Happy Kiwanis New Year!! In August we celebrated the successes that we accomplished at our District Convention in East Lansing. Thanks to all who attended and especially to those that prepared our convention and especially to Bill Gohier, who worked diligently to increase membership. Though we did not make all of our goals this past year, as we start the New Kiwanis Year, just as we do January 1 in our own lives, we resolve to try to meet our goals for the upcoming year. As resolved at our District Convention:

- Increase net membership by 150 members by September 30, 2012
- Build 6 new Kiwanis Clubs
- Increase Service Leadership Programs as follows:

At Governor Bill’s suggestion, five service projects were arranged at the convention for Kiwanians and friends to engage in. As these results suggest, Kiwanians are all about SERVICE. Thanks to Terry Dzrewicki and Gary Scott of Haslett Kiwanis, Art Lopes of So. Lansing Kiwanis, Frank Moss of Okemos Kiwanis and Barbara Hollstein of East Lansing Kiwanis for helping to put all this together.

**Free Rice Project** – This project was managed by Barbara Hollstein of East Lansing Kiwanis Club and involved playing a computer quiz game, www.freerice.com Each correct answer put 10 grains of rice into a container for distribution by the U.N. Over the two days of the convention projects some 11,000 grains of rice were secured. A nice feature is that Kiwanians can take this project to their own club and have fun while they keep generating loads of free rice.

**Kids Against Hunger Project** – Kiwanis clubs responded to a request for funds for this project with just over $10,000. Individuals put in another $800 plus. When we stopped packaging at 1:00pm Saturday we had completed 37,400 meals. These meals will go to N. Kenya for the Somali refugees in that region. Kiwanians, Circle Kers, Key Clubers and Aktion club members took time out from other convention activities to package for an hour and sometimes more. At times only one line was running, and other times three lines kept the place hoppin. www.kidsagainsthungercoalition.org

**Hospital Doll Project** – Pat Kiroff from the West Branch Kiwanis Club arranged for this project at the convention and it was another hit. Kiwanians and friends representing 22 clubs stopped by this project and helped make dolls. At the end, 342 dolls were made this year and 260 have been given away already. Outstanding!
November 2011

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Michigan Builder
Michigan District of Kiwanis International
(USPS344-660)
Vol. LXXX

October/November 2011
No. 1

GOVERNOR
Elizabeth Luttrell-Wilson

GOVERNOR-ELECT
David Babbage

IMMEDIATE PAST GOVERNOR
William M. Gohier

EXECUTIVE DIRECTOR
Al Dailey

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Builder Publication Schedule

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Attention: Club Presidents, Secretaries & Bulletin Editors; Lt. Governors and District Chairpersons. Submit all articles and photos to Mikiwanis@sbcglobal.net. All photos and artwork must be sent as either jpg or bmp files.

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Thoughts from the Past Governor

The 2010 – 2011 Kiwanis year is complete and my congratulations go out to everyone who embraced the “Share your Kiwanis Spirit” theme and put a plan of action together to help our district grow in service and membership.

My special thanks go out to the 2010-2011 class of Lt. Governors, District Committee Chairs and our Service Leadership administrators who through their volunteerism and dedication made sacrifices greatly impacting the Michigan District. Congratulations on an excellent year.

To all the members of the Michigan District thank you for your dedicated volunteerism. Your focus on serving the children of the world continues a legacy of love started 96 years ago. All your efforts will allow our organization to grow and be recognized as the premier service leadership moving forward into the future.

Our staff secretary, Kathy Alexander, did a marvelous job of keeping me informed and our team too. Her meticulous business practices keep everyone up to speed and focused on the tasks needed for our organization to move forward. I thank you for your Kiwanis spirit and dedication.

Al Dailey, our Executive Director, is a wonderful Kiwanian, a terrific resource and supporter of all things Kiwanis, and a wonderful friend. Thanks for all that you did throughout the year and continue to do for our organization. I look forward to our continued association this next year.

I look forward to working with our newest team of leaders. Congratulations to Governor Liz Luttrell-Wilson and Governor-elect David Babbage on your elections. I look forward to working with you both to promote your collective goals this next year.

