis Miles, Misty Menees and Bob Brinkmann. Flick, Ramsey, and Miles were representing La.-Miss. W.Tenn. while the others pictured were participants from the Ky.-Tenn. District.

PAST AND PRESENT GOVERNORS AT SESSION—
Among those participating in recent discussions about an upcoming joint Key Leader Weekend, (from left), were: Bob Brinkmann, Governor-Elect of the Kentucky-Tennessee District; Don Ritter, Ky.-Tenn. Governor; Jim Mann, Immediate Past Governor of Ky.-Tenn. and Linda Ramsey, Immediate Past Governor of the La.-Miss.-W. Tenn. District. The quartet was part of a group planning for the Key Leader Weekend which will be held May 4-6.
Young Children: Priority One

Young Children: Priority One (YCPO) is an ongoing service program of Kiwanis International, addressing the needs of young children. Kiwanis clubs are encouraged to carry out at least two YCPO projects per calendar year, helping children, families and communities with critical issues affecting youth.

Before beginning a project:

• Determine the most relevant and important issues affecting youth in your community.
• Conduct a community needs analysis and discuss options with club and community leaders.
• Identify your club’s skill set and how you can make a measurable impact. Projects should strike a nice balance between resources, time and energy.
• These YCPO project ideas are divided into four categories. Browse the list and search the downloadable resources below for more information on how to help your community. Feel free to come up with your own ideas for projects that will benefit children in your area.

These same resources, as well as additional service bulletins, are available at www.KiwanisOne.org/ycpo. If you need more help or have questions about any of these projects, you can reach the Branded Programs Department at the Kiwanis International Office at 800-KIWANIS, ext. 211, or ewarren@kiwanis.org.

YCPO project idea list - http://www.kiwanisone.org/Pages/Resources/default.aspx?pageid=116

There are so many children in need, and so many ways to help. The ideas in this list fall into four key categories. Choose the area that’s right for you and your club.

1 Maternal and infant health
Healthy mothers are more likely to deliver healthy babies. Learn how your club can play a part in caring for babies even before they’re born.

Some children born today die or suffer needlessly, in spite of all the medicines and technology available. Many will die because their mothers didn’t know how to take care of themselves during pregnancy—eating poorly, drinking, smoking or even taking drugs. Others will be handicapped permanently by their mothers’ lifestyles.

Some children won’t be seen by a doctor for checkups and won’t be immunized. They will never have a chance for wellness care or preventive medicine. As a result, by the time they see a doctor, they often are terribly ill.

Kiwanis clubs can address these problems by educating the public and making sure that appropriate health care is available to all children.

2 Child care and development
Toys, hugs and a safe place to play—children need all of these. Find out what you and your club can do to help young children grow, thrive and learn.

A human being learns more in the first six years than during any other time in his or her life. But children can’t learn in a vacuum. They need toys, people to talk and listen to, books to admire and enjoy, opportunities to explore, a safe sanctuary and warm hugs. Children deserve such an environment, but for many, such opportunities are not available or affordable. Kiwanis clubs can help change that.

In the United States, more than 10 million children under the age of 6 have their only parent or both parents in the labor force. In fact, only seven percent of families have the “traditional” structure, with a stay-at-home parent who takes care of the children while the other parent is the breadwinner. Today, child care is a necessity for parents and for the businesses that employ them. Unfortunately, there is a shortage of high quality child-care providers, and no coherent system exists that solves this problem. Kiwanis clubs can be part of the solution on the local level.

In the activities suggested below, two organizations are referred to several times: the National Association for the Education of Young Children (NAEYC) and the National Association for Family Child Care.

3 Parent education and support
What job could be more rewarding—or difficult—than parenting? Discover ways your club can empower parents to cope with the demands of caring for young children.

As every parent knows, once the baby arrives, life is never the same. The changes and stresses are sometimes difficult for any parent, but being prepared can help. Parents need to understand why a baby behaves as it does, what they should do for him or her and how to cope when a baby continues to cry. Parents need to manage everything from teething to tantrums, from childproofing the house to a safety seat for the car. Kiwanis can provide pertinent information or make sure a helping hand is available.

