

Attendees at Kiwanis Division 13's
7th Annual Shag at the Foodbank.

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“Fun” Fundraisers

*Kiwanis clubs think outside the
box to raise money for communities*



KEY LEADER®

Key Leader is a weekend program for today's young leaders! This life-changing event includes small group workshops, discussions and team-building activities. Key Leader helps participants gain skills to change their schools, communities and the world!

When? April 27 - 29, 2018

Where? Jamestown 4H Camp, Williamsburg, VA

Who? Students from 8th grade through High School are invited!

Cost? Non-Key Club participants \$175, Key Clubbers \$150, Student Facilitators \$100, Adults \$115. *Thank you to the Capital District Kiwanis Foundation for their support in reducing costs for all students*

Chaperones? Key Leader provides male and female chaperones for the weekend. Key Club and Kiwanis advisors do not need to register as chaperones unless they would like to learn more about Key Leader.

Want to know more? Contact Bill Hand, District Chair, at (301) 706-4053 or capitalkeyleader@gmail.com.

Registration opens January 2018 at key-leader.org

Registration ends April 24 at noon, \$25 late-fee applies after April 21



Kiwaniis

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 7, Number 2

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GOVERNOR
Jon Rife
Grundy, VA

GOVERNOR-ELECT
John Morris
Richmond, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
Kelly Boswell
Olney, MD

TRUSTEE - CHESAPEAKE BAY
Jack Hassman
Bridgeville, VA

TRUSTEE - HEART OF VIRGINIA
Dennis Baugh
Harrisonburg, VA

TRUSTEE - MASON DIXON
Fred Lohnes
Westminster, MD

TRUSTEE - NATIONAL CAPITAL
Elana Gardner
Eastern Branch, DC

TRUSTEE - SOUTHEAST VIRGINIA
Judy Pantelides
Downtown Hampton, VA

TRUSTEE - SOUTHWEST VIRGINIA
Jerry Jones
Montgomery County-Blacksburg, VA

MAGAZINE STAFF
EDITOR
Jennifer Wolff
editor@capitaldistrictkiwanis.org

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Governor's Message

Jon Rife, 2017-18 Governor



I hope you are enjoying this wonderful holiday season. With each passing year, the time and days seem to go by faster and faster; perhaps it is just me getting a little older and hopefully a little wiser. As I reflect on our past in the Capital District, I can't help but to look forward to our next generation of Capital District leaders.



Capital District Kiwanis will celebrate our 100th anniversary in Reston, VA on August 17 – 19, 2018. Our RIFE STUFF team wants this convention to be a celebration of all 141 clubs and our 4,378 plus members. From our newest charter club in St. Paul-Castlewood, VA to our oldest club in Washington, we really, really, really need all clubs to participate this August in Reston, VA.

We want all 141 clubs to submit information on their clubs' past service project, fund raisers, community service projects and youth service activities. Convention Chairperson April Gassler, has a district Facebook page "100th Annual Capital District Convention" and is running a weekly Trivia Tuesday contest. Winners

will receive a small Kiwanis swag item from the Kiwanis store. Surely, every Kiwanian would want to LIKE our Facebook page and test their knowledge each Tuesday.

In my article in the October / November issue of our *Capital Kiwanian*, I shared my vision, my goals, my strategy and my tactics. I am extremely proud and excited to report our RIFE STUFF team has opened the earliest chartered club in an administrative year. Division 17 chartered St. Paul-Castlewood Club #19369 on November 9, 2017. The clubs of Wise, Norton and Coeburn co-sponsored this new club in the St. Paul-Castlewood community. I encourage you to go to the District website capitaldistrictkiwanis.org

and select KIWANIS DISTRICT STRUCTURE, and under the Google Maps, you can see the PIN locator for the St. Paul-Castlewood Club. Thanks to PG Jeffrey Wolff for the posting!