The memories of this last year have been molded in the tradition of volunteerism, love of community, and a care and concern for others. I have been blessed by all we have accomplished and shared this year. I am eternally grateful for the opportunity and the honor of serving the great Michigan District of Kiwanis International. Keep on “Sharing Your Kiwanis Spirit” and making a difference in the lives of children.

Yours in Kiwanis,
“Immediate Past” Governor Bill

From the Governor-Elect

The convention in East Lansing was very enjoyable. Thanks to Dave Coulter, Dee Hudson and your committee members for all your hard work. Also thanks go to the unsung heroes, Al Dailey and Kathy Alexander, for the behind the scenes work they did. The convention was a great success. We learned a lot and shared many ideas with fellow Kiwanis members. The chance to do various service projects was a great addition to the convention.

Also it was exciting to see all the Michigan State students moving into their dorms and getting ready for a new year. It reminded me of my U of M days that were many years ago.

Thank You for electing me as Kiwanis Governor Elect for 2011-2012. I am very honored and humbled. Be assured that my priorities are to God, My Wife, Family and Kiwanis.

I will work with the past governors, Governor Liz and her Lt. Governors to continue their vision of Kiwanis. I will use this coming year as a learning experience to help me develop a plan that is consistent with their established vision, and how to implement it seamlessly.

Let’s all have fun while we are working together on our projects and goals.

David Babbage

Sue Petrisin begins her year as District Governor; 219 clubs totaled 7,791 members; District total contributions to IDD neared the 2 million mark; Key Club Administrator George Brown receives Key of Honor (highest Key Club International award)
A new year is about to start. It’s never too early to start our membership growth planning for 2011-12.

Here is what we’d suggest for a way to start. Go to www.kiwanisone.org, review the Member Resource tab. There are enormous resources to help a club grow including how to build a membership team, club survey’s, community survey’s, how to take part in webinars which are done at home in your computer, club excellence tools, developing an elevator speech, tips on growth, club growth step-by-step, and many others.

Growing the club’s membership isn’t rocket science; just invite someone to visit a club meeting. We highly recommend that everyone on club development committees utilize an elevator speech. What is an elevator speech? It is telling the Kiwanis story by using a five step process which includes:

1. Practice,
2. Be yourself,
3. Listen,
4. Engage, and
5. Take action.

There is an excellent handout on kiwanisone.

It doesn’t take a lot of research to calculate the majority of our members didn’t join Kiwanis without being invited to a meeting. There are only a few of us that went looking for a Kiwanis Club to join.

Your 2011-12 Membership Growth Team is excited about helping your club grow. We can be contacted by calling John Steele, chair at 269-217-0113 or by email johnjsteele@sbcglobal.net.

---

**Fall Leadership**

There is still time to register for either of the Fall Leadership sessions to be held Saturday, October 15 in Mt. Pleasant and Saturday, October 29 in Novi. To get more information and to register, use the registration link provided on the District Website, www.mi.kiwanisone.org.

**Sessions include:**

- Fundraising for Clubs
- Service Leadership opportunities for Clubs
- Social Media and Kiwanis
- Strategic Planning for Clubs

---

**Kiwanis Birthday Party**

The 97th Birthday party, hosted by the Detroit No. 1 Club will be held Saturday, January 21, 2012 at the Detroit Yacht Club on Belle Isle. Special guest will be our International President, Alan Penn. The event includes a dinner and silent auction.

The District will schedule its’ January Board meeting in the Detroit area to facilitate attendance at both events. Details of all weekend events will be coming soon along with registration materials. Save the date!!! http://www.kiwanis1.org

---

**Volunteer Needed**

**Webinar Expert Needed**

Our Education team is in need of a Kiwanis volunteer who would be proficient in consultation and information related to webinars and their possible value to our training program. If you believe that you can help us explore this training mechanism, please contact Al Dailey at the district office or Linda Lawther at lindalawther@comcast.net.
No more cards or stamps. Support our Hospital Projects with a contribution to the Kiwanis of Michigan Foundation and share your Christmas greetings with all your Kiwanis friends.

