



Kiwanians reach out to orphans in Mongolia

Page 7

Club Management System Revisted

Page 12

Have you heard about Kiwanis' "Formula for the Future?"

Page 16

The Fundraising Issue

Tips, tricks, and how to get your Service Leadership Programs involved!



We want **YOU** to be an ambassador for SLPs.

Your time is valuable. So are our programs. Service leadership programs are Kiwanis' legacy... our gift to future generations.

Can you spare a few minutes a week to send emails? A few hours to run a workshop? A day to visit a club meeting?

Whatever time you can dedicate would make all of the difference in the world.

Will you help us? **Will you help them?**

To volunteer on one of our Service Leadership Program teams, please email editor@capitaldistrictkiwanis.org.

Kiwanis
Service Leadership



Kiwaniis

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 3, Number 2

In this Issue

GOVERNOR’S MESSAGE 4
Governor Scott gives fundraising tips

CAPITAL IDEA 7
Kiwaniis club reaches out to orphans in Mongolia

EYE ON KI 8
Club Leadership Education, “Share the Love”, Detroit #1’s 99th Birthday, and more!

OUR FIRM FOUNDATION 11
Your Capital District Kiwanis Foundation explained

TECH WATCH

Online Club Management System gets major overhaul 12

Videos to Watch 13

CAPITAL RECORD 14
Learn the happenings of the Capital District and its members.

AROUND CAPITAL

Formula for the Future 16

Member Blog: Giving to The Eliminate Project 17

FRONT AND CENTER

The Fundraising Issue 18

FAMILY TIES 26
Updates from our Kiwanis Family

GETTING THE WORD OUT 27
Promoting your fundraising events

SERVICE SHOWCASE 20
Clubs from throughout the District demonstrate that there is no limit to the ways of offering service to the community.

2013-14 Leadership Information

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P. Scott Zimmerman
Williamsburg, VA

GOVERNOR-ELECT
R. Brian Bell
Woodbridge, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
Carolyn Richar
Fairfax, VA

TRUSTEE-CHESAPEAKE BAY
Rose Poole
Seaford, DE

TRUSTEE-HEART OF VIRGINIA
John Morris
Richmond, VA

TRUSTEE-MASON DIXON
Ted Zapalowicz
Baltimore, MD

TRUSTEE-NATIONAL CAPITAL
John Tynes II
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TRUSTEE-SOUTHEAST VIRGINIA
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Governor's Message

P. Scott Zimmerman, 2013-14 Governor

We are off to a great start to our Kiwanis year. The fall brings with it many festivals, art shows, harvest celebrations and opportunities to get our communities to rally around traditional Kiwanis FUNdraising events. These FUN events can be a lot of work, but they are a fantastic opportunity to raise Kiwanis awareness, money and our Kiwanis impact in the world.



Kiwanis is the best service organization in the world because of our global impact on the children of the world and their communities. Our relationships with the children and their families change the world for the better every day. So let's have FUN at all of our FUNdraisers so that all who attend aspire to help us make the world a better place to live in!

Here are a couple of suggestions to make your FUNdraisers FUN and effective.

1. Have a dedicated committee which plans the event from start to finish and will be responsible for the details. When all the parts are laid out to the club and to the community, our events run smoothly. Remember to include your entire Kiwanis Family, including your Service Leadership Programs in not only your plan, but also your

planning. Make sure that they understand the goals and the value Kiwanis brings to the community. Get them as excited as you are and ask them to share their Kiwanis Family excitement with their own families and friends.

2. Public Relations and Marketing. (Connect with the Capital District Public Relations Chair Caren Schumacher by emailing her at careнкиwanis@aol.com for ideas to make this happen...join her committee to make Kiwanis stronger and more effective.)

Make sure that your events are well publicized not only to your fellow Kiwanians but to the entire community and to every demographic within that community. Be sure that your FUNdraisers and service projects are in the top ten community events every week,

and make sure that the community **knows** that you are **Kiwanis**. Be proud. Show your Kiwanis pride. Double your impact by sharing that pride with your Kiwanis Service Leadership Programs.

Report the service and FUNdraising totals to the community as soon as possible. Connect the dots to the entire Kiwanis Family and community. Tie it in to your impact. See the example of some of the FUNdraisers highlighted in this issue of *The Capital Kiwanian*.

When reporting to the community, make sure to include the following statistics in a fun way:

- How many hours of service were given by: Kiwanians, Aktion Club members, CKI members, Key Clubbers,

Governor's Travels

Builders Clubbers, K-Kids members, community partners and Kiwanis supporters (not members....yet).

- What percentage of your club participated in the event?
- If the event was a food event what was prepared and served? How much?
- Finally, How much did your club raise, or how many people's lives were affected by your Kiwanis event?

3. Be sure to have a Kiwanis membership booth to pass out information about your club and the Kiwanis mission. Have a Kiwanian or ten who "Loves their Club." (Connect with Capital District Membership Growth Chair Chris Bryant to learn more about "I Love My Club" by emailing cbryant@phfs.org and to join his committee.) Stay with the booth ready to brag about Kiwanis and hand out brochures and information. Be welcoming and inviting and ASK (Always Sell Kiwanis). Invite people to join you in service. Invite them to your next event or your next meeting.

Afterall, who wouldn't want to be a part of the best service organization in the world ...Kiwanis, when they see how much FUN we have making our communities better.

4. Start a new FUNdraising initiative to save babies lives through The Eliminate Project. Small or large, every \$1.80 helps. One penny at

Continued on page 30



October 22

Fredericksburg, VA

- Kiwanis Club of Fredericksburg Club Meeting

October 23

Kilmarnock, VA

- Interclub at Kiwanis Club of Northern Neck 7:30 breakfast meeting

October 29

Williamsburg, VA

- Pops and Pumpkins service project
- sponsored by Kiwanis Club of Williamsburg with Head Start families, CKI, and Key Club.

November 2

Various

- Kiwanis Club of Colonial Heights Pancake Breakfast
- Division 10 Council Meeting
- Kiwanis Club of Winchester Pancake Day

November 4

Urbanna, VA

- Interclub at Kiwanis Club of Middlesex Club Meeting

November 9

Fredericksburg, VA

- Capital District Kiwanis Foundation Board Meeting
- Capital District Kiwanis Board of Directors Meeting

November 10

Burke, VA

- Division 2 SLP Appreciation Ice Cream Social

November 16

Waldorf, MD

- Kiwanis Club of Waldorf 34th Charter Anniversary Celebration

November 17

Williamsburg, VA

- Kiwanis Club of Williamsburg Lobster Dinner for The Eliminate Project

Discover the spirit of Japan

JULY 17-20



In 2014, the Kiwanis International convention will be in Japan. Visit the Tokyo-Chiba convention booth to learn more. Get informed. Get inspired. Get ready to celebrate our 50 years in Asia-Pacific!

www.kiwanis.org/japan



Kiwanis
CONVENTION
2014



A Capital Idea

Kiwanis Club reaches out to orphans in Mongolia

A native of Mongolia, Arima Baasanjav joined the Kiwanis Club of Poquoson in June 2012. She had been a walk up to the club's annual BBQ fundraiser the month before. Once a member of the club, she got the idea to provide some essential clothing for two orphanages in Ulaanbaatar, Mongolia. The biggest concern that the board voiced was how they could be able to make sure what the club shipped to Mongolia would get to the local orphanages.

Another club member, Charlie Harris, works for Cru Military, a division of Cru (formerly Campus Crusade for Christ). He had done a mission trip to Ulaanbaatar, Mongolia each year since 2006. Since he would be going to Mongolia, he agreed to extend his trip by a few days and visit the orphanages and report back to the club.

Once the items were collected, Charlie traveled to Mongolia. "I was completely astonished by the reception that we received at the first orphanage," he explained. The first school/orphanage that he visited was the Special Center for Child and Youth Education and Training. In addition to the activities that the children have available to them, they are also able to participate in a variety of life skills-related classes and training. These include sewing, decorative arts, environmental studies, carpentry, music, computer, physical fitness, and informal schooling. In order for their youth to gain professional skills in a short amount of time, and to gain work skills that will allow them to support themselves, they offer family care and nursing home assistance, hotel hospitality and housekeeping, construction, carpentry and shoe repair.

After visiting all of the areas of training, they were taken to their main auditorium for a performance by their student band, with dancers in Mongolian and 21st century costumes, and singers. At the end of the performance, Charlie

*Service Project Tip #9:
A club's most important
resource is its members!*



Kiwanian Charlie Harris stands under a banner welcoming him to one of the orphanages.

was able to present the boxes that the club had shipped to Mongolia. These boxes contained clothing and a myriad of personal hygiene items. "I thanked them for their gracious hospitality and wanted us to be able to continue our new partnership," said Charlie.