This new club had their second meeting and the secretary has completed her online training! The club was chartered with 16 members with a goal of increasing the number to 25 by charter night which is scheduled for April 3, 2018. I'll keep everyone posted on the progress of this first charter club in the Capital District for this administrative year.

I want to especially thank Jeff Dotson, LTG Division 17 and President of our class, for his leadership and his tireless work to help charter this club. We were on-site for five days visiting

prospects and explaining the Kiwanis story. Also, PLG of Division 17, Kathy Still, was very helpful in identifying potential prospects in the community. It took the combined efforts of three clubs to identify prospects, work in the field, achieve our success and goal of chartering our first club this administration year.

I appreciate how difficult this process of opening and chartering new clubs can be. If it were simple or easy, it would not have been 25 plus years since our last membership gain in our Capital District, or since we opened SEVEN new clubs in our district in one year. Our RIFE STUFF team is excited to start this new year with our Capital District Kiwanians. We are anxious to work with clubs to



increase membership, club projects, fund raisers and open new clubs in all communities where there is a need.

During this busy holiday season, take time to “Remember the Reason for the Season”.

Remember Dream Big, Focus, and Have Fun!

**ADVERTISE YOUR CLUB
EVENTS IN
THE CAPITAL KIWANIAN**

\$30 (quarter page ad)
\$55 (half page ad)
\$100 (full page ad)

editor@capitaldistrictkiwanis.org



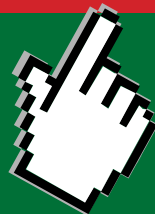
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The Capital Kiwanian!**

Feb/Mar Issue: Jan 25

Apr/May Issue: Mar 25

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

store.kiwanis.org

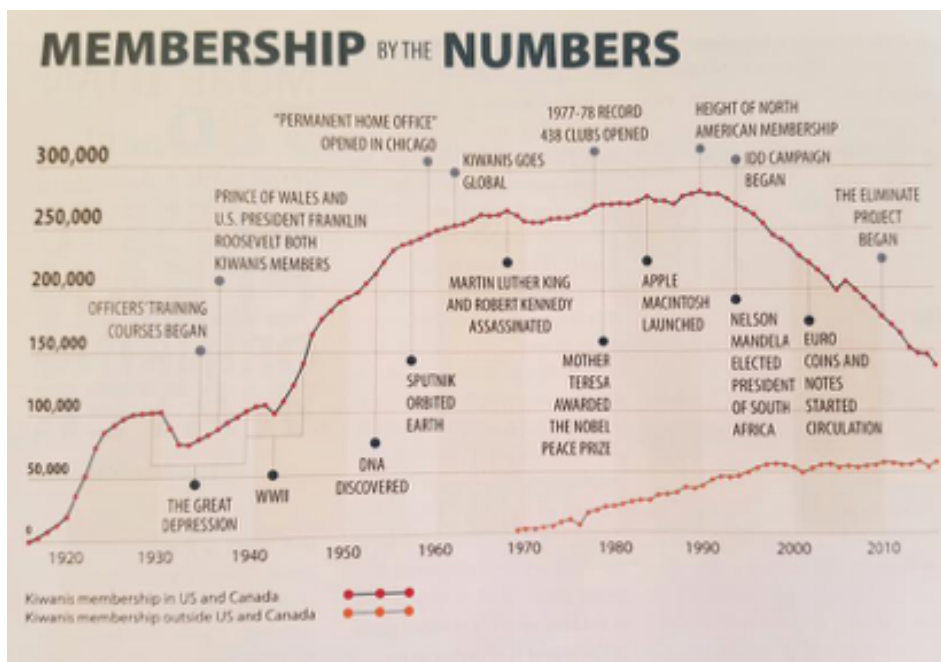


Around Capital

The Formula: More Hands for Service!

by Missy Zimmerman
The Formula District Chairperson

Kiwanis International is the best service organization in the world. Having celebrated 100 years of service to our local communities and children everywhere in 2015, we are looking forward to another hundred years and beyond. Only, there's a problem. As a global organization we are shrinking at an alarming pace. One of the best depictions of this sad news was featured in *Kiwanis* magazine in January of 2017.