4 Safety and pediatric trauma
Too often, parents don’t know what to do when an accident happens. You and your club can provide tools to show parents how to respond when the worst really does come to pass.

One minute, she’s playing happily; the next minute, there’s a scream. The parents rush to their child, too late to prevent the accident but wishing they could. There may be dozens of crises like this in a parent’s life, but it only takes one to permanently injure or kill a child. That is why parents and children need safety education. In the United States alone, several thousand children age 4 and under die each year because of accidental injuries. Forty-five times that number are hospitalized. Some 1,300 times that number go to hospital emergency rooms, and twice as many are treated at home. The leading causes of death for children 1 to 4 years old are motor vehicles, fires/ burns, drowning, choking, poisonings and falls. When a serious accident does occur, special expertise and equipment may be needed to save the child’s life. That is why a pediatric trauma center should be linked to every community.
For alumni, it’s easier than ever to stay connected with Key Club and CKI—and with each other. Membership is open to every alum. And it’s free!

The alumni associations can help you reconnect with service-minded friends, share stories about the difference Key Club and/or CKI made in your life and learn about upcoming alumni events.

Let folks know what you’ve been up to. See what’s been happening since you left. And stay connected from here on out. Register today!

**CIRCLE K INTERNATIONAL CONVENTION 2012: SOCIAL MEDIA**

**E-mail**—Stay connected with CKI. Sign up for monthly e-mail updates at www.circlek.org/e-mail.

**Facebook updates**—See what others have to say and join the conversation at www.facebook.com/circlekintrl

**Twitter**—Please use Hash tag #ckiICON to discuss the 2012 Circle K International Convention on Twitter. Follow us @circlekintrl

**Blog**—Read about convention and other CKI news and views on the official CKI blog.

**Flickr**—Check out last year’s convention photos and share yours at www.flickr.com/circlekinternati onal

**Text updates**—Text NOLLA2012 to 68398.

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**New Member Inducted into Germantown Kiwanis Club**

At the weekly meeting of the Kiwanis Club of Germantown, Douglas "Doug" Tabb was inducted into Kiwanis membership. Mr. Tabb is a Financial Service Representative with The Sims Financial Group.

Pictured (left to right) are: Kiwanis President Claude Vinson, Kiwanis Membership Chairman Jerry LaChapelle, Mr. Tabb, and his sponsor Kiwanian Steve Priddy.

The Kiwanis Club of Germantown meets each Thursday morning from 7-8 AM in the Pickering Center for a buffet breakfast and program.

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**The Commission on Missing and Exploited Children honors Germantown Kiwanis Club**

Sergeant Len Edwards(right), with the Memphis Police Department and the Director of The Commission on Missing and Exploited Children (COMEC) is pictured presenting a certificate of commendation to Claude Vinson, President of the Kiwanis Club of Germantown.

The Germantown Kiwanis Club has been actively supporting COMEC with donations and service hours for the past 15+ years. This support is part of the Kiwanis International's and local Kiwanis club's ongoing commitment to serving the children of the world through the Young Children: Priority One and Youth Services committees.

Learn more about Kiwanis and the local club by visiting the web site: www.GermantownKiwanis.org
The Kiwanis Club of Germantown, TN (82 members) was looking for a special fundraising event to support the new global campaign for children, The Eliminate Project. The club had already held one Skip-A-Meal for The Eliminate Project and made a matching fund donation to the Germantown Elementary School K-Kids club. The K-Kids had raised US $700 during their Trick or Treat for UNICEF service project. The Germantown Kiwanis Club already had several major fundraising projects: Golf Tournament, Car Show, Pancake Day, Magic Show, Young Artist Concert, Fall Festival, Fourth of July, etc., but the funds from those events were already dedicated to long standing charities and community services, such as Commission On Missing and Exploited Children, Court Appointed Special Advocates, Madonna Learning Center, Destination Imagination, Oral School for the Deaf, Community Children’s Theater, college scholarships, K-Kids, Terrific Kids, Builders Clubs and Key Clubs, as well as supplying AED’s to local schools.