After lunch, it was on to the Vocational Training School for Intellectually Disabled Children. This school was founded in 1978 to educate intellectually disabled children. In 2001 it expanded into a secondary school with vocational training. They currently have 504 children in 38 classes with 64 teachers and 23 other employees. Their vision is to become a complex school that provides educational services to intellectually disabled children from pre-school, general education, and vocational training with a dormitory facility.

Continued on page 30

Eye On KI

News from Kiwanis International



Give the most important gift of all

You have less than eight weeks to find the perfect holiday gift this season. Before you find yourself giving another tie or sweater, choose a gift that saves lives.

When you give to The Eliminate Project, your gift will help protect women and babies from maternal and neonatal tetanus. Honor a loved one, a business associate or a fellow Kiwanis member with a gift in his or her name. Or add The Eliminate Project to your own wish list.

Whatever your inspiration, give the holiday gift that can save a life. Learn more and make a gift at www.TheEliminateProject.org/holidaygiving.

Club leadership education now online

Effective December 1, 2013, Circle K International will no longer print the Club Leadership Education partici-

pant and facilitator guides or the Club Officer Guide.

Moving these guides online will save printing costs (and trees) for your club or district. You can now conduct your training by walking through a series of online activities that mirror the traditional education course or download and print the guides yourself. You'll be able to:

- Complete worksheets and save them for later as you progress through the course
- Foster the same group dynamic as in previous training sessions through the use of laptops at facility with Internet access
- Consult the Club Leadership Education Facilitator Guide online, too

Club Leadership Education is meant to take place in an interactive classroom learning environment. It requires group dynamics, interaction and discussion to make the most of the curriculum.

New resource for club committee chairmen

So you're the new chairman of your club's fundraising committee. Or you've got that first year under your belt and you want to make more impact. Maybe you're back in the saddle after a few years. The Club Committee Chairman online course is just for you.

Launched in July, this online course will give you the tools you need to effectively manage the tasks, resources and members in your committee. And effective management equals committee success.

Find the Committee Chairman online course at www.KiwanisOne.org/CLE. Look under the Quick Links for 'Online Education.'



Love your club? Share the love!

What do you love about your club? Have you ever told others members what keeps you coming back? Have you ever asked them?

Some group reflection at your next club meeting could be both eye-opening and motivational. For instance, ask members to think about why they joined Kiwanis, and why they love the club. Ask them why they care about the community. Ask them about their dreams of what the club might ac-

comply in the future. For even more questions to ask, visit <http://tinyurl.com/loveyourclub>.

Then leverage these answers to bring in even more members. Visit www.kiwanisone.org/lovemyclub for ideas and resources to help.

Help Detroit No. 1 Club celebrate 99th year

Happy anniversary, Detroit No. 1 Club! Make plans now to celebrate Detroit's 99 years of Kiwanis service on January 18, 2014, with Kiwanis International President Gunter Gasser and his wife, Christiana.

In the elegant setting of the Detroit Yacht Club, located on Belle Isle Island Park, mingle with Kiwanians from many clubs as you participate in the silent auction and enjoy a delicious dinner and entertainment. Festivities begin at 5:30 p.m. Cost per guest is \$49 before January 4, 2014, \$55 afterward.

Get excited about Kiwanis International's 100th anniversary in 2015, while getting to know the enthusiastic members of the Detroit No. 1 Club—the first Kiwanis club, founded on January 21, 1915. Register for Detroit's celebration and learn more about Kiwanis' first club on the Detroit No. 1 club website.

Change is Here!

By PG Carolyn Richar
Capital District KIF Representative

Our Kiwanis International Foundation (KIF) is evolving and changing to meet the needs of Kiwanis! This is the first year of an outreach program to all members of the Kiwanis International Foundation. Did you know you are a member of the Kiwanis International Foundation? You are!

You will be receiving a mailing from the Foundation sharing information on the ways your donations help support our service leadership programs (CKI, Key Club, Builder's Club, K-Kids, Key Leader and Aktion clubs) as well as provide disaster relief when needs arise here at home or halfway across the world. Your donations also fund club grants that allow us to help build libraries in an impoverished community or help purchase a specialized pediatric ambulance for children – both projects in the Capital District that the Kiwanis International Foundation and you funded!

This KIF mailing will include an appeal to you for an individual gift. Can you spare \$25 as a birthday gift to Kiwanis to help support all the amazing work we do? Maybe \$25 is too expensive for you or maybe you are able and willing to give more? You are in charge and we only ask



that you give whatever you can afford to give.

Your individual gifts combined with any gift that your club gives through its service or administrative funds will help determine what the Capital District receives back to fund our scholarship program for Key Club and CKI. 5% of what we donate from our district will be sent back to us for our scholarship program. We also have the opportunity to receive additional scholarship funds if we are one of the top 5 Districts in regard to KIF donations for unrestricted funds.

Please feel free to contact me if you have any questions about this new outreach program. I can also help arrange for a speaker to present a program on the Kiwanis International Foundation for your club. Finally, I am happy to help address any issues or concerns you have about KIF. I can be reached at carolyns-richar@hotmail.com or by phone at (703)505-0265. I look forward to hearing from you!

Eye On KI

Next Stop Tokyo

By PG Art Riley

Are you making plans for the Kiwanis International Convention in Chiba, Tokyo, Japan? Tokyo is an exciting world capital that will provide a backdrop for an extraordinary convention. Tokyo possesses many world class restaurants, a unique culture to explore, a first class transportation system and magnificent scenery. The Asia-Pacific region of Kiwanis has exhibited the fastest growth in all of Kiwanis. If you decide to attend the convention you will be welcomed by enthusiastic and dedicated Kiwanians. Additionally, you will have the opportunity to tour a country with great history and culture. An ideal way to enjoy the scenery, as well as culture and history, is to join the Capital District seven day tour of Japan. First Lady Missy Zimmerman has worked hard to construct a preconvention tour that will provide a glimpse of the beauty of Japan. The seven days will include visits to some of Tokyo's best attractions, sushi making, a great trip to Mount Fuji, great hotels, travel on the bullet train to Kyoto and 3 days to explore the culture and history of Kyoto. The excursion will begin in Tokyo on July 7 and return to Tokyo prior to the convention. You will return to your convention hotel in time to enjoy Tokyo for two days prior to the convention. Other tour benefits include not having to change hotels nightly, more meals than other excursions and fully guided tours. If you would like



information contact Missy Zimmerman at pasbehegh@verizon.net or me at RxArthur@aol.com.

For Vickie and I, the significance of the International Convention will be the election of three new trustees. Based on the encouragement of many Kiwanians from many districts and the unanimous endorsement of the past Capital District Governors and the Capital District House of Delegates, I have decided to campaign for one of the three trustee positions in Chiba. I believe I can contribute to Kiwanis as a member of the board because of my unique professional background as well as my Kiwanis experience. During the campaign, I plan to stress my support for Kiwanis growth, the strengthening of all SLP programs and initiating a new era of promoting Kiwanis to non-Kiwanians.

A major component of winning an election at a Kiwanis International Convention is support of the candidate by members of the district within the convention hall. Because of the distance between the Capital District and Japan, I know it is a major commitment to travel to Tokyo. For those Capital District Kiwanians able and willing to invest in Kiwanis by attending the convention and assisting with the campaign Vickie and I will be sincerely grateful. You will be rewarded with a truly unique convention and the opportunity to meet great Kiwanians from around the world. Please consider joining Capital District Kiwanians at the convention and on the preconvention tour. All indications are that you will enjoy a trip of a lifetime and the campaign can use your time and support.

Our Firm Foundation

News From Our Capital District Kiwanis Foundation

Your Capital District Kiwanis Foundation Explained

By Joe Maranto, Past President CDKF

A number of Kiwanians are curious about the financial structure of the Capital District Kiwanis Foundation, its expenses, from where it receives its money, and how it is ultimately distributed throughout the Capital District.

The governing body of the Capital District Kiwanis Foundation is made up of one Kiwanis Director from each Division of the Capital District plus the Governor, the Governor Elect, the Secretary/Treasurer, Immediate Past Governor, Immediate Past President of the Capital District Foundation, Treasurer and the Executive Secretary.

Divisional Directors are elected at their divisional annual meetings and serve a four-year term. Trustees for each division are responsible for attending and representing their divisions at scheduled District Foundation Board meetings, visiting clubs in their divisions, making presentations, recognizing clubs and individuals who have supported the Foundation, and keeping Kiwanians informed about how your money has been distributed. The committee that makes all of our financial growth happen is the Finance/

Budget Committee consisting of members who have current backgrounds in finance, accounting, and investments. These members meet quarterly to review the investment portfolio and make recommendations for buying and selling stocks and other investments. Every recommendation is followed by a report that is presented to the CDKF Board for approval.