I remember attending the Kiwanis International Convention in 2005. With our 100th birthday celebration just ten years away, people who were already watching the big picture numbers had cause for concern. A push to reach one million members (counting Service Leadership Programs) was started and at that time, it seemed possible.

As time went on and overall membership numbers continued to decline it was decided stronger measures were needed. Not because Kiwanis is all about the head count. But because Kiwanis is all about the children! Did you know that, for every pair of Kiwanis hands, the lives of 204 children are positively affected? How many people are in your club? 15? 30? 50? A club of just 15 members directly supports the lives of 3,060 children EVERY YEAR!

The Formula is a structured way to help clubs understand the importance of what we do in our communities, and around the world. It's a treasure trove of ideas, step-by-step guides, promotional materials and tools that can help you strengthen your club or even build a new one.

The Formula is looking for highly focused and organized planners to help build new clubs (Club Openers) and passionate, experienced mentors (Club Counsellors) to identify our strengths and weaknesses and bring their skills to the places where they

are needed most. Do we have a club that seems stuck? Unable to attract new members, feeling tired and unable to carry on? Do we have an area within the Capital District that doesn't have Kiwanis, so that children and adults with disabilities in that area don't benefit from K-Kids, Builders Clubs, Terrific Kinds, BUG, Key Club, CKI or AKtion Club?

Do you want to help bring those clubs in distress back to health and vigor? Do you want to see that what Kiwanis has to offer is available to children in a neighborhood near yours where

currently there is no Kiwanis? Then, Sign On to The Formula!

Go to www2.kiwanis.org/theformula for tools, tips, training, resources or contact your District Formula Chairperson and Vice-Chairperson: Missy Zimmerman, Formula Chairperson and Scott Zimmerman, Vice-Chairperson (757) 258-5109

MissyKiwanis@gmail.com or psscott@verizon.net

SAVE THE DATE!

The 100th Annual Capital District Kiwanis Convention will take place August 17-19, 2018 at the Hyatt Regency in Reston, VA.



Around Capital

Changes to Capital District Policy Statement

by **Trustee Dennis Baugh**

Bylaw and Policy Committee Chairperson

On November 11, 2017, the Capital District Kiwanis Board of Trustees met in Fredericksburg, VA and reviewed the current Capital District Kiwanis Policy Statement that was last updated on August 13, 2016. Some of you may not be aware that the District Policy Statements implement the provisions of the District Bylaws. They define how the day-to-day business of the District is to be carried out. These statements are arranged to provide easy access to information on particular subjects. Sections 1 through 16 contain information related to the corresponding Articles (I – XVI) in the Bylaws. If there are no additions to the Bylaws in the Policy Statement, it is so noted. The remaining sections contain information on topics that are not directly related to the Bylaws.

One of the charges to the Bylaws and Policy Committee was to re-format the Policy Statement to conform with the current Capital District Bylaws, which were standardized by Kiwanis International in August 2013. This resulted in condensing the current Policy Statement Sections 1 – 21 to a new format of Sections 1 – 16. The sections after this will also be renumbered starting with Section 17. Below is a summary of the major changes that were approved by the Board and put into effect on November 11, 2017. There is still more work by the committee and the board

to be done.

SECTION 1 – DEFINITIONS.

Defined the ex-officio committee member position on committees. Not a voting member nor factored into the quorum requirement.

SECTION 2 – PURPOSE AND STRUCTURE. Essentially combined the previous Sections 1 – 4 into one.

SECTION 3 – OFFICERS. Defined the district officers, moved Assistant Secretary-Treasurer to Staff section, and clarified Trustee Assignments to committees.