Bill Griffin, club treasurer, came up with the idea of a combination fundraiser and social event for club members, family and guests, a chili cook-off contest. He presented his idea to the Board of Directors and it was unanimously approved. A date was chosen and since the club has use of the local community center for club meetings, the event was held there. Over the next several weeks the idea was presented to the club members at club meetings, by mail, e-mail, web site, and by club newsletter. It was enthusiastically accepted. Rules were set for the event and sign-up sheets were passed around.

More than 15 teams cooked chili and some cooked corn bread. There were many versions and varieties of chili, some with beef, some with game, such as turkey and venison and some of the teams dressed in costume to represent their style of chili. For example, the venison chili cookers were dressed in camouflage and the western style chili was represented by western dress.

A donation to The Eliminate Project was required to enter or attend the cook-off. Each attendee was given a ballot to vote on the chili and corn bread they liked best. Certificates were awarded to the winners in each category and attendees played Bingo for The Eliminate Project after the contest. This is the first time in years that the club has held this kind of event and more than US$400 was raised for The Eliminate Project. Prospective members were invited and one even joined the club the following week.

**DATES TO REMEMBER**

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>March 20</td>
<td>Deadline extended to register for International Convention as a VOLUNTEER</td>
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<td>March 22-24</td>
<td>Key Club New Officer Training-Baton Rouge, La.</td>
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<td>April 14</td>
<td>Alexandria Kiwanis Club’s 75th Anniversary Gala with International President Alan Penn</td>
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<td>April 19-22</td>
<td>Key Club District Convention, Crowne Plaza, Baton Rouge, La.</td>
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<td>April 21</td>
<td><strong>Kiwanis One Day</strong></td>
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<td>May 4-5</td>
<td>Lt. Governor Training Conference</td>
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<td>August 2-5, 2012</td>
<td>District Convention * Lafayette, La. * Hilton Hotel</td>
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<td>September 30</td>
<td>End of 2011-2012 Kiwanis Year</td>
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**KEY CLUB INTERNATIONAL CONVENTION**

The 2012 Key Club International Convention will take place July 4-8 in Orlando, Florida, at the Hilton Orlando Lake Buena Vista.

**TRAVEL AND HOTEL INFORMATION**

**Travel**

**By air**

Use the Orlando International Airport (MCO) in Orlando, Florida, for easy access to convention events in Orlando.

**By car**

Orlando, Florida, is accessible by traveling on Interstate 4. The Hilton Orlando Lake Buena Vista is located near the intersection of Interstate 4 and State Road 535.

**Hotels**

All 2012 Key Club International Convention attendees must stay at:

**Hilton Orlando Lake Buena Vista**

1751 Hotel Plaza Boulevard

Lake Buena Vista, Florida 32830

Reservations must be made through Key Club International by using the official registration form. The Hilton Orlando Lake Buena Vista will not accept direct reservations at the group rate.

- Hotel rate is $139 per room, per night plus 12.5 percent tax. Tax rate is subject to change.
  - Room rate: $139
  - Tax: 12.5%
  - Total cost per room, per night: $156.38

- Up to four people of the same gender may share a room at this rate. Roommates should arrive and depart on the same day.

- No adult(s) other than the parent or legal guardian may share a room with any Key Club member(s), see chaperone requirements.

- Key Club International will not match roommates.

- Attendees are responsible for paying their own hotel room and tax expenses and incidental charges (phone, Internet).

- To guarantee hotel reservations, a credit card is required for each person staying in the room. You may pay by cash, check or credit card upon checkout.

- Hotel accommodations cannot be guaranteed if this form is received after June 1, 2012.

- Cancellation: If hotel cancellation is received, or if you check in later than your indicated arrival date, the hotel will charge one night’s room and tax as a penalty.

- Hotel check-in time is 3 p.m. Checkout time is 11 a.m.

**Chaperone requirements**

- Chaperones may be a Kiwanian, faculty member, parent, legal guardian or person in loco parentis who is 21 or older, approved by the school and registered with and accompanying the Key Club members to the meetings and sessions. A background check is required for all adult non-Key Club members over the age of 18.

- There must be at least one chaperone for every 10 or part of 10 Key Club members from the same school or district, unless otherwise required by the Key Club International director.