Your contribution will place your name to be published in the December/January greeting section of the Builder.

Thomas P. Oliver Holiday Greeting Project

Say hello and help hospitalized children

Enclosed is my contribution, $______________

A check payable to Kiwanis of Michigan Foundation is enclosed.

Please list name(s) as

________________________________________________________________________

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________________________________________________________________________

________________________________________________________________________

Club_____________________
Div._____________________

Return form to:
Michigan District of Kiwanis
P.O. Box 231
Mason, MI 48854-0231

Donations are tax deductible (Section 501 Tax Code)
Deadline: November 11

Your contributions to the Kiwanis of Michigan Foundation helped our District assist about three hundred thousand children throughout the state of Michigan in the last year. You can be very proud of your part in the five great programs we support.

The coming year (2011-2012) will continue to be a challenge for all of us. The needs of the children are not going away and costs continue to rise. We are working to keep a balanced budget and that require some interesting and inventive measures. The most important ingredient in our budget is the club contribution of $40.00 per member on October 1, 2011, as this is the greatest part of our income. A portion of our income will come from the investment portfolio we have. We have received our permission as a 501c3 to solicit from other than Kiwanis members and our Executive Director is working with eight grant writers to procure funds from the non Kiwanis world. We plan a larger raffle for 2012 and this should a good source of addition revenue.

The Thomas P. Oliver Holiday Greeting Project is a fall fund raising opportunity for the Foundation and a way for you to save on Christmas Cards! Send a contribution for the Kiwanis of Michigan Foundation to the district office designated to the Christmas Greeting Project and the greeting will appear in the December Michigan Builder. The time to act on this is now even if it is still fall. The form is included in this issue.

Remember, the Foundation has a number of awards that may be appropriate to honor one of your members, feel free to contact your division trustee for this information.

Each division trustee, as your representative, meets with the full board four times a year. The trustee is your link to our board. Invite the trustee to your club meeting or Division Councils to share what the Foundation is all about, to answer your questions about the Foundation, or suggestions you may have for the Foundation to consider.

Nelson (Nels) Haan
President of the Michigan Foundation
**Club News from the Great Lake State**

Check out what’s happening around the state in other clubs.

---

### Byron Center

From left to right, Governor Bill Gohier, Lt. Governor Jackie Straub, Club Advisor Dee Hudson, Byron Center Club Vice President Kelly Thornton and Caledonia Club (Sponsor) President, Vince Weiss

Charter night was June 21 and it’s the first club built under Governor Bill Gohier for this year. They raised $3,045 that evening with their silent auction, raffle, and gifts from clubs from Schoolcraft, Haslett, Grand Rapids Golden K, Wayland, Grand Rapids North, Lakewood, and the Caledonia Area Club.

The new Club has completed their first Kiwanis project with the Byron Center Chalk Art Festival for Kids. The charter night was a great night, and a good time was had by all who attended.

---

### Delta Township

The Kiwanis Club of Delta Township helps the Lansing Food Bank once a month.

They assist in moving, sorting and counting donated food in preparation of it being handed out by the Food Movers throughout the Lansing area. Bonnie LaFay, chairperson of Community Services, reports that the Delta Club since March has moved over thirty tons of food. Shown in the picture are Nancy Born, Mary Jo Baird, Bonnie LaFay, Steve Schafer, Art Lopes, Brian Beissel, Mick Schafer and Dhruman Shah.
Dexter

Celebrated another successful year at their Dexter Daze fundraiser where they sold bratwurst, knockwursts and hotdogs. A unique twist this year added to the suspense of the drawing for the $10,000 raffle winner. Due to storms that came through the area the event was shut down early and the drawing was postponed to October where the lucky winner will be drawn during Apple Daze.

The scouts from Dexter Cub Scout Pack 477 helped out with the homemade Lemonade sales (original recipe by our own Judy Model - wife of past Governor Fred Model). A second booth was manned by past Lt. Governor Joe Scheuring, Dave Hosmer and past Governor Joe Medrano where raffle tickets were sold with a grand prize of $10,000 going to a lucky winner. Additional volunteers came from University of Michigan Circle K as well as other family members in the community. The club will be able to use funds from this event to finance college scholarships for Dexter seniors, Dictionary project, C.S. Mott Children’s Hospital projects and more. Big “Thank You’s” to all who helped to make this exciting and worthwhile event possible.

