

# Kiwanis

Nebraska-Iowa District

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# Paul Palazzolo Message

Kiwanis International President for 2009-2010

## WHO WAS YOUR KIWANIS SPONSOR?

Can you name the winner of the Nobel Peace Prize last year?  
Who was the most valuable player in Super Bowl XLII?  
Who asked you to join your Kiwanis Club?

The reason the last question is easier to answer is simply because that person made a difference in your life. If I could meet your Kiwanis sponsor, I'd proudly shake his or her hand in gratitude. As a Kiwanian, when you help a child, it's almost as if your sponsor were involved. It's a legacy of service.

Strengthening your club's membership builds that legacy of Kiwanis service. During 2009-10, I'm asking you to help your club achieve its potential for service by achieving its potential for membership strength. Your club can achieve its potential by coordinating four membership efforts during the year:

- **October: Walk the Talk** – All Kiwanis Leaders sponsor at least one new member. It's not too late to generate the momentum for this effort right now!
- **January: Stay Flexible** by taking advantage of the new flexible membership initiatives like satellite clubs and corporate membership.
- **May: Kiwanis Membership Month** – Work with your club to plan now for a full-scale effort.
- **September: Keep it in the Kiwanis Family** by asking family and faculty of your sponsored clubs to join your club.

As a leader in Kiwanis, now is the time to set the pace for an entire year of membership growth. Please check out the details for each of these club membership initiatives on the Kiwanis website at: [www.kiwanisone.org/reveal](http://www.kiwanisone.org/reveal) and plan now to grow for service.

The greatest gift of gratitude to your Kiwanis sponsor is to return the favor and sponsor another new Kiwanian into your club. Let's use the concepts in the "Reveal" initiative to build that legacy of Kiwanis service. Thanks for making time to make a difference.



Paul Palazzolo,  
2009-10 President



## Membership Growth

By Ron Petsch, Governor

Membership growth has been a topic we have discussed for some time throughout the District and I am happy to report that the plan for growing clubs and creating new clubs in the NE-IA District is beginning to take shape.



With Milford Hanna as our District Growth Chair, we have been able to create a district-wide team with no fewer than 58 members to date. Having dedicated members all across Nebraska and Iowa is the key to our growth success.

Our growth efforts will be focused on:

- (1) New club building,
- (2) Existing club growth,
- (3) Member retention, and
- (4) Service Leadership Programs.

Currently, we have created several web pages on the NE-IA District website that address the growth plan and the targeted communities where we will be working.

Please visit the website and click on **Growth & Membership** to review this information. Please let me know if you are willing to assist in this effort and if you want to know how you can participate.

Work is continuing on the new Huxley, Iowa Kiwanis Club and there will soon be an effort in Aurora, Nebraska and Belmont, Iowa. I am extremely pleased with the progress that has been made and my sense is that many Kiwanis members and many clubs are discussing ways to improve their own membership as well as help grow the entire District.

There is much more discussion and attention being given to Service Leadership Programs these days and this is a great sign. Kiwanis Clubs need to provide more support and develop opportunities to work with youth and have meaningful relationships with local schools.

With this in mind, clubs will receive more attention from the community and hopefully more member-

ship participation as a result.

Work with your club to complete a community analysis so that you know your club is providing the most significant service it can to your community and your children.

We hope that you join the cause to provide more service to those in need. If you can think of a group of children in your area whose are not being met, this is where a Kiwanis club should be created to provide service.

Your suggestions and support are appreciated as we begin the long-term task of maintaining and growing the organization we love – Kiwanis!



## The Bookends to Service and Growth

By Gus Dornbusch, Governor-Elect

Governor Ron Petsch has set the theme for 2009-2010 Kiwanis year of “service and growth with Passion.” Of course when you break down what Kiwanis is about, it’s “service and growth.”



It is “**service**” to meet the needs of children and communities and “**growth**” in membership to support those services. Every year, growth and service must be a centerpiece for each club President, Lt. Governor, and Governor if Kiwanis is to meet the needs of the communities it serves.

So what are the bookends to service and growth? As described below, they are a part of the basic functions of what makes a club operate effectively.

**Bookend and function number one is ... Community Analysis.** A Club needs to do a community analysis with the community leaders every two years to be sure they are devoting their time, talents, energy and resources to the right things to improve the community and meet the children’s needs. These analyses also provide the opportu-

nity to evaluate whether the club's present projects need to be continued and/or new projects added.

**The question is:** When was the last time your club did a community analysis? Are the economic conditions, for example, changing what the needs are in your community?

**Function number two is ... Projects.** The **needs** identified in the community analysis can be formulated into **projects** that will outline what a club **could be doing** to meet the needs of the community and the children.

**The question is:** Are there more projects identified in the analysis than you are presently doing? If so what is that telling you?

**Projects** lead directly in to **Service**.

**Function number three is ... Service.** It is what makes being a Kiwanian fun! There is no greater feeling than making a difference in children's lives and improving the community where they live.

Service is fundamental to Kiwanis. Governor Ron has highlighted it as one of his top priorities and he's right on target.

**The question is:** Is your club doing all it needs to be doing to meet the needs identified in your analysis? If the answer is no, what needs to be done to meet these needs?

That moves us to Governor Ron's other top priority; **growth** which is the fourth function.