SECTION 4 – DISTRICT BOARD. Added language from Bylaws for clarity on who is the board and when they meet.

SECTION 5 – COMMITTEES. Major change was including the list of committees and their duties from the Kiwanis International Policy as required Standing Committees. Created subsection on the Other District Committees. Defined that the district has two forms of committees – Policy Formulation and Support. Then defined what committees are under the Policy Formation status.

Other changes in this section were: Clarified that the Conventions and Meetings Committee does not comply with one member from each region, added Trustee Committee



Assignment language from previous section, expounded on Ex-Officio Members, included all staff positions required by Kiwanis International, added the Historian as a staff position and Deleted District Convention Registration Specialist and District Convention Program Editor.

SECTION 6 – CHANGED MIDWINTER TO MID-YEAR.

Defined what a Mid-Year convention was. Moved the entire section on District Convention to Appendix H. Reviewing and making changes to Appendix H are planned for the future.

SECTION 7 – NOMINATION AND ELECTION OF OFFICERS.

Modified the Eligibility Requirements for running for Governor-Elect. It now requires that the person be a member in good standing of a Kiwanis Club for a minimum of 6 years. Removed the requirement of being a member of a Capital District club as well a

Kiwanis International and reduced the length of time from 9 years. Also, the person must have fully completed their term as Trustee in the Capital District and have been a Lieutenant Governor in the Capital District. Also removed the length of time requirements to be nominated for Trustee or Lieutenant Governor.

SECTION 11 – FINANCE.

Changed the time for submitting reimbursement requests from 90 days to 30 days after the event.

SECTION 13 – AMENDMENTS.

Inserted language on time frames and process for submitting amendments to the Policy Statement.

Past Governors Committee Service Agreement. Changed the language for who is the chair from immediate past to penultimate past Governor. Also, the terms were reduced from 3 years to 1 year.

I would like to thank the members of the Bylaws and Policy Committee, Trustee Elana Gardner, Eastern Branch; LTG Jeff Dotson, Wise; PG Jim Kaufman, Midlothian-Chesterfield; Mary Beth Murphy, Williamsburg; Serena Bell, Washington; and the Ex-officio members: Governor Jon Rife; Governor-Elect John Morris; Secretary-Treasurer Tom Varner; and Parliamentarian Ron McCallum.

The full Policy Statement is available on the Capital District website or you can contact Committee Chair, Dennis Baugh at dennis.cdkeyp@gmail.com.

A Message from the Lt. Governor Class President

As Lieutenant Governor of Division 17 and the 2017-18 Class President representing our Lieutenant Governors, above all I am focused on making our capital district's 100th anniversary momentous.

Jim Rochford, the President of Kiwanis International, has challenged our Governor Jon Rife to open seven new clubs in the Capital District. We have accepted that challenge and are now working towards that goal. In just over a month into our new Kiwanis year, we have already added the new club of St. Paul–Castlewood in Division 17. We feel this is a significant accomplishment, but if we fail to retain the clubs we have we cannot count this as true growth.

I feel it is time, as Lieutenant Governors, to focus not only on chartering new clubs but aiding those clubs who are struggling or below charter strength. By helping these clubs keep their doors open and adding new clubs, we will achieve true growth. By facilitating healthy and active Kiwanis clubs, we can enrich the lives of the children in our communities. After all, that is the core purpose of Kiwanis International, and for this reason, every community needs a Kiwanis club.

It is my sincere hope that all the Lieutenant Governors in the Capital District will take the growth and retention of their district to heart and work especially hard towards keeping existing clubs active in addition to opening new clubs. We plan to have a historic year, but most of all, we want to provide the children of the Capital District with the best service we have to offer.