Charlevoix

John C. Lachman recipient of the Distinguished Service Award

The Kiwanis Club of Charlevoix presented the Distinguished Service Award to John C. Lachman on September 6, 2011. Denny Kiroff, Past Governor of the Michigan District and currently Executive Director of the Kiwanis of MI Foundation presented the award. It was the club’s pleasure to see John receive this award and to have it presented by Denny representing an organization that John thoroughly supported during his two terms as president of the Charlevoix Club.

The club members are grateful for all John C. Lachman has done and continues to do with his inspiration and support of the Kiwanis Club of Charlevoix. His service award was well deserved and his hard work appreciated.
Kiwanis
20 Years Ago

Jim Heymes (87-88 Governor) assumes role of District Secretary/Treasurer; Bob Snider begins his term as Governor imploring “The Race is On”; the District had 230 clubs with total of 8,903 members; three new clubs included Montrose, Kalamazoo County Golden K, and Northville Earlybirds.

AWARDS

Three Lt. Governors were recognized at Convention for achieving Distinguished status for their efforts in 2009-10 under the leadership of then Governor Joan VanArsdalen. Joan welcomed and introduced Linda Lawther (Div. 10), Rebecca Burkert (Div. 13) and Bill Fullmer (Div. 18), to the ranks of those few who each year go above and beyond to make their Divisions models of the Kiwanis family.

Publicity Chair Andy Such announced the Scrapbook winners:

The winners of the Annual Scrapbook competition were announced at District Convention. Congratulations to the following:

**SILVER DIVISION**

1st (tie) Adrian and Utica-Shelby Twp.
2nd Jackson
3rd Kiwassee-Midland

**ORANGE DIVISION**

1st Owosso
2nd Hillsdale

**BLUE DIVISION**

1st Dearborn Outer Drive
2nd (tie) Lansing Area Golden K
2nd (tie) Woodhaven

**WHITE DIVISION**

1st (tie) Dearborn Heights
1st (tie) Saginaw-Thomas Twp.
2nd Wayland
3rd (tie) Gladwin
3rd (tie) Okemos

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  - 2nd Hillsdale

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  - 2nd (tie) Woodhaven

- **WHITE DIVISION**
  - 1st (tie) Dearborn Heights
  - 1st (tie) Saginaw-Thomas Twp.
  - 2nd Wayland
  - 3rd (tie) Gladwin
  - 3rd (tie) Okemos

Linda Lawther, Div. 10
Rebecca Burkert, Div. 13
Bill Fullmer, Div. 18
Board Meeting Summary - 2011

The fourth (final) meeting of the 2010-11 Board was held at District Convention in E. Lansing. All Board members were in attendance. The following discussion items included:

- Finance Committee report through July 31, 2011
- Report from new Education and Club Development Chair, Linda Lawther
- Report from the Ad Hoc Committee for Policy and Procedure Review
- Formation of a Strategic Planning Committee by Governor Bill
- Approval of submission of Bylaw Proposals and Resolutions to Delegates
- Approval of Golf Bid, 2012, from Kiwanis Club of Ann Arbor

Next meeting at the District Office in Mason, Saturday, September 17 at 9:00 AM

Bell Ringing Awards for 2010:

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The 94th District Convention is now part of History...

Nearly 450 Kiwanians and guests enjoyed a variety of activities in the heart of Michigan State University at the Kellogg Conference Center and Hotel. A visit by “Sparty” seemed welcome, even by our maize and blue fans.

Elected to the office of Governor of the Michigan District was Elizabeth “Liz” Wilson, and David Babbage was elected Governor-Elect for 2011-12.

Attendees heard reports, received awards, participated in hands on projects, attended workshops, made new friends, and hopefully returned home with renewed enthusiasm to expand the service to children in our new year beginning October 1.
Think Ahead …………… the Michigan District of Kiwanis will be staying at the Westin Canal in New Orleans. Registration for both the Convention and hotel will be available soon, and you will be notified with all contact information and instructions. The 2012 Kiwanis International Convention in New Orleans is scheduled for June 28 to July 1.

