

The Capital

August/September 2016

Kiwanian

The Official Publication of Capital District Kiwanis | www.capitaldistrictkiwanis.org



**Kiwanis Serves
Spinal Cord
Patients**

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**Your Club's
Messaging on
Social Media**




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AKTION CLUB TLC

*Members get together in Baltimore for
service, education, and fun!*



Kiwanis statistics 628,302 adult and youth members

Adult clubs		MEMBERS	CLUBS	NATIONS	AUDIENCE
 Kiwanis	www.kiwanis.org	203,703	7,231	81	Adults
	www.aktionclub.org	12,472	512	10	Adults with disabilities
 Circle K International	www.circlek.org	13,911	433	15	College and university students
Associate members		46,939			Graduating Key Club and CKI alumni

Youth clubs		MEMBERS	CLUBS	NATIONS	AUDIENCE
KEY CLUB	www.keyclub.org	270,217	5,202	34	High school students age 14–18
	www.buildersclub.org	45,900	1,530	18	Middle school students age 11–14
	www.k-kids.org	35,160	1,172	8	Elementary school students age 6–12

Programs



Academic achievement and character development recognition programs for students age 6–12. www.kiwaniskids.org




KEY LEADER

A weekend leadership retreat for teens age 14–18. www.key-leader.org

Foundation



The fundraising and grant-giving arm of Kiwanis International, which secures charitable gifts to advance Kiwanis' mission. www.kiwanis.org/foundation



Kiwanis' global campaign to raise US\$110 million and eliminate maternal and neonatal tetanus. www.TheEliminateProject.org



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Kiwaniis

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 5, Number 6

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2015-16 Leadership Information

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Governor's Message

David A. S. Heppner, 2015-16 Governor

It's been said many times but never enough, thank you for all you do to help improve our communities throughout our District and around the world! Kiwanians make a positive impact everywhere we go and it is clearly indisputable that *Kids Need Kiwanis*. I have had the privilege of participating and observing so many terrific projects this year, I am so very proud of what all we accomplish together.



Each of us is facing a new challenge affecting our communities and I believe that we, as Kiwanians, have the power to make a difference. Police officers in our country put their lives on the line every day to protect us and to maintain order. As we have heard in the news very often, the actions of a few are affecting how the public feels about our men and women in blue. I am not blind to injustice, nor do I believe that all law enforcement officers are perfect. I do trust that the number of officers with poor character or malintent are few in comparison, and no more than in any other profession. I believe that we should not judge the profession by the actions of a few. We need to honor the role that our judicial system plays to bring the guilty to justice and to exonerate the innocent. Let's

support those members of the police department that serve our communities like we do - with an open heart and a desire to enrich and improve each life within our reach.

So, what can we do? I suggest partnering with our local law enforcement agencies and collaborating with them - working together to support open and positive communication between them and the members of the community. A couple of ideas are to have an event honoring the rookie of the year or the officer of the year, or a dinner honoring heroic acts. We could run a child car safety seat clinic in partnership with them. Who better knows what our communities need than the men and women who patrol our streets putting

their lives on the line every day? Let's work together to facilitate positive community relationships with law enforcement agencies and to continue our mission of helping to better the world around us.

Thank you to the 2015-2016 Capital District Team for your long hours and many miles traveled. I know our work is never done but thanks to you we have accomplished great things and we have continued improving the world we live in. I am looking forward to seeing great things from Governor-Designate Kelly Boswell and the 2016-2017 team.

Keep giving of yourself and have fun,
David

A Capital Idea

Kiwanis Club of Poquoson serves spinal cord patients

The Hampton Veterans Administration Hospital has some very happy patients in its spinal cord injury program, at least three to four times a month when Margianna Wissinger brings some of the Kiwanis Club of Poquoson's "world-famous" barbecue sandwiches to patients there.

The program, in Building 137, provides comprehensive care to patients who have suffered spinal cord injuries, including surgery and rehabilitation. The Unit averages around 40 patients, some of whom have been in the hospital for well over 15 years. Every Tuesday morning Margie wheels her cart around the unit to make sure everyone gets a sandwich because many patients are bedridden and those that are not are confined to wheelchairs

The Kiwanis Club of Poquoson donates the barbecue, frozen at one of their three annual cooking events. Every other week Margianna and her husband Ken substitute meatballs to give the patients some variety. The Veterans Administration solicits and rewards volunteer workers like Margianna and recently awarded her a 700-hour Volunteer Pin for her dedicated service.

