

# Kiwanis

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Leah Moretz, Editor, 800-739-1827

[districtoffice@carolinakiwanis.org](mailto:districtoffice@carolinakiwanis.org)

**Our Vision:** Carolinas 18,000 Members

**Our Goal:** To Grow Kiwanis Service

**The Objectives:**

- Take Clubs from Good to Great
- Enrich the Member's Experience...  
Excellent Clubs & Excellent Service!
- Retain Members
- Build and Grow New Clubs

This is the true joy of life, the being used up for a purpose recognized by yourself as a mighty one; being a force of nature instead of a feverish, selfish little clot of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion that my life belongs to the community, and as long as I live, it is my privilege to do for it what I can.

-George Bernard Shaw



Time  
line

## July

9-13

Key Club Int'l  
Convention  
Denver, CO

Last Three  
Saturdays  
Club Leadership  
Orientation  
Sessions

## August

6-9

Circle K  
Int'l Convention  
Denver, CO

22-24  
Kiwanis District  
Convention  
Winston-Salem

## September

12-14

Aktion Club  
Conference  
Browns Summit, NC

## Aurora Illinois Club Goes from 61 to 102 Members



**IT CAN BE DONE! BUILDING POSITIVE GROWTH & MEMBERSHIP:**

### **Aurora History:**

2000 – 2005 = 100 mbrs down to 61 members

2006 – present =

61 mbrs up to 102 members today!

### **Action Steps Implemented in 2007**

#### **Part I: STRATEGIC CHANGE**

- Formed a serious Membership Committee with 3-5 members "driving" that bus! One person can't do it alone.
- Changed lunch location after 15+ years in same place (took a 3-year debate! But did not lose a single member despite the "threats" we would!)
- Restructured ANNUAL DUES to offer two options:  
K-lite = \$185/yr + pay \$10 each lunch  
K-Classic = \$ 415/yr & lunches included
- Quarterly, handed out a form to all members to collect names/addresses/phone #s of prospects
- Membership Committee then makes initial call or sends invite (if member won't or needs help)
- Increased from 4 service projects & 2 fundraisers >TO> 10 service projects & 3 fundraisers: We must stir the hearts of more members and more prospects.
- Created an Email-blast ("Quick-E") from the President at least 2x per month. Engages non-lunch members.
- Instead of having just "Chairpersons," we implemented Co-chairs or 3-5 person committees. We focused on assigning (asking) every new member to join one of the committees.

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## Capturing Your Bright Ideas

The **Pawleys Island Club** includes committee updates/announcements in their newsletter.

## A Big Thank You

*I wanted to take this opportunity to thank you for all your help and support during our campaign. The past three years of service to Kiwanis has been an outstanding experience. I am proud to have served our organization and am touched by the service provided around the world. The world we live in is a much better place because of your passion for service. I will always have fond memories of my time on the board and for the people that have become friends.*

*Celia and I thank you from the bottom of our hearts for your kindness, friendship, passion for service and your support for us as we have served Kiwanis. May God's blessings be with you and your families always!*

*Webster James*

## Need a Program?

The Special Investigative Claims Unit of State Farm Insurance would like to come to your club and give a program on insurance fraud and how the payment of non-meritorious insurance claims affects all consumers.

Interested?            North Carolina Clubs call: Ken Davis 919-789-3825  
                                 South Carolina Clubs call: Mike Ferguson 803-935-3650

## Need a Fundraiser?

What Fir Tree Farm in Boone, NC would like to help set up Christmas tree and Christmas wreath fund raising projects for civic organizations. Past civic groups have been able to purchase trees and wreaths from us and resale the greenery for more than double the wholesale price. For instance, a 6'-7' tree that we wholesale for \$26 can be sold to members, family of members and friends for \$60; a 24" wreath from fresh tips wholesales for \$12 and can be sold for \$25 - or more with a bow. If fund raising is new for you, we assist you with all aspects. Your only part is getting the orders for trees and/or wreaths, picking them up, and collecting the money.

If you are interested in more information, please let us know as soon as possible. We would like to have a commitment of interest by August 10, so we can work out the details and better help you to have a hugely successful fund raiser. You can contact us via our email address: [kmaram@skybest.com](mailto:kmaram@skybest.com), or call 828-297-4646.

For information about our farm, check out our web site at: [www.whatfirtreefarm.com](http://www.whatfirtreefarm.com).

## Newsletter Contest

It's time once again to submit copies of your club newsletter to the district office for this year's grading and competition. Please send at least one example of your club's newsletter for each of the past four quarters (you may include one example from the last quarter of the 06-07 year) to the District Office (7378 Junaluska Rd, Boone, NC 28607) no later than August 1st of this year. Grading will take place prior to the district convention and the winner will be announced during the convention.

If you would like to know how grading will be handled please go to the members only section of [www.carolinakiwanis.org](http://www.carolinakiwanis.org) and click on the Public Relations button. Then choose the Newsletter Checklist. If your club publishes a newsletter on line please print copies for submission.

# Aurora Illinois Club Goes from 61 to 102 Members continued

## Part II: TACTICAL CHANGE

- Targeted friends, family, spouses and even Businesses we frequent (a SPOUSE drive netted 3 new mbrs)
- Invited folks/prospects to SERVICE PROJECTS (4 prospects helped build Habitat Home and all 4 joined)
- Invited prospects to an orientation at someone's home (3 prospects came and 2 joined!)
- Invited prospects to a "fun" fellowship outing (3 prospects came to a White Sox game and 2 joined!)
- Met with a prospect over lunch or breakfast (treat it seriously and professionally & others will, too)
- Shared stories about what "other" Kiwanis Clubs are doing (with YOU on board, we could do similar great things!)

*(Find what floats-their-boat...and give them a paddle and a lake to do it in!!)*

## Part III. Messages/Themes/Talking Points

(the President was consistent in reiteration)

- Most people want to change the World...they just don't know how!
- Kiwanis can be their answer!! It's the VEHICLE...people are the FUEL!
- It's not about "us" being in Kiwanis...it's about finding the Kiwanis in us.
- It warms OUR hearts to do Community Service. And releases LASTING adrenaline.
- To be happy in life we must help others first.
- To get what we want...help others get what they want. (...the Bible etc.)
- Community Service is the vocation we should all do for a lifetime!
- Most people will truly appreciate being asked...don't assume someone will say no.
- TALK ABOUT IT !! TALK ABOUT IT!!! TALK ABOUT IT!!!!

Use Examples, both LOCAL and INTERNATIONAL:

One local Kiwanis Club did all of the following in just one year and WE could too!!

- Gave out 3,000 books to kids at back-to-school fair,
- renovated a playground for homeless kids at a shelter,
- spent an entire Saturday with 30-40 Big Bros/Big Sis kids for a Christmas Party,
- did a blood drive focused on kids in need,
- built a Habitat for Humanity home for a family with 4 kids (one deaf),
- sponsored a camp for kids with mental & physical disabilities, etc....
- Gave out four \$1,000 college scholarships
- Sponsored 3 Youth Clubs at schools and supported each with \$1,000
- Donated over \$50,000 to about 10 organizations/projects in our community
- & We helped to wipe-out IDD along with the other 8,500 clubs in the World!
- Make it FUN...honor & recognize the top membership MVP each Quarter and at the annual Installation dinner. Honor those who brought a guest each month. Honor those who participated in a Service Project or Interclub visit. Honor those who helped on a fundraiser.
- **LOVE >>> GRATITUDE >>> RECOGNITION**  
We all want these three things...so give it!!