**What do I get with my registration?**

- Access to all sessions—Opening, Business and Closing
- Entertainment on stage, including shows and international celebrities, during the Opening and Closing sessions
- Training sessions and workshops
- Access to special ticketed events (at additional cost)
- Access to the convention exhibit hall (including exhibitors, Kiwanis Family Store, various Kiwanis-related booths, family lounge, etc.)

**Venue**
The convention will take place at the New Orleans Ernest N. Morial Convention Center.

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2011 Convention Service Projects

**Continued from Page 1**

**J R Scheffel Toy Project** – The toy project, which operates in So. Lansing and is supported by some local Kiwanis clubs, builds a range of wooden toys and gives them to various organizations including our Mott Childrens Hospital and the Mary Freebed Hospital programs. This project was organized by Dennis Dudley from So. Lansing Kiwanis, and President of the Scheffel organization. They build and donate around 10,000 toys each year, all with volunteers. During the convention, Kiwanians and friends painted some 200 wooden ducks, and assembled 400 cars. The cars were delivered to the Mott program the following week by Dennis. www.Scheffel-toys.org

**Military Letters Project** – This project was also arranged by Barbara Hollstein of the East Lansing Kiwanis Club. Kiwanians and their guests found time between workshops etc. to stop at the letter writing table and generate over 60 letters to military personnel on active duty in Afghanistan and Iraq. Those letters are on their way to the soldiers, and hopefully Kiwanians will ask their club members to continue writing such letters in support of the troops. The East Lansing club has learned that the letters are highly valued by recipients.
Key Club says Hello Kiwanians!

With this month being world hunger month we are directing a lot of our efforts towards our Michigan District Project: HOPE (Helping Other People Eat). Project HOPE has had a vast impact on our clubs throughout the Michigan District in changing the mind set towards hunger related projects. Service projects such as holding canned food drives, volunteering at food banks, and helping at soup kitchens are all simple ways clubs throughout our district have been working towards a better future for those in need of food. A district wide project we are currently working on is having a club competition for which club can raise the most canned food. The cans will be tallied, and the results will be shown at our fall rally which is November 11th in Frankenmuth, Michigan. While the Key Club world has been focusing upon hunger, we have also been working in tandem with the Circle K level of Kiwanis, in having both Key Club members and Circle K members involved with world hunger month volunteer opportunities. Another district wide project relating to hunger we are currently organizing is a Kids Against Hunger food packaging event which would take place at our district convention. Our goal for the packaging is 30,000 meals, which will affect both local communities and hungry people across the globe. However, in order to complete this goal the Michigan District of Key Club is looking to raise 8,000 dollars in support of this cause. If you are willing and able to make a contribution to this cause please feel free to send checks made out to “mdokci” to Key Club Administrator, Greg Smith, at address: 4260 Sandy Creek Shelby Twp, MI 48316.

Thank you for your time, service, and leadership, Michael Snider
Michigan District Treasurer

Key Club says Hello Kiwanians!

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Thank you for your time, service, and leadership, Michael Snider
Michigan District Treasurer

Arnold Sarya
Inducted – May 5, 1960
President – Kiwanis Club of Traverse City, 1968
Distinguished Lieutenant Governor, 1978
Michigan District Governor, 1982/83

Past Governor Arnold Sarya passed away on August 29 in Traverse City. He was inducted into the Kiwanis Club of Traverse City in May of 1960 and was extremely proud that he had maintained a perfect attendance record for more than 51 years until his passing on the day of his regular meeting on August 29.

Arne’s career was as an orthodontist. Many remember that his goodbye always included “Remember to brush your teeth”. He recognized the value of a beautiful smile and throughout his life found a way to provide help to children whose family could not afford to pay.

Within the Traverse City Kiwanis Club, he was known as “Mr. Kiwanis”. In 1968, he was elected Club President. He was a Distinguished Lieutenant Governor in 1978/79. In 1981, he declared his candidacy for Governor of the Michigan District and served during the 1982/83 Kiwanis Year, having as his theme: “Communicate Love”.