*Service Tip #20:
Hospitals have many
volunteer needs beyond the
traditional candy striper.*



**Visit the
KIWANIS STORE
for the latest apparel,
meeting items, and more!**



store.kiwanis.org

Around Capital

Youth Protection Update

By Dennis Baugh
District Youth Protection Manager

By now, you should have heard about changes effective October 1, 2016 to how Criminal Background Checks will be conducted for Kiwanis Club Advisors to our Service Leadership Program clubs. Here are a few things you should know about the process.



Communications About Kiwanis Advisor Background Checks

In late September, Kiwanis advisors will begin receiving emails with instructions and a link to complete their background checks through Kiwanis International's provider, Safe Hiring Solutions. To prepare now, all Kiwanis clubs who sponsor an SLP (Aktion, Circle K, Key Club, Builders and K-Kids), should have their club secretary update and verify the Kiwanis advisor's contact information, specifically their email addresses.

Kiwanis Clubs That Currently Contract With Safe Hiring Solutions

Kiwanis International will be able to pull all Safe Hiring Solutions background checks that were done at the club level as long as it was done specifically for a Kiwanis club. Otherwise, if an individual has a SHS background check (maybe through another organization or through a Kiwanis club but it was not marked as Kiwanis) the individual would need to contact SHS and ask that their check be released to KI.

How Will Checks Be Paid?

The question has also been raised as to who or how will the Criminal Background Checks for Club Advisors to SLPs be paid? It is anticipated that the Safe Hiring Solutions link will require payment upon completion of the requested information. That will mean the member will be required to pay upfront. It will then be the member's club's responsibility to determine if the member will be reimbursed. However, this question needs to be decided by the club's Board of Directors before September!!

As always, if you have any questions, give me a call at 540-820-8498, or email at dennis.cdkeyp@gmail.com.

The Kiwanis I-Plan: INVESTMENT

By Jon Rife
Capital District Governor-Elect

Previously, I have written to inform you about the Kiwanis International newly created I-Plan that will take Kiwanis into the next 100 years. I have written on three of the Goals—Inspiration, Impact, and Image in past issues of *The Capital Kiwanian*, so this is the final article on the fourth Goal—Investment.

I'd like to recap some of my thoughts as we begin the process of developing and building our "road map" for the next 100 years. For the past three years, Kiwanis International has committed time and resources analyzing data, surveying members, conducting focus groups, and studying other membership-based organizations. All of this concentrated work has been an international process to create a new, innovative strategic plan to take Kiwanis into the next century of service.

Our name for this strategic plan is called the "Kiwanis I-Plan." This plan will focus on supporting Kiwanis Clubs in their communities. It's our communities where clubs exist, where our members engage and where relevant and meaningful service take place. This is where "take-home" value must take place so our members receive value for their investment of time, their most precious asset. Our

members must find their membership fun and engaging. They, in turn, will gladly contribute to club activities whether we are involved in meetings, social activities, fund raising, or most importantly, our service projects—thus embracing our motto of "serving the children of the world."

Club reputations should be built on impactful, recurring projects. The idea of a Kiwanis community is one of the core principles of the Kiwanis I-Plan. The Plan established four priorities:

1. **INSPIRATION:** to build, retain, and support a growing Kiwanis membership network. Since 2012, KI has given clubs the flexibility to create different categories of membership.
2. **IMPACT:** to perform meaningful service, with service to children as our priority. This embodies our defining statement: "Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time."
3. **IMAGE:** to enhance the Kiwanis image and brand worldwide. Clubs need to solidify branding by social and local media. We need to NOT be the "best kept secret in town." With the election of the first female international president

of a global service organization, now is the time to extend our brand through our communities.

Now we will discuss the fourth goal, **INVESTMENT:** to ensure financial viability and responsible stewardship.

We produce material in seven languages to support 16,000 clubs in 80 nations. We have more young people in Key Clubs, Builders Clubs, K-Kids, CKI, and Aktion clubs than ever before, and they set new membership records every year. We have a dynamic family of clubs, donors, alumni, individual supporters, NGO (non-governmental organizations) and corporate sponsors. Our I-Plan recognizes that we won't meet our future financial challenges through dues alone and the development of non-dues revenue sources will be an extremely important aspect of our financial future.