**Function number four is ... Growth:** To help answer the question above, if a club has identified more needs in the community than they can presently service, they can do several things.

- Number one: they can turn their back on the **needs** and watch the situation get worse.
- Number two: they can decide to meet the community needs by determining how many total members it would take to meet them and then conduct membership drives to get

new members, using the community needs as the selling point.

- Or, how about developing and sponsoring a new club in your community to help meet the community needs?

**The bottom line is status quo is not an option** to solving these increased youth and community needs.

**The question is:** Has your club assessed how many members are needed to meet community needs, and do you have plans to do something about it?

**Bookend and function number five is ... Fund-raising or financial support.** Services require two things: people and dollars. In other words, service and fund-raising are closely linked if the community and children's needs are to be met. Each project varies on the combination of these two.

Growth plays a big part in fundraising. The more members the club has, the better the opportunity to raise money. The key to implementing each project is developing a plan that identifies the number of people and funds needed to accomplish it.

**The question is:** Is fund-raising guided by a plan to meet service needs?

There is no doubt that Service and Growth are keys to a club's success in its community, but if a club doesn't do the "bookends" well, then the chances of meeting community and children needs are diminished.

**Passion -** Governor Ron wants us to incorporate "**Passion**" in all of the functions listed above. If a club is going to be a "great" club, the club leadership and members need to have passion as its centerpiece.

If the functions listed above are done with passion — a passion to improve children's lives and the communities in which they live — then the club members will reflect an opportunity for others to join Kiwanis (growth) and get involved (service) in making a difference.

*Gus Dornbusch*

# 2009-2010 Growth Team Goals

## Overview and Structure

A team of 38 Kiwanis members from all across the NE-IA District convened in Bellevue on July 11, 2009, to begin planning strategies to promote the growth of Kiwanis throughout the NE-IA District. Since then the team has grown to over 58 members

For a number of years, membership in the NE-IA District has declined and continues to decline. The purpose of creating the NE-IA Growth Team is to initiate a significant effort to increase membership and strengthen Kiwanis Clubs.

Building new clubs will be important in being able to reach the goal of 15,000 members in our District by the year 2015. Increasing the number of Service Leadership Programs will also be a focus of the team.

In order to position our District to better serve the needs of the children of the world, secondarily supporting the Kiwanis goal of having One Million members by the 100<sup>th</sup> Anniversary of Kiwanis, our team has set a goal of 15,000 members in the NE-IA District by 2015.

This goal includes members of all Kiwanis Clubs, Aktion Clubs, Circle K Clubs and Key Clubs and is intended to be interpreted to include other groups such as Kiwanis International proposes between now and the year 2015. For reference, Service Leadership Programs will be synonymous with Aktion, Circle K and Key Clubs.

As of September 30, 2009, there are 7067 Kiwanians (initial estimate of 7,100) and approximately 2,500 Service Leadership Program members in the NE-IA Kiwanis District. The goal of 15,000 members is to have 11,000 Kiwanians and 4,000 Service Leadership Program members by 2015.

## Growth Specifics

Kiwanis Growth	Membership
Current Membership	7100
Clubs Emphasizing Growth (28)	500
Remaining Clubs Grow by 10%	700
New Clubs (90 Clubs x 30 Members)	2700
<b>Total</b>	<b>11,000</b>

Service Leadership Growth	Membership
Current Aktion, Key Club & CKI	2500
New Clubs (30 Clubs x 35 Members)	1500
<b>Total</b>	<b>4,000</b>

Kiwanis Family	2009 Membership	2015 Membership
Kiwanis	7,100	11,000
Aktion, Key Club & CKI	2,400	4,000
<b>Total</b>	<b>9,500</b>	<b>15,000</b>

## New Club Building Objectives

The objective of the New Club Building Team is to study, research and develop new Kiwanis Clubs in communities or towns where services are denied but could easily be provided by a local Kiwanis Club. This New Club Building Team has been formed to assume the coordination of new club building.

Recruitment of additional committee members is necessary and can be brought on board through the new club building activities of the committee.

## New Club Goals for NE-IA District

1. More than [100 sites](#) or locations have been identified where a new club can be built.
2. Ten sites have been targeted for a new club building effort from October 2009 until September 2010 (see below)

## Successful New Club Building

The club building model championed by 2008-09 KI President Don Canaday works very well and includes the following steps:

1. Complete a [Site Survey](#) and a [Community Analysis](#)
2. Request a [New Club Building Kit](#), if necessary.
3. Review the [Best Practices](#) narrative for important tips for success in club building.
4. Contact key people in the community to invite them to be charter members and to get recommendations of other valued community residents, such as School Superintendent, the Mayor, Librarian, City Clerk, Police Chief, prominent bankers and clergy, etc.
5. Identify and schedule between three to five days on the calendar for the club building effort.
6. Canvass the community in teams of two people,

keeping notes, business cards, asking for referrals, meeting as a team prior to interviews, and being collaborative.

Most often, the biggest road block to new club building is a lack of confidence on the part of the recruiters to go into a community and start inviting people to become Kiwanis members.

1. Role playing exercises done in advance of actually making prospective member calls is absolutely necessary to insure successful recruitment efforts.
2. A person experienced with making prospective member calls should be paired with someone without experience when making "cold" calls.