He was always very active in his church, serving as president of the Bethlehem Lutheran Church several times, and, in 2007, helping to start a new congregation at the Faith Lutheran Church.

Arne was one of a kind. He did not allow his health issues to interfere with his dedication to the tenets of Kiwanis. Service to youth, devotion to his family, church and community were the pillars of his life.
With the district convention in E. Lansing now history and a great amount of interest shown for The Eliminate Project, let’s start seeing what we can do to support this International project. Kiwanis International pledged to raise $110 million by 2015 in a final push to help eliminate maternal and neonatal tetanus, a preventable disease that is typically contracted through unhygienic childbirth practices. The goal of the project is to eliminate this disease by vaccinating women of childbearing age, which will not only protect the mothers but also their future newborns.

A Trail of Broken Hearts

Three years ago Caryl Stern, president and CEO of the U.S. Fund for UNICEF, our partner for The Eliminate Project, witnessed first-hand the devastating effects of tetanus when she traveled to Sierra Leone. “It was the first and only time she sat with a mom and watched her baby die in her arms. She said the newborn had contracted tetanus after her mother, who gave birth at home, used a sharp piece of metal to cut the umbilical cord. She watched the color drain out of the baby’s face. It was heartbreaking. What’s really sad about that is that had we immunized the mom, she would have been able to pass on that immunization to her child during her pregnancy, “Stern said.

Once our project is completed by the year 2015 we will have helped eliminate this deadly disease in 40 countries.

At our district convention this August we presented the Walter Zeller Fellowship award to donors who paid in full $1,250, and with their gifts, each of the Fellows have saved and protected more than 690 lives. These are individual Kiwanians who received a special Zeller Medallion, a Zeller lapel pin and a Certificate as they help to lead the way toward our fundraising goal. Congratulations to each of our Charter Zeller Fellows. I know we all appreciate their generosity and their impact. These Chartered Zeller Fellows are:

Pamela Ecarius of the Kiwassee of Midland club
Chuck and Rose Nagy of the Utica-Shelby Township club
International Trustee Sue Petrisin of the East Lansing club
Mark Rabaut of the Utica-Shelby Township club
Stanley and Shirley Tipton of the Coldwater club
William and Joan Van Arsdale of the Hillsdale club
An anonymous gift

Thank you to these Chartered Zellers for their gifts.

One club entered into the Chartered 100K club with their gift of $100,000. Because this was made prior to the International convention in Geneva this club was given special recognition as a Charter 100K club. This was the Ann Arbor club and they received a framed certificate of appreciation. They will also receive a $100K club banner patch, $100K lapel pin for each club member, recognition in selected Kiwanis publications and recognition at Kiwanis International headquarters. We thank the Ann Arbor club for their generosity with The Eliminate Project.

In Kiwanis We Serve

Richard “Dick” Buttery
THE ELIMINATE PROJECT
MICHIGAN – DISTRICT COORDINATOR
94th Michigan District of Kiwanis Convention

If you were not in East Lansing, August 25-28, then you missed a great Convention. Here are some things you need to know:

There were 384 member Kiwanians registered along with 73 guests. This group consisted of 209 Club Delegates and 26 Delegates-at-large, representing 113 of our 177 active clubs.

All officers and current Lt. Governors were in attendance as well as 14 of our 21 Past Governors.

Elected to represent your clubs in 2011-12 are:

Elizabeth Luttrell-Wilson (Kiwanis Club of Mason)
Governor, 2011-12

David Noel Babbage (Kiwanis Club of Allen Park)
Governor Elect, 2011-12

The Delegate body had the pleasure of meeting and hearing from the District Governors from Service Leadership:

Gary Dygert, District Governor of Aktion Club

Tyler Johnson, District Governor of Circle K

Deanna Galer, District Governor of Key Club

Amendments to the District Bylaws were approved and included:

• Permitting Electronic Meeting/Voting for both the Board and Standing Committees (Article VI, Sec. 9 and Article VIII, Sec. 19).
• The addition of Aktion Club; the consolidation of Laws and Regulations and Resolutions; Membership Development and New Club Building; and the elimination of International Relations, Administration, Achievement and Strategic Planning as Standing Committees (Article VII, Sec. 1).
• The elimination of New Club member fee of $25 and aligning revenue language to conform to KI process considering Charter fees to be payment of dues for all Charter members for the following Administrative year (Article XV, Sec. 4).