For the year ending September 30, 2013, the total current assets of the CDKF are approximately \$766,000.00, made up of investments, cash, and cash equivalents. This past fiscal year of 2012-2013, your CDKF has provided financial assistance to the following:

- Capital District CKI - \$7,500
- Kiwanis International Matching Scholarships - \$2,500
- Robert H. Turner Scholarships (Key Clubs) - \$2,500
- Pediatric Trauma Hospitals – \$20,300
- Teenager of the Year - \$2,200
- And more!

Since last September, the Foundation has added 43 additional Life Memberships and one (1) Tablet of Honor to its rolls. Unfortunately, there were no Founders Society memberships. These monies have been placed in their respective trust funds and will provide continual income for the years ahead. Every dollar we commit to special projects, children with special needs, scholarships, Key Clubs, and

Circle K Families, is an investment in the future. As a Past President of your CDKF, I want to assure you that we are good stewards of the funds entrusted to us.

We are also working towards having every club contribute a minimum of \$3 per member to the \$3 Member Campaign. Keep in mind that half of every dollar from the \$3 per member campaign is set aside for the seven pediatric trauma centers in our district and is combined with the income raised from Ducky Derby and the Caring Corner. Approximately 98% of all clubs contributed to this campaign.

You may have seen some Kiwanians wearing a medallion with a purple and white ribbon around their necks. These Kiwanians are Charter Members of the Founder's Society of the Capital District Kiwanis Foundation. They have given or pledged \$1,000 or more to help create an endowment fund within the District to help support each of your clubs' sponsored youth programs. The charter membership goal is a \$200,000 fund raised through charitable gifts and estate planning requests. At present, we have only reached \$110,000.

The Founders Society is similar to the Hixson, but is specific to the Capital District's sponsored youth.

Continued on page 31

TechWatch

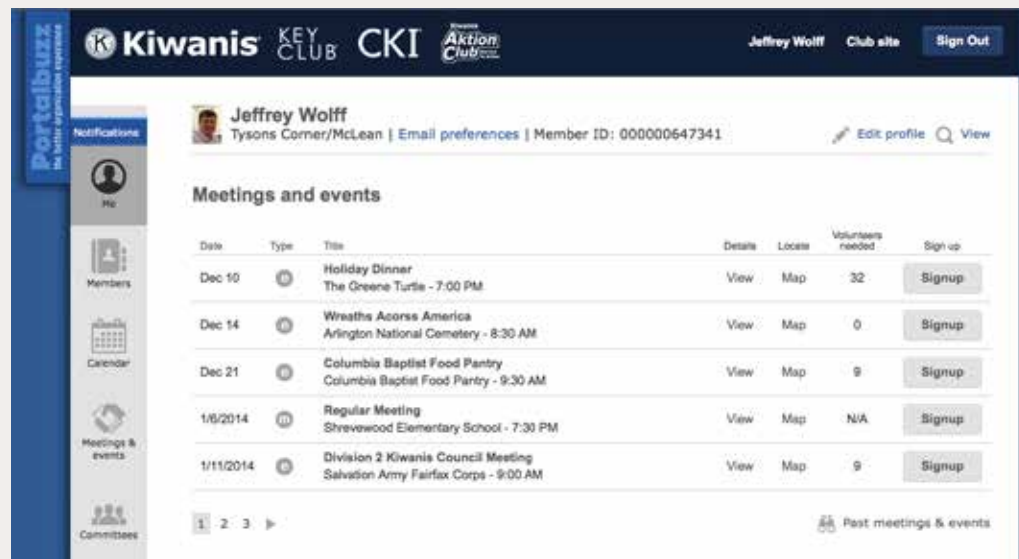
Online Club Management System Gets Major Overhaul

By PG Jeffrey M. Wolff

Last month, Kiwanis International released a complete overhaul to the Club Management System that we have used for so long. Now powered by PortalBuzz, the KiwanisOne CMS supports an all-new dashboard with the most popular features front and center and a simple, clean layout, icon-driven navigation, and communications hub.

In addition, the system has added 7 new public website templates to the library of 6 different styles currently available, for a total of 13 designs to choose from. If your club pays for the full Club Management System, you may want to login and adjust your public website to one of the new templates that were not previously available. If you had sponsors or used PayPal on your public website, you'll definitely want to take a look around for things that may need to be corrected since the migration.

If your club just uses KiwanisOne to file the required online reporting forms (monthly reports, annual club reports, etc.), you will also see some cosmetic enhancements to the system you login to, but there are no major changes to the user side that clubs need to be aware of.



Among some of the new enhancements to the full system are:

Start page

- Meeting, events, and committee meetings merged
- Message Hub — A way to receive and post messages within your club, division, district, or all of Kiwanis International
- Users can upload or change their own profile photo

Members

- Additional fields available, such as social media profile names

Calendar

- Now displays birthdays of club members

Club & Committee meetings

- Create meeting assignments and allow easy member sign-up
- Upload agenda and minutes
- Email meeting invites with RSVP functions

Events

- Single set up for a multi-day event (repeat start/end dates)
- Easy guest sign-up for events
- Attach documents to events

Committees

- Generate printable list of all committees with descriptions and roster of members

Email

- A more robust email function now tracks messages sent and received
- Autosaves email drafts in progress

Online Extras



- Add attachments
- All emails from the system will be coming from noreply@portalbuzz.com and no longer the email address of the sender — to improve the deliverability of messages. However, the reply-to for the messages will be the sender.

Distribution lists

- New distribution list groups, such as “All members.”
- With these groups you do not need to select the individual members; it happens automatically.

Public websites

- New control for displaying the members of a committee (or board)
- New design templates; some are mobile-ready
- Edit your public site directly on the page; instant view of how changes will look to visitors
- Easily set-up forwarding for club email accounts
- Manage your own domain

Documents

- A custom header can be uploaded by the club to put into the document.

Site sponsor ads

- Banner ads must now be created in two different sizes – a wide

one for the member area and a square one for the public site. These changes will give maximum exposure to your sponsors without cluttering your dashboard or seeming intrusive. It's a win-win for generating ad dollars.

There are even more enhancements on the way. For example, the club voting interface is currently being re-written and will return in February in time for club elections. In addition, they will be adding a member billing function as well as a donor management interface to the system early in the new year. One of the more exciting announcements is that Key Clubs and CKI clubs will be able to use the full online club management system just like their sponsoring Kiwanis clubs starting in 2014.

If your club doesn't subscribe to the full portal, now might be the time to take a look at the system again. You can access the demo site anytime by visiting <http://portalbuzz.com/take-a-tour>.



VIDEOS TO WATCH

Check out new 'It starts with you' video

We have an ambitious goal: to raise US\$110 million by 2015. But it's achievable—thanks to a strong network of Kiwanis clubs like yours. Through The Eliminate Project, the Kiwanis family will save or protect more than 61 million women and their future newborns from the devastating effects of maternal and neonatal tetanus. In partnership with UNICEF, we will help eliminate MNT and pave the way for future health interventions that will boost maternal health and child survival.

But we need every member of the Kiwanis family to help in order to reach our goal. Watch our brand-new video, “It starts with you,” to hear how your fellow Kiwanians are getting involved and how your club can, too. Download the video and share it during Kiwanis club meetings, at www.tinyurl.com/mnt-video.

The Capital Record

Honors



Ruthann Kellum, Immediate Past Lt. Governor for Division 13, was presented with a George F. Hixson award from the clubs in Division 13. Ruthann has served as Lt. Governor for the past two years and has been a tremendous support to the clubs and members. Thanks, Ruthann, for your service for the past two years!

Sharon Wightman, Immediate Past President of the Kiwanis Club of Downtown Hampton, was presented with a Capital District Foundation Life Membership, by CDF Director Floyd Brown, at the recent Division 13 Council Meeting. Sharon has served as the president of the Downtown Hampton club for the past two years and has done a fantastic job! Your club is so proud of your job as President and look forward to your new role as Lt. Governor-Elect this year. Congratulations, Sharon!

Growing Family

Welcome the new CKI Club of Northern Virginia Community College - Loudoun since our last issue!

Welcome to Kiwanis



Maxine Brisbane (left) was inducted into the Kiwanis Club of Greater Ocean Pines - Ocean City on October 16th. Max received her B.S. in Elementary Education from the University of MD, as well as Masters degrees in Reading, Technology of Teaching, Law and Teaching Supervision. She retired from Howard County in 2000 and joined Worcester County staff, teaching in most of their schools through 2007. Along with teaching, Max cherishes her family and loves to travel.