Jeff Dotson
Lieutenant Governor Division 17
Capital District Class President



Around Capital

Capital Champions for The Eliminate Project

By PG John Tyner
MNT District Advocate

I am so proud of our district's response to the needs of the children of the world through The Eliminate Project, with an average of \$15,000 a month being added in fulfilling our pledge to raise \$3,000,000. So far, our members have raised \$2.3 million in cash and pledges. As we get ready for the holiday season, we need to consider making charitable deductions for this taxable year. At our District Board meeting on Veterans Day, November 11, in Fredericksburg, we presented a number of awards to individuals who have particularly supported MNT.

With Immediate Past Governor Kelly Boswell making the presentations, Trustee Judy Pantelides and Trustee John Hassman received their Walter Zeller Fellowships. I'm glad to point out that for the 5th consecutive year, all

our board leadership has shown their support for our worldwide service project by becoming a Zeller Fellow. Continuing his passion for helping children, PG John Tyner received his Walter Zeller Diamond #21.

We are delighted to announce that District Secretary/Treasurer and PG Tom Varner was the man of the hour, becoming Capital's sixth Major Donor, receiving his certificate of achievement and his medallion (sometimes known as a "chest-thumper") as a Legacy Donor. Capital District can be appreciative of these individuals who calmly and quietly continue to give to the Kiwanis Children's Fund.

More specifically in Tom's honor, PG Kelly and all of us present were delighted to install him as a member of



the Kiwanis Children's Fund Founders Circle which recognizes donors whose gifts amount to \$25,000 or more over a lifetime of participation. Along with his certificate of Founders Circle membership, Tom received a lovely bronze Kiwanis eagle as a symbol of his generosity.

A gift to the Kiwanis Children's Fund extends a donor's Kiwanis impact to children near and far. That's why the Children's Fund recognizes the kind of generosity that touches lives—in donors' hometowns and in communities around the world. We extend our deepest thanks by providing personalized recognition for donors to show their pride ... while honoring their generosity in a way that reflects their impact.

We continue to thank all of our members for their continuing support at the personal, club and district levels for our work with The Eliminate Project. As we approach the new year, let us remember that all contributions extend help to the last 15 countries to be free of neo-natal tetanus and come from our hearts!



Our Firm Foundation

News From Our Capital District Kiwanis Foundation

By Nancy Simonelli
Foundation President

Greetings from the Capital District Kiwanis Foundation. The Kiwanis year is well underway and your Board of Directors has been conducting Foundation business. As everyone knows, membership is the key to raising funds for the many projects the Foundation supports. The Caring Corner Basket Raffle, Ducky Derby ticket sales, t-shirt sales, and license plate frame sales enable the Foundation to donate money to eight pediatric hospitals each year. We thank everyone for your continued support in the Caring Corner and Ducky Derby ticket sales. You will see the directors busy again at the August 2018 Convention in Reston, Virginia.

The Capital District Foundation Board has distributed money in many ways. At the November 11, 2017 meeting the board voted to award two club grant requests for various projects benefitting children. The Kiwanis Club of Waynesboro received \$4,000 and the Kiwanis Club of Westminster received \$3,000. The board also voted to increase the grant money to be awarded during 2017 – 2018 year to \$20,000.

The Teenager of the Year award has been increased to \$2,500. The application has been emailed to all Lt. Governors and is posted on the Foundation website. Please help get the word out. The application deadline is March 31, 2018.

The Foundation voted to support Key Leader in 2018 by donating \$5,000 to this very worthwhile event for high school students. Flyers with information has been distributed by Chairperson Bill Hand to all divisions.

But the Capital District Foundation continues to need your help. There are many ways to support your Foundation throughout the year.

- Donate a minimum of \$3.00 per member based on the October 1 membership roster. This is an annual campaign.
- Donate \$150 and present a Capital District Foundation Life Membership award. This can be presented to an immediate past president, any member of your club you would like to recognize, an SLP advisor, an outstanding secretary or treasurer. The recipient will be presented with a framed certificate, a banner patch,

and a disc to put behind their Kiwanis pin.