### **New Club Desired Outcomes**

1. Each team member will recruit others to assist in the new club building effort. Their names will be reported to Milford Hanna and the three Chairs of the Committee: Darrell Nelson, Barb Moran, and Mark Holmer.
2. Our team members take responsibility for starting new clubs in the following 10 communities within the next year, so we need individual goals.
  - Div 1 – Decorah, Iowa: Mark Holmer
  - Div 2 – Belmont, Iowa: Jim Davies and Mark Holmer
  - Div 9 – Cedar Rapids, Iowa: Evan Matthews
  - Div 11 – Huxley, Iowa: Paul Domoto, Ron Petsch, and Don Glenn
  - Div 13 – Urbandale, Iowa: We need someone from that area
  - Div 17 – Council Bluffs, Iowa: Terry Virtue and Roger Ploeger
  - Div 18 – David City, Nebraska: Barb Moran
  - Div 18 – Schuyler, Nebraska: Everett Breach, Hartington,
  - Div 21 – Nebraska City, Nebraska: Barb Moran
  - Div 23 – Aurora, Nebraska: Darrell Nelson

Our team will schedule to meet next at the Mid Year Conference on January 30, 2010 in Lincoln.

### **Existing Club Growth Objective**

The objective of the Existing Club Growth Team is to focus on assisting and mentoring Kiwanis clubs

in how to grow their membership effectively. Clubs need to create new projects and ideas that will keep enlisted members from losing interest in the club and to interest or involve new members.

### **Existing Club Goals for NE-IA District**

1. Conduct a Kiwanis Community Analysis to determine current needs and opportunities in the community. Utilize the [Community Analysis](#) form on the NE-IA District website (see Resources/Assessment Forms), the information on page 23 of the Membership Development Manual or page 38 of the new Leadership Guide.
2. Clubs should review the [Club Assessment Overview](#) and then conduct a [Club Assessment](#) to determine club's available assets and what changes club members feel are needed.

### **Existing Club Desired Outcomes**

We have developed a plan to assist in growing some clubs during 2009-2010. The following 16 clubs will be offered assistance during the next year. Again, this effort will expand as we train more people to help.

- Div. 4 – Hawarden
- Div. 6 – Cherokee
- Div. 9 -- Marion Metro
- Div. 10 – Marshalltown
- Div. 12 - Denison Golden K
- Div. 12 – Missouri Valley
- Div. 15 – Colfax
- Div. 15 – Oskaloosa
- Div. 17 – Glenwood
- Div. 19 – Blair
- Div. 22 – Lincoln South Pointe
- Div. 23 – Grand Island
- Div. 23 – Superior
- Div. 24 – Lexington

### **Member Retention Objectives**

The objective of the Member Retention Team is to focus on how to keep enlisted members from losing interest in the club in a short time or after their first year of membership.

Our objective is to get new members educated about Kiwanis and involved in Kiwanis activities.

### **Member Retention Goals for NE-IA District**

1. Each club should develop a [Club Brochure](#) (Nov. 1, 2009)

2. Each club should have a [Newsletter](#) or web site. (Nov. 1, 2009)
3. Clubs should involve new members by implementing the following (Oct. 1, 2009):
  - Interviewing new members for interests/ talents before induction
  - Explain committees and projects to new members/ask for area of interest
  - Assign mentor/buddy
4. Each club should complete a [Club Assessment](#). (Dec 1, 2009)
5. Each club should have a new and all [Member Orientation](#) at least once per year
6. Each club should have a Kiwanis education topic or a Kiwanis Minute every month as part of their regular meeting (Mar, 20, 2010)
7. All members submitting a resignation should have an exit interview or be asked to complete

an exit form. (Mar 30, 2010)

### Member Retention Desired Outcomes

We would like to work with clubs to build this foundation, then move on to other areas for improvement, such as keeping meetings and projects fun, interesting, friendly and relevant.

The Growth Retention group will work with the Existing Club Growth group since a couple of the goals are similar (club assessment and orientation)

The Growth Retention group will design an implementation plan to meet these goals in the desired time frame. This will be done electronically and, hopefully, during District conferences and conventions.

# NE-IA Kiwanis Growth Team

**Growth Team Lead:** Milford Hanna  
**Governor:** Ron Petsch  
**Governor-Elect:** Gus Dornbusch  
**Treasurer:** Marvel Dunaway  
**District Secretary:** Frank Murphy  
**Growth Retention Chairs (2)**  
**New Club Building Chairs (3)**  
**Existing Club Growth Chairs (3)**  
**Service Leadership Chairs (3)**

#### Growth Retention Chairs

- Larry Ziska
- (Open)

#### New Club Building Chairs

- Darrell Nelson
- Mark Holmer
- Barb Moran

#### Existing Club Chairs

- Irv Omtvedt
- Ron Peterson
- (Open)

#### SLP Chairs

- Floyd Hutzell
- Lenora Hanna
- Tina Pollpeter

#### Retention Counselors

- Duane Annunson
- Bob Dunaway
- Gus Erickson
- Jane Erickson
- Jody Melcher
- Joe Melcher
- Bev Peters