Berlin resident, Mark Joseph (right), became the newest member of the Kiwanis Club of Greater Ocean Pines - Ocean City on December 4th. Mark and his wife Laura Allen, who is the Administrator in the town of Berlin, recently moved to Berlin from Walnut Creek, California where Mark had also belonged to a Kiwanis Club. Prior to that, when they lived in Port Vila in Vanuatu, a South Pacific country not far from Fiji, Mark was also a member of that Kiwanis Club making his affiliation with Kiwanis quite unique. Mark has a Masters Degree and has worked in banking/finance and government but is now retired.

"Thank you!"



The Kiwanis Club of the Peninsula at Oyster Point supports the projects and programs of the CKI Club at Christopher Newport University. The CKI Club presented a big "thank you" poster to the Kiwanis Club on November 21st. Pictured are Immediate-Past President Dru Bowman and CKI Club Treasurer Harley Hicks.

District Foundation

Congratulations to the following recipients of Capital District Kiwanis Foundation Life Memberships for the months of October and November:

Kelly Garner, Tabb
D. Wayne Weller, Westminster
Thomas W. Grantham, Arlington
George Honeycutt, Botetourt
Michael Breeding, Bridgeville
Thomas M. Sokol, Chester
Donna K Thrush, Virginia Beach
Brandee Owens Brown, Grundy
Todd Glenn, Harrisonburg
Ron Halbert, Chincoteague
Jennifer Cara, Tyson Corner/McLean
Kim Owen, Tyson Corner/McLean
Shawn Smith, Chesterfield
Doug Figgs, Seaford

Stuart Knapp, Dover
 Ben Murphy, Wise
 Sharon Wightman, Downtown Hampton
 Roy Lambertson, Tuckahoe
 Cynthia Bay, Great Bridge-Chesapeake
 Janet K. Yonning, Hopewell
 Browning Wharton, Poquoson
 Curtis E. Hines, Shepherd Park
 Kyle Hendricks, Ashland
 Jeri Simon, Mount Airy
 Kim Henderson, Chesapeake
 Erma McCray, Southwest Waterfront
 Quincy Jones, Waldorf
 Kenneth L. Hogan, Dover
 Sean Dudley, Winchester
 Mary E. Kohlenhoefer, Toano
 Jennifer Deacon, Fairfax

Happy Anniversary

December

Crewe..... 1924
 Chincoteague..... 1946
 East Baltimore 1947
 Chesterfield..... 1950
 Hampden-Midtown, Baltimore 1952
 North Richmond..... 1953
 Pocomoke City 1953
 Gloucester 1964
 Northgate Washington, DC 1983

January

Wilmington..... 1919
 Roanoke..... 1920
 Lynchburg..... 1920
 Hopewell..... 1925
 Lexington 1926
 Towson-Timonium 1929
 Westminster 1932
 Parkville 1945
 York 1964
 Blue Ridge, Winchester..... 1990
 Greater Millsboro..... 1990
 Greater Richmond 2012

My Kiwanis Moment

Judy Pantelides

Kiwanis Club of Downtown Hampton

I have been a Kiwanian for the past 17 years and over the years have had many special Kiwanis moments. I am so proud of my current club, the Kiwanis Club of Downtown Hampton. I was updating our New Member Orientation program for our meeting this week and found a number of photos of the work we have done over the past 4 years. The photos really helped our club members, as well as new members, to see how much we have impacted the families and youth in our community and around the world. When I see our Immediate Past President, Sharon Wightman, preparing to serve as our Lt. Governor-Elect and our Charter President, Ruthann Kellum, just finishing two years as Division 13's Lt. Governor, I am so proud of our small, but very mighty club. Our current president, Bill Black, has been a tremendous force in Kiwanis Division 13. He was Lt. Governor when I served as Charter President of Kiwanis By the Bay in the mid-1900's and was a supportive mentor for me. Bill is currently the president of our club, the Immediate Past President of the Kiwanis Club of Greater Hilton and also continues as a member of the Kiwanis Club of Mercury 64. The leadership and dedication of these



and other club members have is inspiring and makes me so proud to be a Kiwanian. One of the main reasons I chose to join Kiwanis was to meet new people in a new community when I moved to Hampton. I have made so many lifetime friends who share the passion for helping and serving others that I do. Kiwanis has been the way for me to exemplify the Kiwanis Object: to provide, through Kiwanis clubs, a practical means to form enduring friendships, to render altruistic service and to build better communities. I look forward to many more years of service with these fine folks and all my other wonderful Kiwanis friends throughout the Capital District. We are making a difference!

Share YOUR Kiwanis Moment! Email editor@capitaldistrictkiwanis.org

Around Capital

Formula for the Future!

By PG Carolyn Richar
Campaign for Growth District Chair

Are there children in your community who need help they don't yet have? Are there service leadership programs like Key Club who don't have a Kiwanis sponsor? Are there veterans in need of support? Are there lonely senior citizens who just need someone to visit them and listen to the stories of their lives? Do you have enough Kiwanis members to meet all the needs in your community?

If you see an opportunity for your club to grow – or perhaps see the need for a Kiwanis club in a nearby community – then you are ready for the For-

mula for the Future! This is a Kiwanis International campaign for growth for 2013 – 2018!

Kiwanis International is making an investment of over \$1 million in our clubs! New club builders and club counselors are new opportunities for passionate Kiwanians to help build a legacy of Kiwanis service through growth. The goal is to ensure that Kiwanis really is able to meet the needs in our communities.

I am proud to be the Capital District chairperson for the Formula for the Future campaign for growth. I will be working closely with district officers, club counselors and new club builders over the next five years to ensure every current Kiwanis club has tools and resources for growth. I will also be working to build Kiwanis clubs

in communities that have needs for community service, citizens passionate about service and nearby Kiwanis clubs ready to lend support and encouragement.

Lieutenant Governors are now working with me to nominate club counselors and new club builders. If you are interested in more information about these positions – either because you want to take on this challenge or because you think your club could use this support, please contact me either by calling me at 703-505-0265 or emailing me at carolynsrichar@hotmail.com.

You are part of our Formula for the Future! I look forward to hearing from you – your ideas, advice, questions and hopes as we work together to strengthen Kiwanis.

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



store.kiwanis.org

Member Blog: Giving to The Eliminate Project

By PG Gus Lamond



My introduction to The Eliminate Project came at the Capital District Convention following the International Convention in Geneva. What was to become the leadership team, multi-division and division coordinators, were attending an orientation on The Eliminate Project. The video showed an unborn child in its mother's womb with the faint sound of the child's heartbeat. The narrative followed that a child dies every nine minutes and a mother dies every twenty minutes from tetanus.

Can anyone imagine the agony of the mother in being told that the child she has carried for nine months has tetanus and will live for about four days? The mother would normally hold the child to comfort them, but cannot because the child is sensitive to touch; the mother might sing to the child, but the child is sensitive to sound; the child is also sensitive to light and will suffer from horrific convulsions before dying.

Next on the agenda was training in Atlanta for multi-division coordinators and district leaders. What a group of quiet Kiwanians (past International Presidents, past International Trustees, past Governors, and some very energetic and involved Kiwanians). Displayed on a table in a corner of the room were the pins and medallions for both the Major Donor and Lead Gift. After one of the breaks in training, Past Kiwanis International President Dave Curry stepped up to the mike and pledged to be a Major Donor. While listening to one of the presenters, I watched John Tyner, Past Capital District Governor and District Coordinator adding up a lot of figures. You guessed it; at the next break John came forward with his pledge to become a Major Donor. No pressure, but it really felt like Dave Curry and John Tyner were staring at me. After John told me that Kiwanians had five years to fulfill the obligation (\$25,000)

to become a Major Donor, I stepped up to the plate.

Before completing my Major Donor pledge at the International Convention in Vancouver, I called our Kiwanis International Foundation with a question. That question was – is it possible to offer a number of Kiwanians the opportunity to purchase a Walter Zeller Award for half price and match the other half with the balance of my pledge? Their answer was yes – as a result of that yes, fifteen Kiwanians, who may not otherwise have purchased a Zeller, were now Walter Zeller Fellows.

The James River Kiwanis Club became a Model Club, when funds that had already been contributed to The Eliminate Project by the club were coupled with some of the funds from my Major Donor pledge.

A Kiwanian over 72 asked me if he could contribute to The Eliminate Project. The obvious answer was yes. He had managed to live on his retirement income, but now was required to make mandatory withdrawals from his IRA's because of his age. I believe there are more Kiwanians out there in a similar situation.