Next Convention to be at Boyne Highlands (Harbor Springs) next August 23 through 26, 2012.
Governor,
Continued from page 1

• 10 new K-Kids, 5 new Builders Clubs, 5 new Key Clubs, 2 new Circle Ks, and 6 new Aktion Clubs

The Governor’s Project for 2011-2012 is to concentrate on maintaining and growing our existing clubs. However, I have a “team” that is going to work on building the new clubs. While nurturing our existing clubs is of utmost importance, spreading the Kiwanis name into communities without Kiwanis Clubs is important for the survival of our organization and to help our children and struggling areas during these rough economic times.

Increasing the number of SLPs gives us the important opportunity to reach out to our schools and the parents of our students, as school staff and parents are potential members. The Administrators for the SLPs are dedicated individuals who have the expertise to give you the tools to start one of these programs.

The First Dude’s Project (Tom) is dedicated with increasing the participation in Key Leader by 35% over last year. Once the initial first days of school have waned, it is time to start talking with your school leaders about finding students to attend Key Leader, held in May. International has excellent promotional products you can use for this purpose.

Speaking of promotion, learning to promote is a tool we all need to adapt. I am working with my PR person, Caitlyn, to have workshops on developing relationships with the press.

Establishing contacts and building relationships with your local media outlets can be extremely beneficial to your Kiwanis club. Using these resources within your community can help your projects, and your club, continue to grow.

Caitlyn Kienitz

Get the word out!

Publicity is an important part of many Kiwanis projects -- not only does it draw people to your events, it can also increase community awareness of what Kiwanis does and even draw new members to your club. With a little effort, you can guide local media to your events and draw the benefits of added visibility!

Do your research.

Before you even send out the first press release, make sure you are targeting the right audience! Consider which media outlets cover similar events in your area and speak to the audience you’re hoping to reach. Once you have determined your media targets, look for reporters who cover your area specifically or the section of a newspaper that has covered events similar to yours in the past, such as a community news section. Many media outlets will list their preferred method for receiving news tips or releases on their websites or on their pages. A little advance research can help your press release end up in the right person’s hands instead of lost in the shuffle.

Be concise and informative.

When composing a news release, keep it short and sweet. Include important details such as date, location and purpose, as well as anything that might make the event stand out. Include contact information for someone who is ready and able to answer questions about your event.

Before sending out a media release, take time to ask yourself the question “Why will people care?” and answer that question in your release. Media outlets are much more likely to be interested in an event if they can see how it would appeal to their readers or listeners. If you are unfamiliar with writing a news release, templates and examples are easily found online.

Be considerate, but persistent.

Reporters are frequently working on deadline and are juggling multiple stories. Be sure to submit your release early enough to give them time to schedule an interview or pass the information on to another department if needed. A few days after distributing your release, follow up with the reporter or department via phone or email.

Establishing contacts and building relationships with your local media outlets can be extremely beneficial to your Kiwanis club. Using these resources within your community can help your projects, and your club, continue to grow.

Caitlyn Kienitz
October 2011

9  Banner Exchange, Mason
15  Fall Leadership Education (FLE), Mt. Pleasant
29  Fall Leadership Education (FLE), Novi
30  Kiwanis of MI Foundation Board, Mason

November 2011

9  Regional Meeting Lt. Governors
   Div. 1,3,4,5,7,9,10,11,12,13, Ann Arbor
10  Regional Meeting Lt. Governors
   Div. 14, 17, 18, 19, 20, 21, 22, Mt. Pleasant
19  Council of Past Lt. Governors, Mason
24-25  THANKSGIVING, District Office Closed

Net gain is from 10-1-10 thru 8-30-11
and includes only clubs with
at least a net gain of +5
based on official membership
numbers supplied by Kiwanis International.