#### New Club Counselors

- Ron Benson
- Betty Borchardt
- Everett Breach
- Jan Burch
- Paul Domoto
- Rene Eastman
- Don Glenn
- Evan Matthews
- F.C. Parrish
- Roger Ploeger
- Keith Scott
- Byron Tabor
- Terry Virtue

#### Existing Club Counselors

- Dennis Butler
- Rex Cross
- Betty Dasenbrock
- Linda-Dodd Smith
- Teresa Dredge
- Don Edwards
- Daryn Hamilton
- Evelyn Kendall
- Bob Mitchell
- Bill Morrison
- Paul Ruhrdanz
- Bill Saxton
- Don Siffring
- Jeanne Virtue
- Michelle Wall
- Jolene Ward

#### Leadership Counselors

- Rita Baker
- Bud Dasenbrock
- Jim Dane
- Jim Davies
- Tracey Domgard
- Linda Fischer
- Alex Hull
- Jason Villalobos

# Midyear Conference

**Date:** Saturday, January 30, 2010

**Location:** North Star High School  
5801 North 33rd Street  
Lincoln, Nebraska 68504



Plan to attend the 2010 Midyear Kiwanis Conference in Lincoln, Nebraska. Not only will you learn more about Kiwanis, you'll learn why you want to be more involved in Kiwanis, learn ideas for service to your community and youth, meet Kiwanis leaders from other communities and have some fun!

### Agenda (Tentative)

- 7:30 Registration & Continental Breakfast
- 8:30 Kickoff and Keynote Speaker
- 10:15 Breakouts (3 Sessions)
  - Club Meeting Planning
  - Bug and Kiwanis Kids
  - Special Olympics and Aktion Club
  - Women in Kiwanis
  - Growth for Service
  - New Member Orientation
  - Past Lt. Governors Association
  - Food Backpack Program
  - NE-IA District Website
  - Club Leadership Education
  - Introduction to Online Training
  - Dues Simplification & KiwanisOne
- Noon Luncheon and Awards
- 1:15 Breakout Sessions (continued)
- 2:15 General Session & Keynote Speaker
- 4:00 Conference Concludes



### Registration (Two Options)

- Online at [www.ne-ia.kiwanisone.org](http://www.ne-ia.kiwanisone.org) and pay with credit card - or -
- Mail the registration form on next page and pay with a check.

### Registration Cost

- \$50 for Kiwanis member registration including lunch
- \$40 for Guest registration including lunch

**Registration Deadlines** Register online or mail the attached form by January 22. After January 22 register at the conference. No refunds after January 22, 2010.

**Overnight accommodations have been discounted at the following Lincoln, NE hotels:**

Hotel	Address	Room	Rates	Cut-Off Date	Telephone
Staybridge Suites	2701 Fletcher Avenue	Suite	\$85	Jan 8, 2010	404-438-7829
AmericInn	6555 N. 27th Street	Standard	\$69	Jan 15, 2010	402-435-1600
Comfort Suites	4231 Industrial Avenue	King/Queen	\$59	Jan 16, 2010	402-476-8080
(Reservations at Comfort Suites to be made under Group Number 1857)					
Hampton Inn	7343 Husker Circle	Single	\$70	Jan 2, 2010	402-435-4600

Call the hotels directly for reservations. Tell them you are with the Nebraska-Iowa Kiwanis District and ask for our Midyear Conference rates. Prices do not include taxes and after cut-off dates, the rooms are released to the public and may not be available at the discounted rate.

# 2010 Midyear Conference Registration Form

\_\_\_\_\_

Club Member Name

\_\_\_\_\_

Partner or guest, if attending sessions

\_\_\_\_\_

Mailing address

\_\_\_\_\_

City, State, ZIP

\_\_\_\_\_

Phone Number

\_\_\_\_\_

E-Mail address

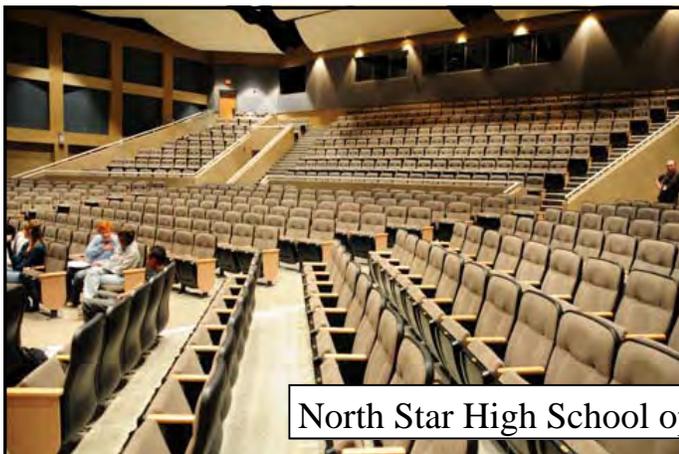
\_\_\_\_\_

Club Name

	<u>Number</u>	<u>Cost</u>	<u>Total</u>
Kiwanian registrations (Includes Lunch)	_____	\$50.00	\$ _____
Guest Registrations (Includes Lunch) For guests that attend sessions	_____	\$40.00	\$ _____
<b>Total Enclosed:</b>			\$ _____

Mail this form or register online up to January 22, 2010 only. After January 22, please plan to register at the conference. The registration desk will open at 7:30am on Saturday, January 30, 2010. No refund requests will be accepted after January 22, 2009.