The Kiwanis I-Plan is a well thoughtout road map that guides us into our second century. It brings our focus back to the ideals that made Kiwanis successful from the beginning. It primarily focuses on our local community. It focuses on partnership with other organizations that care about the things we do. It focuses on the impact we can provide to youth and children.

Eye On KI

News from Kiwanis International



It's so nice, we're having it twice

Kiwanis clubs around the world will have another opportunity to show the world the impact Kiwanis members can make in just one day.

Starting in the 2016–17 administrative year, Kiwanis One Day will be held on the fourth Saturday of October. The Kiwanis International Board voted to move the annual day of service to align with potential sponsorship opportunities.

Clubs can make another impact in the community this year—or start planning an even bigger event for October 2017. Clubs looking for an idea could participate in Trick-or-Treat for UNICEF as a Kiwanis-Key Club event or plan another project using the Kiwanis One Day Game Plan toolkit: <http://www.kiwanis.org/kiwanisone/serve/kiwanis-one-day/game-plan-tools>

Kiwanis One Day is a great opportunity to bring together the Kiwanis family to focus on local community service. It's an example of Kiwanis' belief that

kids need Kiwanis. Kids need Kiwanis to provide programs and services no longer available because of school and municipal budget constraints. Kids need Kiwanis to provide backpacks, food and vaccines. Kids who want to be in youth clubs need Kiwanis club members as mentors to help them thrive, prosper and grow. Kiwanis One Day is a great time to show the world that kids need Kiwanis—and Kiwanis provides for their needs.



Say thanks and make an impression

Say thanks and show appreciation through The Formula's recognition program: <http://www.kiwanis.org/theformula/celebrate-success/the-formula-awards>. From sponsoring new Kiwanis members to creating a lasting impact on a club, a little thank you can go a long way.

However you show your appreciation, doing it helps members feel valued. And it isn't just for club leaders—it is everyone's responsibility.

Minutes of KIF June Board meeting available

The minutes of the June 22, 2016, Kiwanis International Foundation Board meeting are now finalized. They can be found here: <http://www.kiwanis.org/docs/default-source/governance-and-admin/international-boards/1606-foundation-bd-minutes.pdf> and will be approved at the October 19–23, 2016 Kiwanis International Foundation Board meeting. If you need further information regarding committee reports, please contact Denise Parker at dparker@kiwanis.org.



Relive the best moments of the Kiwanis convention

Did 2015–16 Kiwanis International President Sue Petrisin inspire you at the 2016 Kiwanis International convention in Toronto, Canada? Are you ready to do another “ta-dah” with 2016–17 Kiwanis International President Jane Erickson?

Recordings from the convention are now posted for streaming or download from the Kiwanis International Vimeo page: <https://vimeo.com/kiwanis>.



Worldwide Day of Play happening in September

September 17 marks Worldwide Day of Play, when Kiwanis partner Nickelodeon goes offline to encourage all kids to get outside and play. Could your club host a kick ball tournament, a reading marathon, dance party or another active, fun event for your community?

Hosting a Worldwide Day of Play event is fun and totally doable. The event can be big, small, an hour long, or all day. Worldwide Day of Play is a great way to increase visibility around your club's commitment to physical activity, sports, and recreational activities. Kids just need to have fun and get the message that play is important.

Register your event at day-of-play.com. Download the Partner Playbook: A planning guide for grassroots events: <http://www.nick.com/nick-assets/events/2016/playbook/WWDoP16-Playbook.pdf>

Club counselors available to offer advice

Have questions about your club and need a little guidance? Request a club counselor who will walk you through the process of strengthening your club by filling out this form: <http://tinyurl.com/kiclubcounselor>

New fundraising ideas help kids get back to school

Don't let the summertime blues sink in just yet. Help the community kick off the school year with an exciting fundraiser for the Kiwanis Children's Fund or The Eliminate Project. Get your entire club, local schools and community involved with these A+ fundraising ideas: <http://www.kiwanis.org/foundation/news/foundation/2016/08/04/back-to-school-fundraisers>

Kiwanis member benefit comes to your rescue

If you get sick or hurt while traveling, Kiwanis-endorsed EA+ comes to your rescue with services vital in an emergency. Whether a few states away or around the world, EA+ provides 24-hour assistance while

traveling. This coverage is available at an incredibly affordable rate: US\$99/year for individual membership and only \$30 more to protect your spouse and dependent children. To learn more, call 1-844-292-4353 or visit www.emergencyassistanceplus.com/kiwanis.