While there was a deep sense of pride and satisfaction in completing my financial obligation to becoming a Major Donor, there remained a nagging feeling that this Kiwanian could do more. The memory of the conversation with the older Kiwanian above came back to me and precipitated a phone call to the manager of my IRA account. He told me that funds could be dispersed from my account directly to a charitable organization, such as the Kiwanis International Foundation for The Eliminate Project. From a tax stand point, this would give me a credit for the charitable contribution, but because the funds never came into my possession they would not be treated as income.

Like my friend the older Kiwanian, I have managed to live on my retirement income without drawing on the funds in

Continued on page 30

Front and Center



FUNDRAISING

Tips, tricks, and thinking outside of the box!



All over the world, Kiwanis Clubs are raising funds to better their communities. Read on for success stories and tips for your club to fundraise...and remember to have FUN!

Capital District Clubs put the FUN in Fundraising

By Alyson Wilkinson, Intern

Throughout the Capital District, clubs are working diligently to raise money for causes that can make our world a better place. Many fundraising ideas have stood out, but none shine quite as bright as the following events.

ENTERTAINMENT

The Alexandria club has gone above and beyond to raise money. For the past twelve years, they have held a musical program. This program started off with five members of the National Symphony Orchestra from the brass quartet section, which has since grown larger. The Alexandria club raises money by selling tickets and giving out door prizes. To make the event more exciting, they have added a violinist and a harpist, and now includes performances from Orch Orchestra, which is composed of a group of fifth and sixth graders from a local school. Dr. Stephen Blood, the president of the Alexandria Club, said, "I believe this is a truly unique fundraiser," and this has become obvious based on the event's outstanding performance in both the music and fundraising.

Some Kiwanis clubs host a concert featuring the Virginian signers. President

Chandler describes this fundraiser: "Our biggest fundraiser is the concert for the Virginian. It's a great fundraiser because it's entertaining and interactive. Our volunteers prepared food and helped to serve the food and clean up."

One of the most profitable events comes from the Kiwanis Club of Chester. Each year, a golf tournament is held, along with a casino night. Both of these events have been known to raise quite a lot of money. President Charles Adams discusses his accomplished golf tournament fundraiser: "The golf tournament is held annually and is our biggest fundraiser. It raises \$7,000 and more each year."

The Abingdon Club arranges a festival called "Plumb Alley Day," which has gone on for more than 30 years. Donations from multiple sponsors and the funds raised from the lease of vendors usually bring in at least \$15,000. Jack

White discusses the fundraiser: "This festival has become a tradition in Abingdon... it's an event that brings the community together."

FOOD SALES

The Kiwanis Club of Commodore Mayo has done an outstanding job of fundraising.. They hold a buffet breakfast, which is open to the public. Although not as unique as a musical performance, the breakfast does indeed raise quite a lot of money. Tim Laur, the president of this club, sums up the fundraiser: "Our most consistent fundraiser is our Sunday buffet breakfast held on the first Sunday of every month... We usually have several teenagers volunteer to help as well, which makes it even more interesting."

The Kiwanis Club of Winchester has done an amazing amount of fundraising and hard work. This club raises a large quantity of money by hosting a Winchester Pancake Breakfast. This club comes together as a community to serve all of Winchester with their pancakes and sausages. Winchester often hits record numbers, as stated by Governor Scott Zimmerman, "Kiwanis Club of Winchester served approximately 6,200 meals, sold 8,000 tickets,

Front and Center

cooked 2,900 pounds of sausage, made 18,000 pancakes, raised \$4,900, and had volunteers from many parts of the Kiwanis Family."

The Williamsburg club earns quite a lot from their Annual Shrimp Feast. Caren Schumacher recounts: "The Kiwanis Club of Williamsburg held its 34th Annual Shrimp Feast in September. There were 1,818 attendees (including volunteers), we netted \$37,500 and cooked 1,450 pounds of shrimp. All record numbers! Along with the Kiwanis Club of Williamsburg members, we had a total of 120 volunteers!"

The Chesapeake Club organizes a shrimp boil to raise money for The Eliminate Project. A total of over \$880 was raised from about \$630 in donations and approximately \$250 from a 50/50 raffle. Richard Pippin summarizes this event: "The crowd bought in and in just a few hours over \$800 was raised for The Eliminate Project and they all had a good time doing it. It shows how easy it is to raise money for a good cause."

The Kiwanis Club of Greater OP-OC hosts an annual Germanfest to support youth of the community. The Kiwanis chefs prepare potato salad and green beans on November 4th for this fundraiser. Chocolate cake helped satisfy the customers, who helped raise money for this cause.

The Kiwanis Club of Tysons Corner started a fundraising endeavor with Prom Management, that has since in-

cluded area Kiwanis Clubs. Since 2008, the club has contracted with Prom management to work as a food vendor at the AT&T National Tournament at the Congressional Country Club in Bethesda. The club reserves shifts the club members work, each shift earning the club a profit of the sales. Other Kiwanis Clubs participate as well to earn money for their service funds. "There is a lot of fun and fellowship in this event, even if you do not like golf," said Project Chairman Dave Lurie. "There is the opportunity to work together with other Kiwanis clubs, plus you get a different view of what a PGA tournament is like in person. You get to enjoy the energy of the crowd and see some of the best golfers in the world as well. The folks from Prom Management always treat us well and enjoy working with us."

OTHER IDEAS

To raise money, the Kiwanis Club of Waldorf designs, orders, and sells Charles County Historical ornaments. The ornaments are sold in many stores, historical sites, and craft fairs. A club picnic was held in October in historic Port Tobacco Village to introduce the 2013 ornament, which depicts Stag Hall built in 1732 and recently purchased by the county. Secretary Millie Kriemelmeyer adds: "For eleven years, the project has netted about \$8,000 annually. Promotion is especially intense during November and December."

The Kiwanis Club of Seaford has an Annual Auction. They send letters asking for donations, gift certificates, or cash donations from local businesses and the medical community. All of the product and certificate donations are gathered by the Kiwanis members from the businesses. They have an auctioneer that they hire to do the auction. They also send out postcards to people that attended the year before letting them know when it is, which is always the 1st Saturday in October. President Fred Glime describes this fundraiser: "Each year we have many of the same people that come to make purchases as well as new faces each year. This year we raised \$15,000."

The Kiwanis Club of Calvert County receives money donated from Bayside Toyota. This money goes to 40 kids in the Angel Tree Program who are then given Christmas toys from this money. The donations can raise from \$4,500 to \$5,000.

All in all, Kiwanis Clubs all around the world have come together and helped to raise as much money as possible to help make our world a better place. Whether a penny or \$50,000 is earned - any amount counts and so do the people who help out.

Need help with your Fundraisers? Call your Service Leadership Program members!

By Colin Austin, Intern

Fundraising with your Service Leadership Programs (SLPs) is a fun way to raise money for great causes, to meet new people, and to really strengthen your Kiwanis Family ties too. As a Key Club Lieutenant Governor, I get to witness Kiwanis – SLP links being made and utilized every day. And as Governor Scott Zimmerman always says and strongly supports, “It’s all about the kids.” So let’s all fundraise with our local SLPs or sponsoring clubs.

The first thing to do to successfully involve your SLPs in fundraisers is to make contact with them. We don’t bite, trust me. If you don’t know how to get in contact with your club, you should talk with your Key Club or CKI Lt. Governor first and get some information on the officers of the club or clubs you’re looking to involve. Also, always see if they have any ideas as to how the fundraiser should go! You never know, they may have an upcoming fundraiser your club could work with, or have some really successful events that could interest your club.

From there, it gets a little simpler. Since you’ve already incorporated the SLPs into your fundraising planning, why not just finish it out with them? Work closely with the officers and members and get them involved. Spread the word and have the SLP

members go back to their schools and advertise it to everyone in the area to make sure it’s a large turnout. By the end of the event you would have not only made money for your cause, but in the process, you would have built some bridges between the Kiwanis Family.

If you need some ideas to draw in some youth to help in your endeavors, try a few of these fundraisers!

- Host a game night with your local elementary schools!
Why? It’s a way to incorporate any K-Kids or Key Clubs, you can get easy money by charging a reasonable admission fee, it’s fun, and you get to brighten the community.
- Hold a benefit dinner / feast!
Why? Who doesn’t love friends and food? People are always willing to put out some money for a home cooked dinner.
- Have a bowling fundraiser night and invite your SLPs!
Why? It is a family-friendly environment that all ages can enjoy and it’s always fun to have a friendly competition or wager between Kiwanis clubs and their SLPs!



- Have a quarter auction!
Why? You can get rid of some of those trinkets hiding away in the attic or basement and one man’s trash is another man’s treasure!