For mail-in registrations, please make checks payable to "NE-IA Kiwanis District" and send registration form with check to NE-IA Kiwanis District, 501 Raider Drive, Williamsburg, Iowa 52361. If you have any questions, please call Frank Murphy at 319-331-9926.



North Star High School opened in August of 2003.

## Membership Can Grow

By Dave Hessman

International President Don Canaday asked all Kiwanians to put special emphasis on membership last year. Membership should be our major emphasis all year, every year.



So I challenge you to think about how you recruit members. Are you talking with school principals, administrators, church leaders, mayors, friends and neighbors? Do you follow through with prospective members?

I challenge you to look for people with Kiwanis hearts, men and women willing to share their time, talent and treasure for the benefit of others. There are millions of them out there who just need us to invite them to become Kiwanis members.

Let me tell you about the Spencer Hy-Noon Kiwanis Club. In a town of 11,000 and four Kiwanis Clubs with 200 members, they have inducted a **net 10 new members** as of September 30, 2009.

How did they do it? The Membership Committee asked each member to write down the names of two people they know and would feel comfortable asking to come as a guest. Then they began asking and bringing guests.

The Membership Committee then monitored the calls to make sure everyone did actually make the calls. Twenty five members did call on 50 possible members. They got 15 new members to join. That is 30%, or almost one of every three called on.

This is about what our 2008-09 International President Don Canaday said. You can get about one out of every three you call on to join.

Just think, if every Kiwanian in the NE-IA District asked three people to be a guest of their Kiwanis Club, we could double our size in just a few years.

*Dave Hessman*

Governor, 2006-07

## 70 Tips and Techniques for Recruiting New Members for Your Club

1. Set a club membership goal for the year and create a display that shows the progress towards that goal at all meetings.
2. Create a list of potential members and follow up on status at each meeting until the candidate makes a decision.
3. Take prospects to dinner, buy their meals, as well as the meal of their spouse's meal, present a very comprehensive overview of Kiwanis, its purpose, its focus, community projects, committee structure and how we operate.
4. Extend an invitation to speakers to join club.
5. Invite club scholarship winners and parents to a meeting and ask the parents of the students to join Kiwanis.
6. Include potential members in club activities to give them firsthand experience in what being in Kiwanis can do for others and for them.
7. Ensure that every current member sees new club building as his/her responsibility, but have a "new club building" committee in your club's structure.
8. When engaging your club in a membership drive, make certain that you present your plan and agenda to your entire board and club membership.
9. Create business cards that members can use to share with a prospect. Include meeting time, locations and contact information.
10. Ask friends and acquaintances to join.
11. Ask every member to submit two prospects to the membership chair, then have them invite the prospects as guests and do follow-up.
12. Recruit the family members of your club's sponsored program; make recruiting a contest.
13. Recruit women into your club.
14. Send letters or make personal contact with local businesses.
15. Have a booth at malls, fairs, festivals, etc.
16. Distribute pamphlets in doctors' offices, hospitals, cafeterias, libraries, barber shops, beauty salons, etc.
17. Host an Open House or special guest day for new members.
18. Have the membership chair give a one-minute status report at every club meeting.
19. Make the membership chair a club director.
20. Put together guest information packets.
21. Conduct Kiwanis service projects that serve needs of the community.

22. Invite family members to join Kiwanis.
23. Send letters to people in the news with an invitation to visit the Kiwanis club.
24. Distribute extra copies of *Kiwanis* newsletter in waiting rooms, etc.
25. Make prospective members feel important.
26. Honor outstanding community members with the "Kiwanis Award for . . ."
27. Invite past Circle K or Key Club members to join Kiwanis.
28. Make some meetings social events.
29. Build a club website.
30. Put Kiwanis posters in public areas.
31. Invite the media to cover well-known speakers
32. Ask corporations and employers to sponsor or subsidize membership.
33. Have a reward or incentive program for those who bring in new members.
34. Follow up with guests who are invited to join.
35. Place a colored dot on the watch of every member to remind them to bring a guest.
36. Lead by example – how many members have you recruited?
37. Provide guests with free meals.
38. Contact Chamber of Commerce members.
39. Update your club Community Analysis survey.
40. Hold joint meetings with non-Kiwanis groups
41. Share your Kiwanis experience with others
42. Wear Kiwanis apparel when participating in community events.
43. If a prospect can't attend your meeting due to time, suggest another club, a non-meal membership or a Satellite club.
44. Publicize club successes, elections, and events in local newspapers.
45. Have members put the club newsletter or issues of the *Kiwanian* in the reception area of their office.
46. Wear Kiwanis pin or Kiwanis apparel .
47. Send newsletters to guests and speakers.
48. When asked about your leadership skills and career success, tell them about Kiwanis.
49. Give members a Kiwanis decal or bumper stickers for their cars.
50. Give testimonials about Kiwanis while guests are at the meeting.
51. Practice selling Kiwanis at club meetings – have a one-minute elevator speech about Kiwanis.
52. Conduct a Membership Satisfaction Survey.
53. Bring your boss to a club meeting.
54. Make direct contact with women's business associations.
55. Bring your co-workers to a club meeting.