- Chaperones must register for the convention by submitting their own copy of this form, stay in the designated hotel and remain on-site during the convention.

- No adult(s) other than the parent or legal guardian may share a room with any Key Club member(s).

- Designated chaperones are required for individuals not with a district tour.
Advisor Survey

To have your club featured in this newsletter, send information to: editor@lamisstenn.org

Over 50 Aktion Club advisors shared their insights into working with members and here is some of their feedback on member benefits:

… 78% find that their members are more confident/out-going after joining Aktion Club
… 46% find that their members are more social after joining Aktion Club
… 40% find that the members have better attitudes
… 32% find that the members are more well-spoken

Here are some of the benefits that advisors have experienced from advising their clubs:

… Another sense of purpose in life
… Better understanding of people with disabilities
… Great learning and networking opportunity
… Being a part in —raising the barl for people with disabilities
… Rewarding to see members look beyond themselves to the needs of the community
… Ability to use gifts and talents at a higher level
… Becoming more knowledgeable of club activities
… Being part of something bigger…Kiwanis!
… Having the ability to make a real difference in someone’s life
… Patience
… Watching members’ leadership and confidence grow
… Becoming aware of the skills that each member has to offer the community
… Working with Aktion Club members has been the most rewarding experience in my life!

10 tips for working with people with disabilities

1. **Ask first.** Don’t assume people need help. Ask if they need anything to make the process more effective or easier for them. They are the experts on their needs and how to best meet them. If they do request assistance, ask for specific instructions on how you can help. Be sure to ask if you don’t know what to do or what something means.

2. **Keep an open mind.** Don’t make assumptions about a person’s abilities. The individual is the best judge of what he or she can or cannot do. If a person has a speech impairment, don’t assume that person also has a hearing impairment or intellectual limitations.

3. **Be direct.** Make eye contact and speak to the person directly, even if their personal care attendant or interpreter is with them.

4. **Speak like yourself.** Use your normal volume and pace, unless they ask you to speak louder or slower.

5. **Ask for help.** If you don’t understand what someone is saying, ask the person to repeat it or offer another form of communication (such as paper and a pen or a computer) for clarification.

6. **Be wheelchair-sensitive.** If you’re working with someone who uses a wheelchair or mobility device, don’t lean on it. Also, if you’re speaking with them for a prolonged period of time, sit in a chair to be at their level. Never start to push someone's wheelchair without first asking the occupant’s permission.
7. **Give visual aid.** If you are working with someone who is visually impaired, clearly identify yourself when you first arrive and be sure to let him or her know when you’re leaving the conversation or room. Also, offer to read any written information. Give the person your arm and gently guide him or her if requested. When walking with a person who is visually impaired, allow that person to set the pace. If the person asks for or accepts your offer of help, don't grab his arm. It is easier for him to hold onto you.

8. **Speak clearly, listen well.** If you are working with a person who has a developmental disability, use clear sentences, simple words and concrete concepts. Gauge the pace, complexity and vocabulary of your speech to match his or hers. Stand in front of the person and use gestures to aid communication. And, unless you are informed otherwise, remember he or she can make his or her own decisions. Allow people with speech impairments to finish their own sentences. Don't talk for them or interrupt. Ask questions that permit short answers or a nod of the head. The other person always has the option of giving a longer response.

9. **Don’t pet the dog.** If you’re working with someone who has a service dog, ask permission before touching the animal.

10. **Relax.** Mistakes are human. Just be willing to learn from them.

---

**By: Don Eye, K-KIDS District Chairman, C: 901-494-7496 doneye43@hotmail.com**

What a Great Morning for five of us Kiwanians today!

We had an interclub with our K-Kids this morning to observe their speech presentations. As you may know the speech contest is one of the several contest Kiwanis has every year for our youth to via for KI awards. The theme this year, "How can one K-Kid's act of kindness make a difference in the world?"

We were impressed with how well these 4th and 5th graders handled themselves in front of their club. The club has 44 members and half of them opted to compete for the top speech award. We have been doing this for several years now and each year the speeches get better. The big deal to me is that more K-Kids are getting involved each year.