Distinguished member applications available

Become a distinguished member of Kiwanis International for the 2015–16 administrative year. "It's important to recognize the outstanding work of our members," said 2015–16 Kiwanis International President Sue Petrisin. "The distinguished member program is used by the Kiwanis International president each year to acknowledge those who strengthen Kiwanis."

Kiwanians who invite two new active members to join the organization and who participate in two service projects can receive the recognition. Distinguished members receive a letter from President Sue and a distinguished member pin. Applications are submitted online at <http://www.kiwanis.org/kiwanisone/lead/distinguished-recognition/2015-16-distinguished-member-form> and verified by Kiwanis International staff. The deadline to apply is October 15, 2016.

Front & Center

Aktion Club TLC brings servant leaders together



**By Jennifer Hiscock
Capital District Aktion Club
Administrator**

The Capital District played host to a regional Aktion Club Training & Leadership Conference from July 22-24, 2016. Skycroft Baptist Conference Center in South Mountain, Maryland was the site for this ground-breaking event that was attended by 40 Aktion Club members and advisors from the New York, New Jersey, Pennsylvania, Carolinas, and Capital Districts.

Organized by Kiwanis International in coordination with Capital District Aktion Club Administrator Jennifer Hiscock, the weekend-long conference featured keynote addresses from Ms. Maryland Wheelchair Nadia Ibrahim and Dan Keplinger, an artist with Cerebral Palsy and the subject of the Oscar-winning documentary King

Gimp. Nadia spoke about her work as a senior advisor on disability issues at the U.S. Department of Labor and the many lessons that she has learned in life that keep her motivated when she gets discouraged. Dan shared the story of his life journey and how he overcame bullying and numerous physical obstacles to live out his dream of being an artist.

Aktion Club members participated in leadership development activities with Key Leader Lead Facilitator Josh Hiscock from the Kiwanis Club of Ellicott City. Josh led an activity that allowed members to draw an ideal leader to showcase the characteristics and attributes that strong leaders possess. It was a big hit and provided some outstanding examples! Jenn Hiscock led current and interested club officers through position-specific officer training to prepare individuals for their leadership roles in the year ahead. Kiwanis International Trustee Art Riley paid a visit to assist with a special training session designed for club advisors. Key Club and CKI members assisted throughout the weekend, making it a true Kiwanis Family affair.

On Friday evening, attendees enjoyed stories and s'mores around a campfire. On Saturday evening, Aktion Club members enjoyed a showing of the movie *Becoming Bulletproof*, a documentary about people with disabilities shooting their own film

with a western theme. There was also time to socialize, make arts and crafts, and make new friends.

On Sunday morning, each Aktion Club in attendance made a presentation on their club activities. It was an outstanding learning experience for everyone! Capital District Governor-Designate Kelly Boswell provided remarks and assisted in giving each Aktion Club member their medal of participation.

This event was such a success that there is already interest in replicating this conference next summer. For more information on Aktion Club, please contact Jenn Hiscock at hiscockjenn@gmail.com. For a full recap of the TLC weekend, check out the slideshow at: <https://www.youtube.com/watch?v=AmVb7P2rHF4&feature=youtu.be>



Capital District Aktion Club
Administrator Jennifer Hiscock



Ms. Maryland Wheelchair
Nadia Ibrahim



Key Club and CKI members
helped with the event



Our Firm Foundation

News From Our Capital District Kiwanis Foundation

By Gary Boswell, President
Capital District Kiwanis Foundation

The year is not done yet! As we are getting close to the end of our administrative year ending September 30, 2016 we are looking at what our foundation budget should be for the year 2016-2017. The year that will end shortly was the first year that the board voted to run at a deficit. We will vote on our new year's budget at our meeting on August 13, 2016 in Fredericksburg

Virginia. ANY Kiwanian is encouraged to attend and see what we do.

Income was predicted to be \$38,000. Expenses were approved for a total of \$59,539. Those monies included the following: Circle K \$10,000, Pediatric Trauma Hospitals \$24,000, TOY (Teenager of the Year) \$2,000, other scholarships \$7,000, Club grants \$10,000 and various administrative expenses including the costs of the shirts we sell, the tax return preparation, insurance and printing totaling \$6,539.



I just received Treasurer Timothy Wesling's report through yesterday and see that we have deposited \$9,193 of the hoped for \$13,000 of club giving for the year. That is 81 out of 152 clubs sending in their money. Please talk with your club boards and see if your budgeted amount has been sent or not and take appropriate action.