We can all put the FUN in fundraisers, connect and strengthen the ties between the Kiwanis Family, and do some quality fundraising with our Service Leadership Programs.

Get Creative for Better Results!

By Eric Zhao, Intern

Tired of always running the same old fundraisers? You can inject some energy into your fundraising this year by holding a few new events. With so many other fundraisers contending for attention, only the eye-catching ones are successful. Here are 20 interesting, often overlooked, fundraising ideas to help your club stand out:



- 1. Sumo Wrestling Tournament**
Rent a set of sumo wrestling equipment and charge those who participate. The winner of the tournament will receive a prize. Raise additional funds through the sale of drinks and snacks.
- 2. Fundraising Night**
Contact a local restaurant to set aside one night when the club can receive a percentage of the revenue. Pizza Hut, Ledo's Pizza and Cold Stone are a few of the restaurants that can do this.
- 3. Spare Change**
Decorate a container and ask a local restaurant or store to set it up in a convenient location, to collect donations from its customers.
- 4. Blind Auction**
Fill a number of identical boxes with some valuable items, humorous items and some items to disguise the actual contents. Seal the boxes, announce a few of the valuable items and auction them off. People can bid for each box, but do not know the item or value.
- 5. Garage Sale/Flea Market**
Set aside spaces for the community to rent and sell any belongings they do not need. You can even gain a few new members by setting up a recruitment table at your event.
- 6. Advertisement Space**
Sell any available space on banners, posters or t-shirts to local businesses for them to advertise at your event.
- 7. Benefit Concert**
Reserve a local stage or auditorium and ask local musicians or performers to put on a show for charity, and then charge the audience a small entrance fee.
- 8. Corporate Sponsorship**
Obtain a sponsorship from a business in the area. Learn more about Corporate Sponsorships by visiting: tinyurl.com/corporatemoney.
- 9. Cow-pie Bingo**
Create a grid on a field, sell the squares to the public, bring some cows to the field and whichever square receives a "cow-pie" is the winner of a predetermined prize.
- 10. Cardboard Boat Competition**
Sell spots in the competition to teams and provide limited cardboard boxes for the team to create an entire boat in a limited amount of time. The competition can be for distance traveled, time afloat

or even the best looking. Make sure the body of water is shallow.

11. Item-Swap Event

Charge participants a small entry fee and require them to bring in their own bag of items they do not need. Lay out all of the items and participants can take home for free what they may need.

12. Embarrassing Dance or Karaoke Night

Pre-select embarrassing songs and/or dances and randomly select participants to perform them. They can opt out if they make a donation, but they have to outbid those who want them to perform.

13. No-Talent Show

Host a show where participants purposefully perform badly and the most outstandingly bad participant wins. Entry fees can be charged for participants and/or spectators.

14. Best Riddle Contest

Pre-select challenging riddles and/or problems and have participants walk around and attempt to solve all of the riddles. Participants can make a donation to see the answer and/or a smaller donation to have their answer checked. The person/group with

the most correct answers will win a predetermined prize.

15. Money Tree

Present every participant a plain unmarked envelope and ask them to place a coin or bill inside, seal the envelope and staple it to a cardboard tree. Staple additional envelopes of your own with pennies or other small items. All participants then can choose an envelope from the tree and the money left is kept.

16. Radio Fundraisers

Ask a local radio station to allow your club to sell commercial spots on the station's channel for a day and/or receive a portion of the money earned from commercials.

17. eBay Sale

Gather donations of gently used items and sell them on eBay or any similar website.

18. Make-Me-Laugh

Choose stoic volunteers and have participants come up for a pre-set amount of time. If the volunteer fails to laugh in the time period then the participant must make a donation and if the volunteer laughs, then the volunteer may also make a donation.

19. Dinner/Lunch Theaters

All participants or a few selected actors are given scripts and characters to act out while participants are eating. An entry fee will be charged. There are many scripts available online for sale, but two free scripts can be found at <http://www.whodunitmysteries.com/sour.html>.

20. Pet Pageant

Charge an entry fee for participants to show off their pets. Categories for display can include looks, tricks and handling. Overall winners and/or category winners can receive prizes if the event is competitive. A few pet product companies may even be interested in sponsoring the event!

Websites Make Fundraising Easy

By Jonice Jackson, Intern

Technology is becoming a bigger part of everyday life and it is helping to make hard tasks easier. One way that technology has made things easier is fundraising. Online fundraising websites and tools modernize the way fundraisers are done.

There are many options to choose from when picking an online fundraising site. Although most fundraising sites have a few basic common factors, for example, most allow users to utilize social media, and they all have donation fees, they do differ. Some websites give users package options, while others give users only one option. In addition to online fundraising websites, there are other online fundraising tools that allow users to raise awareness about their cause. Using online tools helps fundraisers to reach out to a broader audience and allows more money to be raised.

ONLINE COLLECTION

Pledgie.com is an online fundraising tool that allows its users to fundraise for their own particular cause. Pledgie does not charge fees for being a user. However, it does keep 3.0% of every donation. With its unique tool called the “Pledgie badge”, users can place badges on things like club websites and blogs to help show others the prog-

ress of the fundraiser. The badge also includes a link to its campaign page.

Another fundraising website is **Rally.org**. Through Rally, donors can contribute via debit card, credit card, or eCheck; but Rally does charge a 5.75% fee for payment processing. Rally also has a tool called the “online dashboard”, which allows user to track donations, invite supporters, and manage accounts all from one easy to access location.

Crowdrise.com and **Fundly.com** are also popular online options. They are very much like the last two websites, except that they both give users three package options that offer different amenities and pricing plans for each option. Crowdrise’s package options are named Basic, Featured, and Royale. Each option for Crowdrise comes with a few core features: unlimited fundraising pages, instant access to funds, and a secure website. Fundly’s options are called Basic, Professional, Enterprise and they all come

with a few basic features: real time access to funds, mobile pages, and the ability to integrate social media. All of the online fundraising tools mentioned allows users to utilize several methods to spread the word about their fundraisers, one method is through social media, like Facebook and Twitter, and the other is through email.

POPULAR WEBSITES ADD FUNDRAISING OPTIONS

Online fundraising websites are not the only way to fundraise online. **eBay.com** is a unique tool that can be used for fundraising. eBay has a feature that allows it users to donate a part of their profit to charities and fundraisers--it is called “Giving Works”. On eBay, a user can sell an item as if it were for auction, and use



Register Now For Midwinter Conferences

Registration is now open online for the 2014 Capital District Regional Midwinter Conferences. Visit https://fs9.formsite.com/CapitalKiwanis/KMWC/secure_index.html to register and pay securely through the District website!

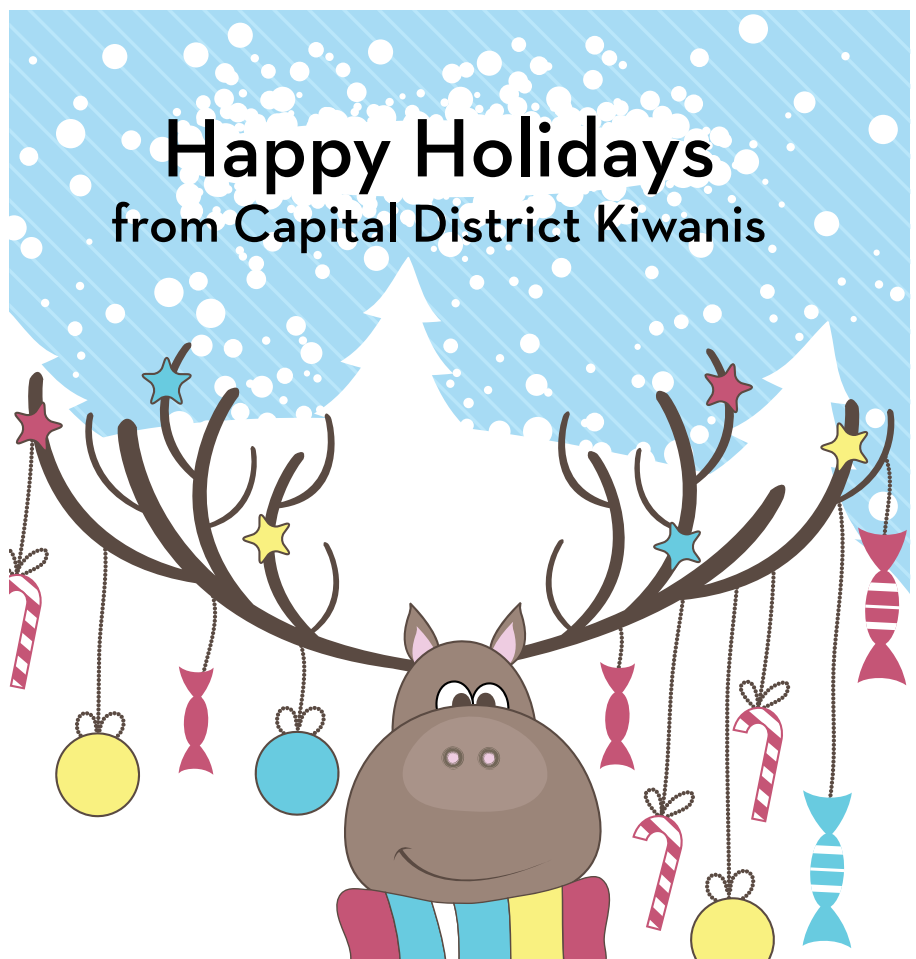
the money that they gain from it and put it toward a fundraiser. Users have the option to choose the amount of money they give to the charity. Users will need to make a non-profit account so donors will be able to donate to it. **YouTube.com** also has an interesting program that helps non-profit organizations to raise money. The program is "YouTube Nonprofit Program"; it allows organizations to upload videos to raise awareness about their fundraiser and allows YouTube users to donate money.