The speeches are judged by volunteer faculty members and the top 6 will speak at our March 29th Kiwanis Club breakfast meeting. It is the most rewarding meeting of the year for many of our members. The event also allows us an opportunity to invite parents and school staff to visit Kiwanis. It is often the first time the parents have seen how a dedicated community oriented service club can have a positive influence on their child. We hope they are impressed and become members of the Kiwanis family. We are certainly impressed with their children.

I encourage your clubs to participate in one or more of the seven programs available.

Go to [www.kkids.org](http://www.kkids.org) and pull up "contest booklet" to get the data you need to get involved.

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**Kiwanis Service Source** - Clubs asked for a way to browse successful service projects and fundraising ideas. Voila! Here it is. A database of the best projects with details, pictures, and resource packets. [www.KiwanisOne.org/findaproject](http://www.KiwanisOne.org/findaproject)
Camellia City Kiwanis in Slidell revives club after former group washed away by Katrina

By KEVIN CHIRI, Slidell news bureau

SLIDELL — The Kiwanis are back in Slidell.

After a long-standing Slidell Kiwanis Club served the community here for decades, the group was another casualty of Hurricane Katrina after the storm came through Southeast Louisiana in 2005. However, last summer a group of Slidell men and women started the newest chapter of Kiwanis in Slidell, officially named the Camellia City Kiwanis, and the club is beginning to grow and have a positive impact on our city again.

One of the programs sponsored by Kiwanis is named “Terrific Kids,” an event that is coordinated through local elementary schools and recognizes young children for exemplary behavior.

Abney Elementary in Slidell, along with Lacombe Middle School, are the two schools Kiwanis is currently working through, and this past week over a dozen students from Abney were honored with the “Terrific Kids” program.

Children are given a special breakfast, which includes their parents, then the kids are honored with certificates for excellent behavior.

Abney Principal Nina Tyner led the kids in the school song and thanked Kiwanis for making this special time just for these children.

Kiwanis President-Elect Wanda Farbe and member Mike Collins represented the club in what is now a monthly “Terrific Kids” event.

The Camellia City Kiwanis is up to 30 members and still looking for more to join, Farbe said.

They are bringing back the very popular Pancake Breakfast that used to be held at local high schools twice a year. The first pancake breakfast for the new Kiwanis Club will be on Saturday, March 3 at Northshore High. All terrific kids’ members and their parents were given free tickets to the pancake breakfast.

One big event coming up for the Kiwanis will be a “Grief Camp,” scheduled for May 4-7 at Fontainebleau State Park, which will be a weekend grief therapy camp to help children ages 7-12 cope with the loss of a loved one.

“We are getting our Kiwanis club started again, and our goal is just like the international motto, to change the world one child and one community at a time,” Farbe said.

Kiwanis will hold its international convention for 2012 in New Orleans, with that big event set for June 28-July 1 this year.

Anyone interested in joining the Kiwanis, or for more information, can contact President Pete Cavignac at 646-0818, or reach him by e-mail at cavignac@gmail.com or contact Farbe at 882-9494 or by e-mail at farbej@bellsouth.net

JOSEPH DAVIES ELEMENTARY SCHOOL BUILDER’S CLUB

By: Patrice D. Cusimano, St. Bernard-Arabi Kiwanis Club

The Joseph Davies Elementary School Builder's Club in Meraux, Louisiana, decided to put their hearts into a project to honor their teachers. The children made mailboxes filled with Valentines and candy for the teachers and staff and presented them on the Big Day.
Oaks Kiwanis Club donates Knitted Preemie Caps, Isolete Covers and Burp Bibs

The Oaks Kiwanis Club members have been busy knitting and sewing for their most recent Young Children: Priority One Project, the Neonatal Intensive Care Unit at the Baton Rouge General Hospital on Bluebonnet. Family members and friends of the Oaks members are knitting preemie hats for the premature babies to help keep their tiny heads warm. They are making quilted isolate covers to help muffle noises in the isolate units, to keep out bright lights and to help keep the babies warm. And for the parents they are making burp bibs and collecting toiletries to take home.