Service Showcase

News From Capital District Kiwanis Clubs

Division 1 & 3

Divisions 1 and 3 delivered semi-annual donations of new baby clothing to the Children's National Medical Center in Washington. The clubs collected 400 pieces valued at \$1200 since February 2016. This project started as a Young Children: Priority One annual activity for the Capital District, but now they have adopted it as a regional project with members from Division 1 and 3 making donations to the center.



Division 9

The Kiwanis Club of Charlottesville was front and center at the 2nd annual Touch a Truck event at the Battle Building on West Main Street. UVA Children's Hospital in collaboration with University Baptist Church and Shenanigans Toy Store, hosted nearly 1,000 kids and their families who had the opportunity of a lifetime to get up close and personal with

emergency vehicles of all types as well as commercial heavy equipment of fantastic proportions. Kiwanians distributed nearly 400 bicycle helmets after determining the proper fit for the youngsters. Proceeds from the first annual Kiwanis 'Tis the Season Pancake Breakfast allowed for this gesture encouraging safety and fun for the children of Charlottesville/Albemarle.



Division 8

The Kiwanis Club of Winchester delivered a carton of worn/torn American flags, as part of the club's community service project, to American Legion Post 21. The box contained the 100th worn/torn flag the local Kiwanis Club collected from the public for proper disposal with the Boy Scouts of America. New flags were made available to replace those collected.



Family Ties

Updates from Our Kiwanis Family

Key Club Daniel Inglis, Governor

Hello Kiwanians,

With school approaching faster than I would like it to, Key Club is preparing for the new year.

The biggest event that has happened since my last column was the Key Club International Convention --it was a lot of fun. We attended workshops and dances, voted on the new international board, met Key Clubbers from around the world, and heard some inspirational speakers. On our District tour we stopped by the Atlanta Zoo, the Fernbank Museum of Natural History, World of Coca-Cola, the Varsity (an iconic fast food restaurant), and more! A special congratulation goes to Shinbee Park from Wilmington, Delaware for being elected one of the eleven International Trustees.

Our next board meeting is on August 20th and will be held online. At this board meeting, we will discuss our Fall Rally, which will be held in October, and we will install some new board members, like our DCON chair(s). After that meeting, we will attend Capital District Kiwanis Family Weekend where we will come together with other branches of the Kiwanis family and our new trustee can become acquainted with the Capital District Board.

In July, we started the second quarter of our terms as leaders of our home, schools, and communities. Many of our lieutenant governors did an outstanding and I cannot wait to see what we are able to accomplish this quarter!

Yours in service,



Daniel Inglis



CKI Elizabeth Rodriguez, Governor

Hello Capital Kiwanians!

I am Elizabeth Rodriguez from the CKI Club of Towson University and the new Capital District CKI Governor for the 2016-2017 CKI year. This will be my eighth year in the Capital District Kiwanis Family and I am immensely excited for the opportunity to be part of such a wonderful district board of officers.

The district board is off to a great start and is a highly motivated group. After coming back from the amazing time we had in Toronto we are now diving deep into recruitment plans for the fall. To really set things off there are club and division socials set across the district. My favorite recruitment event, Fall Membership Rally, is already looking great as we continue to plan out each detail. Our FMR theme this year is "The Magical World of CKI" where we will meet other witches and wizards from around the district and attend workshops on how to use our magical powers for good in our communities. Fall Membership Rally will be held October 21-22, 2016 in Front Royal, Virginia. Please look out for registration information in the coming weeks.

If you have any questions, please do not hesitate to contact me at governor@cdcki.org. I am open to any service project ideas and any questions you may have on how to charter a CKI club in your community. We wish Colin good luck on his future endeavors as he extends his stay with the Disney College Program.

Yours in Service and Leadership,



Elizabeth Rodriguez



The Capital Record

FaceTiming at Club Meetings

Megan Rhyne, Executive Director of the Virginia Coalition for Open Government, spoke to the Abingdon Kiwanis Club and their guests about her work promoting Open Government in Virginia. What made the presentation extra interesting, was that she did so from her Williamsburg VA office. Past District Trustee Jack White arranged the program and provided the technology. Ms. Rhyne's image was projected onto a large screen and a small Bose speaker amplifying her voice. Apple's FaceTime software provided the connection. Clubs should take advantage of the great options online for getting engaging speakers from all over.