The money raised in fundraisers may be used for many causes. For example, one Pledge user was able to raise ten thousand dollars to pay for the expenses of an animal shelter. Through Rally, users can fundraise a project that will help mentor children in low-income communities in India. A woman named Abby Ravera used the YouTube Nonprofit Program to raise money to help feed five hundred thousand hungry schoolchildren. These online fundraising tools allow for all types of fundraisers, from smaller things like a park to big things like disaster relief. With these tools, it is easy to fundraise for anything.

For Kiwanis clubs the possibilities are endless with these online fundraising tools and new ones constantly on the horizon. The technology helps to broaden fundraisers to a national or even global scale.

Save the Date for District Convention

Plans are already underway for the 96th Annual Capital District Kiwanis Convention which will be held August 22-24, 2014 at the Hyatt Regency Reston Hotel in Reston, Virginia. More info coming soon about this exciting event!



Family Ties

Updates from Our Kiwanis Family

Key Club Garrett Fraino, Governor

I hope that you have been doing well these past few months! For Capital District Key Club, we have been busy raising funds for Trick or Treat for UNICEF for The Eliminate Project. At our last Board Meeting a few weeks ago, we got the results of how much money Capital District Key Club raised in funds for The Eliminate Project; I am proud to report that last Kiwanis year, we raised a little over \$66,800, meaning that we helped to vaccinate/save over 37,000 mothers and children! We were all very happy to hear such great news! We also learned that six of our Key Clubs made the Top 28 list for the most amount of money donated towards eliminating MNT. The Harrisonburg Key Club alone raised \$7,000, the second largest amount given by any club in Key Club International!



I would also like to say that so far during The Eliminate Project, Service Leadership Programs have already donated over \$2.1 million! So, the SLPs are working very hard and are helping out as much as they can to eliminate MNT.

So far, many of the Key Clubs in the Capital District have been working to raise money for The Eliminate Project. Many clubs this year participated in Trick or Treat for UNICEF as well, and most of these clubs that participated raised several hundred dollars! Every day, Capital District Key Club gets closer to reaching our goal of \$68,000 this year. With all of the devotion and determination of clubs and members, I am sure that we will make our goal!

A friend in service,



Garrett D. Fraino

CKI Ben Durham, Governor

I hope that this message finds everyone well and enjoying the holiday season. I'd like to tell you a bit about what Capital District CKI is doing to fundraise. As a college organization, you might think that we'd have difficulty fundraising. After all, your stereotypical college student survives off of coffee and ramen noodles. The main way we're able to do this is through individual club fundraisers alongside district level support. At the club level, clubs do everything from grilled cheese fundraisers and bake sales to major events like dances, culture shows, and concerts. Often the most successful fundraisers are the ones that involve other members of the K-family, and I know that our clubs would appreciate any and all support that you could provide! Many of our clubs hold their largest fundraisers during the spring semester, and thus I would ask that you reach out to them and offer your support.



At the district level, we work to support the efforts of our individual clubs. We also hold our own fundraising initiatives at our district events. Our November District Large Scale Service Project raised money for The Eliminate Project, while we also interacted with the residents of a low-income retirement community in Washington, D.C. At our Fall Membership Rally, we auctioned off board members and items donated by clubs. All told, we raised well over \$3,000 for The Eliminate Project in a matter of minutes! Lastly, this year I have two Governor's fundraisers for the Eliminate Project: one is jewelry making, and the other is a decorated box used around campuses to raise money. At our upcoming District Convention in Fairfax this February, these projects will culminate with representatives from the clubs that raise the most money with their box pieing me in the face along with a board member of their choosing. Surely, good times will be had by all!

Yours in Service, Leadership, and Fellowship,



Benjamin Durham, III

Getting the Word Out

Tips for Promoting Your Kiwanis Event

By **Caren Schumacher, Chair**
Capital District Public Relations

Can you say early and often? These are two important words to remember next time you are marketing and promoting a Kiwanis fundraising event.

The Rule of Seven is an old marketing adage. It says that a prospect needs to see or hear your message at least seven times before they take action. While the number seven isn't cast in stone, the truth is marketing must be an on-going process in order for it to be successful.

Every town where a Kiwanis Club exists, there are media outlets: newspapers (traditional and online); radio; and television. Your marketing plan should include all three mediums. Building relationships with local reporters and broadcasters is paramount. As an aside, have you ever invited a local anchor to speak to your club about what is happening in the media industry? It's a great way to foster friendship!

When you provide information to local press make sure they know why you are holding the event. If it is to raise money for The Eliminate Project, there is a great story to be told about eliminating neo-natal tetanus. If your event is funding a local charity, talk about how the funds you are raising will be used. And above all, don't forget to tell them you are Kiwanis, an

International organization of volunteers who are changing the world, one child and one community at a time.

Local radio stations have a faithful audience base, and are generally willing to schedule interviews that shares information with their listeners. Be sure you enlist your most enthusiastic and well-informed members to be interviewed.

Other traditional methods of marketing include posters, signage on key travel routes in your town, and flyers that can be placed in stores, libraries, schools, community centers, workout facilities, churches, etc. Email, Facebook, Twitter and other cost-effective and far-reaching social media need to be used in concert with other marketing tools.

If no one knows you are having an event, it's a given no one (except your "insiders" aka club members) will attend. While getting the message out is critical, crafting a message that shapes your event as a can't-miss happening is equally important.

People will be moved to attend your event because: (1) they know their participation will help raise money for a great cause; (2) they like the product your event is selling – seafood, pancakes, dancing, bowling, barbeque – you get my drift; (3) a Kiwanis member has personally asked them to attend; (4) and because your promotional materials have sold them!



You need to develop a marketing and promotion plan that includes a timeline and schedule for each of the outputs you want to implement. Some of you are already very successful in garnering support for your events and activities, so I hope my message simply reinforces your good work. If you are new at this marketing thing or need help in developing a promotional strategy, writing a press release or setting up a Facebook page for your event, help is just an email away at careнкиwanis@aol.com.

Last, remember, marketing is fun! If you are selling lobsters, wear a lobster hat around town (Governor Scott did!). The Kiwanis Club of Williamsburg rented a pig costume that one of our members wore to promote our barbeque event. And what about that crab costume in the Southeast VA Region?! Silly sells! Try it and let me know your results!

Service Showcase

News From Capital District Kiwanis Clubs

Division 1

On Friday, October 25, the **Kiwanis Club of Washington, D.C.** sponsored an Oktoberfest dinner at a low-income senior citizens center, Sarah's Circle. At the event, 12 Kiwanis club members, 4 prospective members and 2 **George Washington University CKI** members served a delicious dinner of bratwurst, mashed potatoes and apple pie. Kiwanians also facilitated a trivia game with prizes for the winning team and provided a pumpkin craft decoration for the attendees.



D.C. Kiwanians serve food at Oktoberfest.

Santa visits the children in Poquoson.



Division 2

On November 10th, the **Kiwanis Club of Tysons Corner/McLean, VA** put on a **Division 2 Ice Cream Social** for Kiwanis Clubs and their Service Leadership Programs. Key Club International President Raeford Penny (from Division 2), Kiwanis Governor Scott Zimmerman, CKI Governor Ben Durham and other Service Leadership Program leaders from Division 2 spoke while the attendees enjoyed ice cream and fellowship. Over 150 people were in attendance. The club plans to expand the event next year. This ice cream social was adapted from the original Dale Larson Division 20 Service Leadership Program Night.