56. Bring your subordinates to a club meeting.
57. Have new-member kits and/or brochures.
58. Use books, brochures, videos, and posters from Kiwanis.
59. Hand out guest invitation cards for a "Free" breakfast (lunch, dinner) meeting.
60. Have all members constantly promoting and raving about Kiwanis.
61. Develop a strategic membership plan. Recruiting is a year-round priority and needs to be planned.
62. Identify a missing skill in your club and work on filling it with new members.
63. Display a thermometer showing progress towards the club membership goal.
64. Feature a member's "benefit of the month" in the club newsletter.
65. Induct new members with pizzazz and invite spouse/partner.
66. Contact all qualified members who have resigned in the past three years.
67. Regularly check the district and Kiwanis website for ideas.
68. Invite spouses to social functions.
69. Ask recipients of Kiwanis services or donations to speak for the club.
70. Start a Satellite club.

### **Wanted: New Club Building Assistant**

The District Growth Committee is looking for someone to research prescribed communities as prospective new club building sites. We will pay \$125 per community for the background work, payable upon receipt of the report, and an additional \$25 for helping the new club get its membership paperwork completed.

The research is anticipated to involve visiting the community websites, listing and defining schools, businesses, chamber of commerce, etc. and then populating a list of perhaps 150 contacts. It may be necessary to make some phone calls to inquire about "leaders" within the community who might provide names of prospective members.

Finally, responsibilities will include working with other Kiwanis Clubs in the area to identify recruiters and making a few recruiting appointments to kick off the new effort.

If interested, e-Mail [mhanna1@unl.edu](mailto:mhanna1@unl.edu) (Milford Hanna).

## The Power of Service to Others

By Jim Terry, Human & Spiritual Chair  
Utah-Idaho District

I once read about Mother Teresa treating the poor in Calcutta, forcing them to eat some sort of food, holding their heads in her lap as they died, making their last moments on earth full of love. I know it would be very hard to do the things she did.



She dedicated her life and every scrap of energy she had to service, yet even she was only able to touch a handful of the people that suffer from poverty, hunger, and disease in this life. How could anyone make a difference, a real and lasting difference?

It brought to my mind the story about a boy and a man on the beach. One day a man was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean. Approaching the boy, he asked, "What are you doing?" The youth replied, "Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don't throw them back, they'll die."

"Son," the man said, "Don't you realize there are miles and miles of beach and hundreds of starfish? You can't make a difference!" After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf. Then, smiling at the man, he said "I made a difference for that one."

You see, that's how it was for Mother Teresa. Mother Teresa was famous for giving the person she was talking to at any given moment her full attention. "I believe," she said, "in person-to-person contact. Every person is Christ for me and since there is only one Jesus," she reasoned, "the person I am meeting is the one person in the world at that moment."

She believed that starting with individuals would add up to a much different world. In the 1980's, the population of Calcutta was between six and eight million, of which more than two million lived

on the street. Sometimes Mother Teresa had to answer the charge that she and the Sisters were responding to only a tiny fraction of the need. She replied, "I do not add up. I only subtract from the total number of poor or dying ... "

Her most famous response to the question of her effectiveness came in reply to a U.S. senator: "God has not called me to be successful. God has called me to be faithful." she said. Mother Teresa and those who worked with her were not paralyzed by the thought of what they could not do. And so it should be with us.

As Kiwanians, we should simply ask ourselves, "Is there one person I can help in some small way today?"

## 45 Tips and Techniques for Retaining Members in Your Club

1. Conduct a Community Analysis every two years to determine if your club is devoting its time, talents, energy and resources to the right things to improve the community.
2. Conduct an orientation session for all new members shortly after induction and present a certificate or plaque to each new member.
3. Assign a different member to act as the official greeter (e.g., rotate through all members) each week at club meetings.
4. Have a "get to know a member" time each month where the president asks 10 questions of a member (e.g., background, first date with wife, college, etc.).
5. Have sponsor take new member to a service activity, a fundraiser, an interclub. Get them involved in what Kiwanis is about.
6. Focus on fellowship and fun at the meetings to build the camaraderie among club members.
7. Allocate time on the "Happy Basket" or "the Pig" or whatever device is used to share news of the members at the meeting.
8. Have a greeter (a position which rotates alphabetically through the club) and allocate three to five minutes for a spotlight talk about himself/



herself, his/her work, who brought him/her into the club, people important in his/her life, and memorable achievements.

9. Ask the Greeters to tell "Two Truths and One Lie" about themselves (e.g., three statements of facts of which two are true and one is a lie). The club has to guess which one is the lie.
10. After recruiting members, find or develop opportunities for them to get involved right away.
11. Have clear goals and expectations of what new members will do as a member of your club.
12. Be flexible: have service projects on weekends and weekdays, mornings and evenings. This kind of diversity of opportunity will enable members to balance work, family, and service!
13. Make sure club members understand the importance of the task they are doing, and how it fits into the overall service projects and goals of the club.
14. Never allow members to feel that you wasted their time or that they weren't really needed.
15. Provide fellowship opportunities and refreshments during and/or after service projects.
16. Provide a structure so that those interested can take on roles of greater responsibility.
17. Give honest and sincere praise, say "thank you," make people glad they came and participated. Recognize members in speeches, media and meetings.
18. Make every project an "event" – make it more interesting than staying home and watching the weather channel.
19. Give out special shirts or pins to members who participate in service projects or fundraisers. This is their project service medal.
20. Make installations a premier part of a program, not something that is sandwiched in or taken lightly; orientate before installation and mentor afterwards.
21. Each new member's **sponsor** should be committed to: 1) make certain that each new member is properly inducted and introduced to the club; 2) participates in a minimum of two service projects with the new member within three months of their joining; and 3) attends an orientation session with the new member.
22. Each new member should pair up with their sponsor and be an official greeter within three months of joining. Have sponsor and new member be greeters together.
23. Involve new members in volunteer and service activities as soon as possible.
24. Assign members to club activities that match their interests and ask members to take on

new assignments each year.