Making a Difference

David R Carr, left, Grand Exalted Ruler of the Benevolent and Protective Order of Elks is pictured receiving a plaque from Neal Simmons, President, Crescent City Eye Openers Kiwanis Club, commemorating Mr. Carr’s visit to the Elks/Kiwanis Mardi Gras Stand in Metairie. The stand provides a Mardi Gras experience for groups such as the Magnolia School, Kids Kicking Cancer and the Rainbow Kids, and is a joint effort of Elks Lodge No. 30 and the East Jefferson area Kiwanis Clubs.

Kiwanians Erect Building for Hammond Head Start

Members of the Hammond Kiwanis Club recently built a foundation and assembled a storage building on the Hammond Head Start campus. Pictured at the assembly site, from left, are Sid Guedry, Vic Couvillion, Marty Solis, Brian O’Reagan and Buddy Balado. Also participating, but not pictured, were club members Louise Bostic and Judy Couvillion. This project was the latest example of Hammond Kiwanis Club members responding to a specific need. The school’s director, Toya Tillman, turned to the Kiwanis Club for help with seeing the building through its completion. Over the past several years the Hammond Kiwanis Club has built a greenhouse, large raised flower and vegetable beds and other structures on school campuses in the city.

Pictured receiving knitted preemie caps and toiletries are NICU nurses Terra Hotstream and Melissa Parker. Beverly Cain and Gay Lazare present the goodies at a recent board meeting.

Pictured is a thank you card from the NICU nurses with footprints of one of the preemie babies. The footprints are about the size of a female thumb.

Quilted Isolete Cover
GAME RAISES MONEY FOR DEFIBRILLATOR

By GEORGIA SPARLING - Special to the Sun Herald

D’IBERVILLE -- On Valentine’s Day, one event proved the local community has lots of heart.

The bleachers of D’Iberville High’s gym filled quickly Tuesday night for a basketball game to raise money to buy an automated external defibrillator (AED) to be installed at the school.

The event was initiated by the eight Kiwanis clubs of South Mississippi in honor of Latrell “Fred” Dunbar, a D’Iberville High School football player who died of a heart attack during a game in September.

John McCay, Lieutenant Governor of Kiwanis Division 14, says the choice to raise money for an AED at D’Iberville High School was an answer to the Dunbar family’s prayers.

“We were going to purchase one ourselves,” said Fred Dunbar, Sr. “We definitely need this. It’s for our kids.”

Dunbar’s stepmother Pheon Chatman agreed. “This event means the world to us. We have been praying since we lost ‘Trell that we could make a difference in somebody else’s life. Tonight is truly an example of the good things that our community can step up to do.”

The basketball game featured show basket-ballers the Harlem Wizards playing against local business and community leaders, including Dunbar, Sr., state Sen. Sean Tindell and Gulfport superintendent Glen East.

Kiwanis members hoped the night of basketball antics would be an enjoyable one for the audience and also raise awareness on the importance of AEDs.

McCay said, “Our goal is to place an AED in all the schools in our district,” which includes Louisiana, Mississippi and West Tennessee.

Costing $1,200 to $1,800 each, AEDs are an expensive but important addition to schools.

“We feel that thru the AED project, not only are we helping in schools, but also the community. When someone dies, it affects several families and several communities,” said McCay.

So far coastal clubs have provided around 40 AEDs to area schools, seven of which have already saved lives.

Any extra proceeds from Tuesday’s game will go to Kiwanis Kamp, a camp for children with autism, and Kiwanis’ global Eliminate Project, which goes towards preventing maternal neonatal tetanus.

Arthur Lewis, right, of the Harlem Wizards entertains the crowd during a charity basketball game at the D’Iberville High School gym.

Fred Dunbar Sr., left, and Will Symmes of Team K try to defend against the Harlem Wizards during a charity basketball game at the D’Iberville High School gym.
DIVISION 14 LT. GOVERNOR JOHN MCCAY RECEIVES ZELLAR AWARD

At the recent Region III Mid-Year Regional John McCay received the Walter Zeller Award by donating $1250 to the Eliminate Project. On hand to present the award were Dennis Oliver, Eliminate Project Chair and Past Governor Fred Banks.

Your gift of $1,250 to The Eliminate Project saves or protects more than 690 lives from maternal and neonatal tetanus.