Farewell



Wednesday July 20th was the last meeting of the Kiwanis Club of Greater Ocean Pines - Ocean City that would have longtime member, Elmer Muth, in attendance. Elmer, a member of "The Greatest Generation", served in the Army during WW II and was on Normandy on D-Day, June 6, 1944. He's also a longtime member of the American Legion in Ocean City. Elmer, now 91 years young, is moving to Roswell, Georgia to be near his daughter and family. Elmer wanted all to know that he will be seeking out a Kiwanis Club in Georgia. Carry On!



#KidsNeedKiwanis

The Kiwanis Club of Tysons used their fundraiser working at Jiffy Lube Live concert concessions as an opportunity to advertise the hashtag #kidsneedkiwanis. Online messaging doesn't only have to be used on social media – it can be used at public events too!

A Good Egg

The Kiwanis Club of Old Town, Winchester (Division 8) will have a special drawing for those members who sponsored a new member during the 2015-2016 Kiwanis Year. Every member who was a sponsor will have their name placed in a plastic egg for a special drawing during the last meeting in September of this year. One egg will be drawn and the lucky sponsor will receive 100- \$1.00 Gold Coins. This project has created a lot of interest among the club members on membership growth.

Happy Anniversary

August

Washington.....	1917
Bassett.....	1926
Reisterstown.....	1935
Front Royal.....	1945
South Arlington.....	1947
Peninsula at Oyster Point.....	1959
Virginia Beach Town Center.....	1973
Greater Hilton.....	2010
Fort Lee.....	2012

September

Allegheny Highlands.....	1923
Georgetown, DE.....	1935
Abingdon.....	1942
Western Allegheny.....	1972
Poquoson.....	1974
Smithfield.....	1976
Northgate.....	1983
Greater Millsboro.....	1989



Getting the Word Out

Social Media: Helping Your Message Be Heard

By Courtney Buzzell
Kiwanis Club of Toano

A great public relations plan includes traditional media and social media. During the past months, I have shared information that relies on traditional public relation strategies. Now it's time for you to incorporate social media into your promotional plans. I'm not a social media expert, so I turned to one! Special thanks to Courtney Buzzell, Toano Kiwanis Club, for writing this month's column. You'll be hearing more from Courtney during the coming months!

*-Caren Schumacher,
District Public Relations Chairperson*



The average person spends around 3.8 hours on social media each day. That's right, the average person spends a sixth of their day (and that's counting sleep) scrolling through their various social media feeds. Let that sink in for a moment. How many different posts do you think they saw? The answer is a TON. So, why not promote yourself on social media like the other 80% of businesses and organizations do?

Social media isn't something you can use without having some strategy behind your posts. The key is whether or not you promote it efficiently and effectively. Social Media has truly become one of the most effective tools in raising awareness about your cause or mission. It's too easy and rewarding to not take advantage of for your organization. "But how am I supposed to do that, Courtney?" Well, all you have to do is keep reading.

First, you have to figure out which platforms are right for you? You wouldn't want to post your content to a social media platform that primarily reaches teens unless that is your target audience. Do your research and find out which platforms are a good fit for your content. After choosing the most effective platforms, you need to know when to post. If you post too early, you may find your content overlooked. If you post too late, you may find that your content won't be read at all. Each platform will have different peak times, so it is important to do your homework in order to find out when their peak times are.

Now you're ready to create your content! When you are creating content, you need to be sure that you are keeping your target audience in mind, as well as your goals. Be sure to not only post content about your organization, but

include content that your audience will find interesting, amusing or helpful. Include images in all of your posts. More people will read your content if there is an image attached. Use catchy headlines to encourage people to click on your links. Ask questions and spark up a conversation. The more they interact with your content, the more of your posts the platform will show them. That's how the algorithms work. More engagement means more views.

So there you have it. Pretty simple right? Find your platforms. Know when to post. Create engaging content. Use these strategic tactics to increase the reach of your posts and get your message out there. Continue creating new and creative content directed towards your target audience and reap the benefits!

Kids' safety is in your hands.

Our guidelines should be too.

Working with young people is a rewarding experience. It also brings important responsibilities. Kiwanis can help you meet them—with youth protection guidelines for all Kiwanians. Get to know the updated guidelines. And make sure your club uses them to train members each year. It's a key way to protect young people...and the reputations of the adults who serve them.

Download the Kiwanis youth protection guidelines today at kiwanis.org/youthprotection.

kiwanis.org/youthprotection



Kiwanis[®]