- Donate \$1,000 for a Tablet of Honor Award. The Tablet can be sponsored by a Kiwanian, a Kiwanis Club, a spouse or a friend. The recipient will receive a certificate and a Tablet of Honor Plaque.
- Donate \$1,000 to the Founders Society. The Founders Society is an endowment fund within the Capital District Kiwanis Foundation created to benefit the Service Leadership Programs. The donation to the Founders Society can be done several ways: by check, gift of appreciated stocks or other financial investment assets or a bequest in a Will, Trust or Estate Plan.
- Visit the website to order t-shirts, polo shirts, jackets, etc for your club, K Kids, Builders Clubs, Key Club, CKI or Aktion Clubs. You can choose your color and logo for the shirts.

If you would like information about what your Capital District Foundation does please contact your Capital District Foundation Director or visit capitaldistrictkiwanis.org/foundation.

Looking for a gift for the Kiwanian that has everything?

Consider a Tablet of Honor, Founders Society, or Life Membership!

capitaldistrictkiwanis.org/foundation



News from Kiwanis International

A MESSAGE FROM THE INTERNATIONAL PRESIDENT

To paraphrase Albert Schweitzer, when it comes to leadership, leading by example is not just the main thing, it's the only thing! Kiwanis reached an all-time high in membership in 1992–93 at just under 325,000. In the past 25 years, we've lost 40 percent of our membership and only had true net growth in one of the past 25 years.

Your 2017–18 class of governors is committed to lead by example as we strive to achieve our goal of opening 409 clubs this year. Carolinas District Governor Mary Jo Brubaker, for example, opened her first club before our convention in Paris this past July. She didn't stop there, recruiting 30 members and forming another club in just three days.

Texas-Oklahoma District Governor Patrick Schibi paid his way to New York to work with a contingency of the Eye of the Tiger team to open two clubs in the Long Island area. And a third one is in progress. Then he returned home and helped open a club there, and he's been working diligently on two others.

Kansas District Governor Jane Maxwell helped open two clubs in 2016–17 and continues to work on two more. Her district hasn't opened many clubs in recent years, but she has many past governors and others who are motivated to open clubs.

Governor Jan Burch helped open all four of the new clubs in the Nebraska-Iowa District this past year. She has identified many sites for new clubs, has trained many people and is well positioned to achieve her goals.

Governor Justin Hahn opened the second club that his Wisconsin-Upper Michigan District formed during The Formula campaign. He hopes to open two other clubs soon. He likely will lead his district to new heights in membership.

I was pleased to join a global team of nearly 60 of Kiwanis' best club openers this past October as we worked at eight new-club sites in the Chicago, Illinois, suburbs. Kudos to Illinois-Eastern Iowa District Governor Terry Cunefare, the Eye of the Tiger leadership team and The Formula team, which was led by Jim Dooley.

FINDERS, MINDERS, GRINDERS AND BINDERS

The four things we need for a successful business are the same things we need to build a successful Kiwanis club:

Finders. This is the role we must play in constantly identifying new members to enthruse our clubs. Enthusiasm is contagious.

Minders. Once we tell people how good we are, we need a member to

take someone under his or her wing and orient them to the activities within the club. This does not have to be the recruiter, but just someone who cares about the club's longevity.

Grinders. These are the people who chair our service projects and work with our leadership programs. We're known for our service projects, and this person can help our new members with the club experience.

Binders. On the club level, these are members of the board of directors. They are the glue that holds everything together.

When all four of these roles are working effectively, it makes for a healthy club and equals more service.

NEW CLUB BLITZES

We had a great three-day effort in Kannapolis, North Carolina, where we have 30 new members. Many are in their 30s, and include the mayor and three city council members. The schools are eager for our programs. This all started when I had a conversation on a three-hour plane ride with a teacher from that area. She is the new club's charter vice president and eager to organize our Service Leadership Programs in Kannapolis. Thank you, Pam Allyn!