John McCay, Lt. Governor of Division receives the Eliminate Zellar Award from Dennis Oliver, Eliminate Chair and Fred Banks, Past Governor and Trainer.
May Recruitment Campaign 2012

Your club’s success is vital for your community and for our entire organization. As club leaders, the best way for you to serve your club is to help it grow, and one of the best tools I can offer to help you do that is the May Recruitment Campaign. Clubs had so much success with this program in 2011 that I am challenging every club in the district to participate in 2012.

The 10 simple steps outlined in this document will help your club achieve real growth this year. The personal touch goes a long way – inviting people in person (Step 6) to the special guest meeting and even offering them a ride is far better than an email. And remember that following up with every potential member both before (Step 6) and after the meeting (Step 8) is very important.

I look forward to hearing about the new members you are bringing in to your club!

Thank you for all you do for Kiwanis,

Governor Greg Beard

A 10-Step Guide

1. Order Materials
2. Set Up Your Team
3. Plan Your Guest Event
4. Develop a Prospect List
5. Mail Out Information
6. Invite Personally
7. Hold Meeting
8. Follow Up
9. Welcome New Members
10. Plan Your Next Event
May Recruitment Campaign

STEP 1
Order Materials (March)
The key is numbers. If you distribute at least 50 invitations, you may get as many as 20 guests attending your meeting. Once you have decided to hold a recruitment meeting, call Kiwanis International’s Member Services Department at 1-800-KIWANIS, extension 411. Order: 50 copies of Serving the Children of the World
• tri-fold brochures (free) 20 copies of Changing Tomorrows Today brochures
• (includes a membership application) (free)

STEP 2
Build Your Team (March)
Surround yourself with people who are positive and who are committed to hosting a membership drive. Gain approval from your club’s board of directors. Board approval brings legitimacy to the project as well as the ability to budget the campaign. There are costs associated with a membership drive, such as postage and printed programs, meals, etc. that need to be taken into consideration. You will need to form a membership drive committee, including these positions: Project lead: The lead coordinates the entire program, • orients the members to their responsibilities and supervises them during the drive. Lead for attendance: The lead develops and • secures approval of the prospect list, arranges for printing and mailing and ensures the attendance of members and guests. Lead for venue: The lead is responsible for all special • arrangements for the meeting time, place and physical setup, name tags, greeters and applications. Lead for meeting program: The lead for program • arranges speakers and sets the agenda for the special program. Lead for publicity: The lead for publicity uses multiple • avenues to let all members and interested parties know of the membership drive and the special guest program.

STEP 3
Plan Your Guest Event (Six Weeks Before Event)
Pick a date and time. Don’t compete with other community, high traffic events or place it too close to other club activities. Your club’s normal meeting day and time is ideal. Pick a venue. Your normal meeting place should serve you well unless it is too small to accommodate the expected attendance. Plan your meeting agenda. Here is one sample you can use as a guideline:
Suggested Agenda
1. Modified standard club opening (3 min.) You might want to forgo some of the usual traditions that might be misunderstood or make new attendees uncomfortable.
2. Meal (20 min.) If your club has a meal, remember you will need to pay for the guests who attend.
3. Welcome: Moderator (5 min.) Introductions and order of agenda items. Ask each member and guest state their name and profession (or if retired, what their profession was).
4. Club Achievements (5 min.) Ask a dynamic person in your club to talk about your club’s achievements.
5. Club Plans (3 min.) Have your club president talk about your club’s upcoming projects and goals.
6. New member perspective (3 min.) Ask the newest member to give their perspective.
7. Club meeting program: Guest speaker (20 min.) This needs to be someone who can inspire your audience to want to provide service to the community. Make sure they have information about your Kiwanis club’s projects.
8. The Kiwanis experience (5 min.) The final word is best left to your club’s best salesperson: someone who can ask invited guests to fill out an application to join the club.