Division 5

Jim Spicknall, **Kiwanis Club of Greater Ocean Pines - Ocean City** Young Children: Priority One Chair presented a check for \$600 on behalf of the club to Margaret Yates, President of the Board of Worcester County G.O.L.D. Kiwanis makes several donations to G.O.L.D. each year. Worcester G.O.L.D. serves many needs of the community in Worcester County, Maryland including those of young children. Worcester G.O.L.D. (Giving Other Lives Dignity) has a pantry for infants as well as other children's programs that supports the Priority One mission. It's a perfect fit with the Kiwanis Mission: "Serving the Children of the World."



Division 12

Santa Claus arrived at a **Kiwanis Club of Poquoson** event by lighted boat on Saturday, November 30, 2010. The club was open to the public and there were free refreshments. Santa greeted every child and gave each one a small gift.

Recently, the **Kiwanis Club of Toano** conducted a food drive at the local Farm Fresh to collect food items geared towards children for the pantry of the local Salvation Army. Over \$5,000 in food items and baby supplies were collected.

Division 13

The **Kiwanis Club of the Peninsula at Oyster Point** provided 130 dictionaries to fourth grade students at Palmer Elementary School in Newport News, Virginia. In addition, they provided dictionaries to new teachers at the school, to fifth graders who did not receive dictionaries in prior years, and to the school library. Pictured on "Dictionary Day" October 10, 2013 are (L-R) Jim McDevitt, Bob Huggard, Palmer Elementary School Principal Gary Black, Club President Chuck Root, Shirley Daniels, and Troy Collier.

Rev. Dr. Chuck Root, Club President, started this project seven years ago when he visited the school for a Ter-

rific Kids program and was asked by the school to help buy reference books for the library. He was told that many students did not have dictionaries at home. Many fundraising projects later, the Club was able to provide the books for the library and a dictionary to every student in the fourth grade. This has continued as Dictionary Day every October when the school celebrates its partnership with Kiwanis!

Division 14

One of the **Kiwanis Club of Great Bridge's** significant fundraisers is contracting with the Tidewater Builders' Association to provide support services for their annual home show, Homearama. This year club members drove golf carts, shuttling visitors between the parking lots and the gate. The show ran from late October to early November. At the last minute they realized the schedule included Halloween. The opportunity to Trick

Citizens received a visit from "Si" and "Elvira," who were collecting money for The Eliminate Project



or Treat for UNICEF was too good to pass up. So, Elvira, Mistress of the Night (aka Past President Olivia Trombino) and Duck Dynasty's Si Robertson (aka Past Governor Bob Powers) placed Trick or Treat boxes in their carts and drove off into the dark and scary night. A few hours later, The Eliminate Project had another \$64. Pure serendipity.



Peninsula at Oyster Point Kiwanians deliver dictionaries to schools.

Governor's Column *cont'd from page 4*

a time we can eliminate maternal and neonatal tetanus. Consider partnering with your community and save a life while promoting Kiwanis at the same time.

If you would like to join a group of Capital District FUNdraising and Service oriented individuals to share ideas and become force multipliers for Kiwanis, please contact me today at pscottz@verizon.net to join the Capital District Service and FUNdraising team. We need your ideas and enthusiasm...bragging rights accepted!

And last but not least, let me know about your events. I would love to participate with you if possible. I can work any shift and I already have my cooking apron...thanks to Kiwanis Club of Winchester.

ReMember, It's All About the KIDS!

Capital Idea *cont'd from page 7*

Their mission is to provide ample and quality educational services for intellectually disabled children and to bring them up as individuals with skills to support themselves financially.

As with the first school, the school had prepared a presentation that actually utilized their disabled children. One child recited poetry. Other children

sang and danced. "The most amazing presentation was one boy who did not have use of his hands and arms," Charlie recalled, "His teachers brought him up in a wheel chair and took off his shoes and socks. One teacher got on the floor and held a small electric keyboard for him to play with his feet. I was absolutely amazed at his ability."

Charlie was able to present to their principal several boxes that the club had shipped to Mongolia. After the program was over, they went back to the principal's office. "I told her that I was most impressed with the presentation and the entire staff of how much they cared for their students. She told me in her broken English, 'I hope so.' My immediate response was, 'This is truly a labor of love; otherwise you would not be here. I know so.'"

The Kiwanis Club of Poquoson has a goal for next year to contact each school to determine what their exact needs are for their student body. This way, they will be able to help change one child and one community for a lifetime.

Blog *cont'd from page 17*

my IRA. But unlike my friend, have not reached the age for mandatory withdrawal from my IRA. However, being over 65, am eligible to take advantage of the direct contribution from my IRA to The Eliminate Project.

This information has enabled me to answer that "nagging feeling to do more" and pledge to become a Lead Gift donor. One can make a difference!

Who knows what the children of a mother vaccinated for a mere \$1.80 US can contribute to future of this place called Earth. Will "he or she" be the person to find the cure for cancer or one of the many other illnesses and/or diseases that currently plagues society?

Kiwanians who have pledged to be a Lead Gift donor are asked to participate in a field visit with UNICEF, to observe first-hand the work being accomplished in one of the countries where tetanus is a problem. Originally, I was asked to participate in a field visit to Kenya in late October, but that was cancelled because of the "terrorist" attacks on a mall in Nairobi the first week of October. My UNICEF field visit has been rescheduled to the last week of November, to Madagascar. Madagascar is an island nation located off the southeast coast of Africa. As the trip draws near, the excitement and the anticipation of the travel to a foreign country grows. I am also looking forward to seeing my classmate and Kiwanis International President, Gunter Gasser and his wife. Gunter and I had the privilege of serving as Governors of our respective Kiwanis Districts under the leadership of Kiwanis International President Nettles Brown.

We as Kiwanians have been presented with the wonderful opportunity of teaming up with UNICEF to eliminate maternal and neonatal tetanus from the world. By accomplishing this goal, we as Kiwanians (individual members) will be living our mission statement of changing the world, one child and one community at a time. The Elimination of tetanus will remove one of the medical hurdles to the children of the world, thereby giving them a head start on a healthy life.

CDKF

cont'd from page 11

There are two major areas in which the Foundation's money is distributed. The first involves the Service Leadership Programs sponsored by Kiwanis. This includes CKI and Key Club. Currently the Foundation provides CKI with money to conduct administrative leadership conferences and additional funds to offset convention expenses. Those of us who sponsor a SLP club know the rewards of working with these future leaders and citizens who care about the world in which they live.

The second area is the programs that enhance our District's Young Children Priority One efforts. Support Programs consist of the Matching Grant Program, Teenager of the Year, and the Pediatric Trauma Units at seven hospitals throughout Maryland, Delaware, Virginia, and Washington, D.C.

The Teenager of the Year Program which honors an outstanding student not only for good grades but also for his or her involvement in their community and willingness to give of themselves in terms of time and talent. This is a district wide program financed by the CDKF.

Another major support program is the Pediatric Trauma Center Program. This was initiated several years ago and involved just one hospital, the Children's Hospital in Washington, D.C. The Capital District Kiwanis Foundation donated \$1,000 to be used for the treatment of children with injuries from burns. Since then, six

more hospitals have been added to the approved list and each receives equal shares from the Capital District Kiwanis Foundation fundraisers. This year each hospital received \$2,900.00. The Seven hospitals are Children's National Medical Center, Washington, D.C., Johns Hopkins Children's Center, Baltimore, MD, University of Virginia Health Center, Charlottesville, VA, Children's Hospital of the Kings Daughters, Norfolk, VA, VCU Medical Center, Richmond, VA, Carilion Clinic Children's Hospital, Roanoke, VA, and Christiana Care Pediatric Trauma Unit, Wilmington, DE.

Kiwanians also support the Caring Corner. This is managed by a foundation committee that is responsible for the sale of arts and crafts and a silent auction. Proceeds are earmarked for the pediatric trauma centers. This year we raised \$720.00

The Ducky Derby is still very popular. Tickets are sold from February until the day of the Derby. This year, a total of \$11,720.00 was raised. If every Kiwanian in the District bought just one ticket, this could be tripled. In addition, each Division is asked to contribute prizes to enhance sales.

There are several endowment programs also available. All funds received are invested and only the income from these investments is used to support approved projects. Learn more about our endowment opportunities in the next issue of *The Capital Kiwanian*.

Finally, I remind each Kiwanian that you are the lifeblood of the Capital

District Kiwanis Foundation. It is only with your participation and support that we can be the lifelines to our youth. If additional information is required, please visit our web site at foundation.capitaldistrictkiwanis.org.



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to **protect**
the **connection**
between a **mother**
and her **child.**

1 U.S. Fund for UNICEF/Cambodia

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