25. Assign new members to highly visible tasks so other members will get to know them.
26. Encourage members to bring their spouses or partners to club events, especially meetings with a speaker they would enjoy.
27. Ask new members for their ideas regarding service projects, fundraising, meetings, etc.
28. Conduct a sign-up for weekly program responsibilities at the start of each fiscal year so the program responsibilities are being rotated among all members. Emphasize the importance of good and interesting programs. Make sure to remind members of their program at least three weeks prior to their date.
29. Leadership training at the club level.
30. Concentration on quality members through proper screening.
31. Conduct an impressive and meaningful induction ceremony.
32. Conduct orientation and education of new members.
33. Make sure all members (new and old) are involved in committee assignments, service projects and fundraising.
34. Promote family involvement. Spouse or partner should be included in the new member's induction and orientation.
35. Emphasize service and quality fundraising projects.
36. Meetings should start on time and end on time and be creative with abundant good will and camaraderie.
37. Officers and board should conduct planning that results in a strategic yearly plan with the establishment of objectives and goals.
38. Provide proper recognition of individuals and teams.
39. Focus on communication and teamwork between officers and members.
40. Keep the cost of meeting meals and social events reasonable.
41. Officers should be encouraged to attend district and international events.
42. Prestige and image of the organization should be maintained through good public relations.
43. A year-round membership growth and development program should be consistently applied and monitored as a priority.
44. Start a Satellite club or sponsor a Service Leadership program.
45. Make meetings, service and projects fun.

## Marshalltown Duffle Bag Donation

By Linda Dodd Smith

The Noon Kiwanis Club of Marshalltown donated 60 duffle bags to Youth and Sheltered Services of Marshall County so that youths removed from a home due to drugs being found in the home, domestic abuse or for any other reason, might have duffel bags to carry their belongings when they leave their home.



In the picture, John Crupi (left) former President of the Noon Kiwanis Club is presenting the duffle bags on behalf of the Youth Services Committee of Noon Club to David Hicks (right) Directory of Youth and Shelter Services of Marshall County.

## DES MOINES KIWANIS NAMES 2009 TEACHER OF THE YEAR

Des Moines Downtown Kiwanis Club

In what has become an annual tradition, the Kiwanis Club of Des Moines (Downtown) announced its 2009 Teacher of the Year. JOSEPH ADRIAN, fifth-grade teacher at Phillips Traditional School, is this year's recipient.

A native of Scranton, Pennsylvania, Mr. Adrian has taught school in the Des Moines Public School System for 20 years, all at Phillips Traditional. Mr. "A," as he is known to his students, is a graduate of Drake University where he received his BA in Sociology in 1986 and a Masters in Education in 1989.

He was attracted to Drake because of a football scholarship and several high school friends from Scranton, PA on the Drake football team.

On hand to make the presentation at a surprise all-school assembly were Des Moines Kiwanis members: Michelle Wall, president; Jan Burch, immediate past president; Bob Mitchell, past president and past Lt. Governor; Paul Strayer, past president and past Lt. Governor; and Luke Garnaas, board member and selection committee chair; Dave Turnball, past president; and Justin Brady, newest club member.



All present were treated to a video from his two children as well as special words from his student teacher advisor of 20 years ago.

The Des Moines Kiwanis Teacher of the Year award is unusual in that the students select the teacher through a nomination process coordinated by Kiwanis through the Des Moines Public School administrative offices.

"Mr. Adrian has developed a family of learners who not only strive to excel, but also care about each other. He's the first in line to help any student or teacher," said his principal, Ms. Laurel Prior-Sweet. "Mr. A is a positive, nurturing teacher who always has high expectations of his students. He brings out their best!"

In making this year's selection, Luke Garnaas, committee chair, stated, "We were impressed at how Mr. Adrian reaches out to support school and community activities while furthering the mission of Phillips Traditional in a challenging environment."

Mr. A said that the biggest challenge he faces is the constant changes in kids' family and home environment. "I try to help the kids feel good about themselves. I love watching them grow despite numerous negative issues in their lives."

## Old Capitol Pediatric Chaplain Project

by Iowa City Old Capitol Kiwanis  
Chairperson Phil Holland

Five years ago, following consultation with the chaplaincy staff of the University of Iowa Hospitals and Clinics, Old Capitol Kiwanis made the courageous decision to raise enough money to permanently endow a full time Pediatric Chaplain for the Children's Hospital at the University of Iowa.