STEP 4
Develop a Prospect List (Four Weeks Before Event)
In developing a guest list for your meeting, you can use the Chamber of Commerce list but the people most likely to join are people your members already know such as:
• Friends
• Co-workers
• Neighbor’s
• Clients
• Spouses/Family
• Store Owners
• Church Members
• Professionals
10 Simple Steps

You will need each prospect’s full name, address and phone number. Consider offering a prize to the member who can bring in contact information for the most prospects! Make sure you have at least 50 names because only a third of those you invite are likely to attend, and not every person who attends will join.

STEP 5
Mail Out Information (Two Weeks Before Event)
Mail a letter on club letterhead to each prospect, including details about your club’s special guest day, your club’s membership, meetings, events and service projects. Include a club brochure or a copy of “Serving the Children of the World” tri-fold so they have something to consider.

STEP 6
Invite Personally (One Week Before Event)
After the letters have been mailed, teams of two should follow up with each person to extend a face-to-face invitation to the special guest meeting and answer any questions. Again, keep record of any follow-up communications. Assign people to make reminder phone calls to each attendee a day or two before the event.

STEP 7
Hold Meeting (This Is The Big Day!)
Focus on hospitality. The purpose of the meeting is to inspire guests to join with you in your quest to change the world one child and one community at a time—keep this in mind while planning your meeting. Position greeters at the door to welcome everyone. Print name tags to aid greetings and conversation. Use place cards to guide the attendees to a seat between two Kiwanis members, and train each of those members on how to share the Kiwanis message and overcome objections. Set each guest’s place with an ink pen, a “Changing Tomorrows Today” pamphlet with application, and a club brochure. Keep it positive. Make sure that club business is left to another meeting, and remind members (at the meeting before) the importance of first impressions and the need to avoid negativity.

STEP 8
Follow Up *(One Week After Event)*
Within a week after the special event, touch base by phone, e-mail or personal post card with every guest. Do the same for everyone who said they’d come but didn’t, inviting them to the next meeting. Make a personal visit before dropping them from the follow-up process. And don’t forget, the best person to invite a new member is a new member.

STEP 9
Welcome New Members (In the Month After Event)
Assign stabilizing force in the process. As soon as a member has indicated their intent to join, assign them a mentor. He or she can lead the new member learn about the club, meet other members, and get involved with projects. Plan an orientation for new members. Orientation is a very important key to membership retention. In many cases clubs invite the spouses to this so they may learn more about the organization their partner is joining. Install the new members. Focus the whole meeting on the new members’ installation with a sincere welcome to your club and an emphasis on getting to know the new members. Now it is time to get them involved.

STEP 10
Plan Your Next Event (June)
Now that you have your first successful event under your belt, there is no better time to start planning the next membership event for September. Establish a timeframe for your next drive. Add to your ongoing prospect list the names of those who said, “Maybe later” or who were out of town. This time, consider making your Service Leadership Program club(s) – or the need to establish one – the focus of your Special Guest meeting. Include parents, teachers, and school administration in your list of prospects.
10 Simple Steps

Team Members (Step 3)

Project lead: ____________________________
Attendance: ____________________________
Venue: ____________________________
Program: ____________________________
Publicity: ____________________________
Other: ____________________________
Other: ____________________________

Event Information (Step 4)

Date: ____________________________
Time: ____________________________
Location: ____________________________
Menu: ____________________________

Agenda Information (Steps 4 & 7)

Greeter #1: ____________________________
Greeter #2: ____________________________

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Mailing Supplies Checklist (Steps 1 & 5)

- Serving the Children of the World tri-fold brochures from 1 800-KIWANIS (order at least 50)
- Club Brochures (at least 50)
- Envelopes
- Stamps

Special Guest Meeting Item Supplies Checklist (Step 1 & 7)

- Club brochures (20)
- Changing Tomorrows Today brochures including membership application (20)
- Pens for applications (20)

Planning Checklist:

- Step 1: Order materials
- Step 2: Set Your Team
- Step 3: Plan Your Guest Event
- Step 4: Develop a Prospect List
- Step 5: Mail out Information
- Step 6: Invite Personally
- Step 7: Hold Meeting
- Step 8: Follow Up
- Step 9: Welcome New Member
- Step 10: Plan Your Next Event

FOR MORE INFORMATION:

www.kiwanisone.org/membership

or call 1-800-KIWANIS (extension 411)