The needs of babies and children receiving acute medical care are sufficiently traumatic that chaplains need to be specially trained in order to properly minister to the unique needs of the children and their families. In cooperation with the University Foundation, it was determined that the annual income from an endowment of \$1.2 million would be sufficient to support such a chaplain.

Realizing they would never be able to achieve that goal on their own, Old Capitol Kiwanis persuaded the NE-IA Kiwanis District to adopt the project and other Kiwanis clubs throughout Iowa have begun to contribute. To date, over \$100,000 has been raised and many clubs and individuals are helping us towards our endowment goal.

Over 30 clubs in the NE-IA District have already made contributions to the project and a few from the Illinois-Iowa District have also joined in. A few clubs have their own specific fundraiser for the project. We are hopeful that others will help.

For example, the Washington, Iowa Builders Club held a dance to contribute \$638.03 to the fundraising for the Pediatric Chaplain endowment.



Donations and project funds for the endowment may be sent to Old Capitol Kiwanis, P.O. Box 405, Iowa City or directly to the Kiwanis Pediatric Chaplain Fund, University of Iowa Foundation, Levitt Center for University Advancement, P.O. Box 4450, Iowa City, IA 52244-4550

If additional information is needed, please contact committee chairperson Phil Holland at (319) 338-4218 (home) or (319) 400-7457 (cell).

## Words of Wisdom

- If we want a love message to be heard, it has got to be sent out. To keep a lamp burning, we have to keep putting oil in it. **Mother Teresa**
- Education is the ability to listen to almost anything without losing your temper or your self-confidence. **Robert Frost**
- My grandfather once told me that there were two kinds of people: those who do the work and those who take the credit. He told me to try to be in the first group; there was much less competition. **Indira Gandhi**
- What lies behind us and what lies before us are tiny matters compared to what lies within us. **Ralph Waldo Emerson**
- Only a life lived for others is a life worthwhile. **Albert Einstein**
- I don't know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve. **Albert Schweitzer**
- One man practicing sportsmanship is better than a hundred teaching it. **Knute Rockne**  
*US (Norwegian-born) football player & coach (1888 - 1931)*
- A successful marriage is an edifice that must be rebuilt every day. **Andre Maurois**  
*French author (1885 - 1967)*
- Love one another and you will be happy. It's as simple and as difficult as that. **Michael Leunig**
- The difficulty with marriage is that we fall in love with a personality, but must live with a character. **Peter Devries**
- Laughter is an instant vacation. **Milton Berle**  
*US television actor & comedian (1908 - 2002)*
- There's only so much you can do, but if somebody doesn't give you a chance there is nothing you can do. **Charlize Theron**, *acceptance speech at Golden Globe Awards, 2004*
- In reality, serendipity accounts for one percent of the blessings we receive in life, work and love. The other 99 percent is due to our efforts. **Peter McWilliams**
- It is not the magnitude of our actions but the amount of love that is put into them that matters. **Mother Teresa**

**Nebraska-Iowa Kiwanis**  
 501 Raider Drive  
 Williamsburg, IA 52361

## Calendar of Events for NE-IA Kiwanis District

### 2009 District Events

- Nov 6-8 Nebraska Key Leader Camp, Gretna, NE
- Nov 15 Award applications are due for the Midyear Conference awards (see website for copies of applications)
- Nov 21-22 Key Club Mid-Year Conference, Omaha, NE

### 2010 District Events

- Jan 30 NE-IA Midyear Conference, Lincoln, NE
- Feb Circle K NE-IA District Convention
- Mar 26-28 Key Club District Convention, Des Moines, IA
- Apr 3 Kiwanis One Day
- Apr 8-11 Circle K GATC
- Apr 14-18 Governors Trip to Washington, D.C.
- May Key Club GATC, Indianapolis, IN
- May 22 Kiwanis Family Day Outing and International President Paul Palazzolo visit, Mid-America Center, Council Bluffs, IA
- Jun 1 Election of 2010-11 Lt. Governor complete
- Jun 1 Election of 2010-11 Club Officers complete
- Jun 24-27 Kiwanis International Convention, Las Vegas
- Jul 7-11 Key Club International Convention, Memphis
- Aug 4-8 Circle K International Convention
- Aug 13-15 NE-IA District Convention, Omaha, NE

### Kiwanian Schedule

- Dec-Jan Theme: Service Leadership; Articles due by: Nov 15, 2009
- Feb-Mar Theme: Foundations; Articles due by: Jan 15, 2010
- Apr-May Theme: Service to Youth; Articles due by: Mar 15, 2010
- Jun-Jul Theme: Fundraising; Articles due by: May 15, 2010
- Aug-Sep Theme: Election of Officers; Articles due by: Aug 20, 2010
- Oct-Nov Theme: Community Service; Articles due by: Sep 15, 2010



## Kiwanian

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### ADDRESS CHANGES

Mailing lists for the *Kiwanian* are maintained by the NE-IA District Office. If you have moved, or are about to move, please submit a change of address to your club secretary promptly and ask him/her to notify us, as well as Kiwanis International.

This will assure continuity of delivery and save the district hundreds of dollars in fees charged by the Postal Service for incorrect addresses each year. **Thanks!**

Kiwanis Newsletters and Leadership Directory are placed on the NE-IA Kiwanis District website ([www.ne-ia.kiwanisone.org](http://www.ne-ia.kiwanisone.org)).