ELIMINATE

maternal/neonatal tetanus



Another Country Eliminates MNT

The Philippines eliminated MNT! The Philippines represents the third country to eliminate MNT in 2017, following Ethiopia and Haiti, and the 24th country to achieve elimination since Kiwanis International began The Eliminate Project partnership with UNICEF.

Now Accepting Entries for the 2018 Signature Project Contest

Kiwanis International will again sponsor a Signature Project Recognition Program and Contest in 2018. More than 40 Kiwanis districts participated in this past year's inaugural event, with the top awards going to a playground for children of all abilities, a drug-prevention program and a film festival for children.

Please consider submitting one club-level project from your district to the 2018 Signature Project Recognition Program and Contest. Each district is allowed one submission, and each district should determine the best way to select its premier signature project. Entry deadline is March 2, 2018.

Voting is Open for Halo Movement

Key Club teamed up with Nickelodeon to help Key Clubbers around the world serve more communities and more people. As part of Nickelodeon's HALO Movement—which shines a light on youth who act to improve their communities—Key Clubbers can earn funding (up to \$2,500) for service projects.

Voting is now open. Anyone can cast their vote daily for their favorite HALO Movement club submission until noon EST, December 10. Then, the top 10 vote-getters will move to the finals for a chance to win up to US\$2,500 for their club's service projects.

Refresh Your Club's Facebook Presence

Is your club using its Facebook page effectively? If not, do so ASAP. The social-media platform has a broad reach. Many people wrongly believe that Facebook users are mostly young people but in fact, 56 percent of users are 65 and older.

Make sure your club's page is current: Post often about ways to engage current and future members through community-service projects and fundraising events. And post photos showing your club involved in service and events that are well-known throughout your community. Highlight the fun your members have!

The Kiwanis International Board is leading by example, going out to three Indiana communities as part of its board retreat this past October. I've challenged each board member to make their top priority to go out to the districts they counsel and work shoulder-to-shoulder with their governor to open a club. I've asked them to have monthly contact with the governors they counsel.

A successful mini-blitz in Ohio and Kentucky near the Cincinnati area took place in November. The governors, Eye of the Tiger leaders and The Formula team for the districts were involved.

Best wishes to all Kiwanians as we begin 2018. We need to pray for stability in our world, for which Kiwanis can be a major factor. Enjoy time with your family.

Be sure to watch the Rose Parade on January 1 to see many of our top recruiters, openers and governors, who will be riding the Kiwanis float.

Keep leading by example!

Jim Rochford
2017–18 President
Kiwanis International

Fundraisers



Lobsters!

Williamsburg's annual Lobster Dinner to help benefit The Eliminate Project was again a huge success with more than 400 eager diners enjoying lobster dinners at the James River Ballroom at Kingsmill, while at the same time providing an estimated \$4,000 to \$5,000 to help provide life-saving tetanus vaccinations the world over. Gary Ripple served as master of ceremonies, and Warhill High School sent student musicians to serenade the attendees.

The lobsters themselves were a fundraiser for the club. 600 lobsters were delivered to Williamsburg, 400 of which were used for the dinner and 200 were given fresh to those who purchased them to cook at home.



Shag at the Foodbank

How do you entertain over 850 guest arriving by car, charter bus, and a few by limousine; have them dance to a live band and have a fundraiser? Well, the Kiwanis Club members of Division 13 have done just that with their 7th Annual Kiwanis Shag at the Foodbank. The VA Peninsula Foodbank serves as host site; where several Kiwanis members regularly participate in the school age Back Pack program. This collaborative effort of the Division members has donated over 3,500 lbs of food and contributed \$35,000 directly to the Virginia Peninsula Foodbank.

Shag attendees dined on an All-U-Can-Eat Seafood/BBQ menu with all the trimmings, enjoyed adult beverages, danced the night away to the sultry sounds of Bill Deal's Original Rondels; all to support children's programs throughout the Division. In an extra effort to help eradicate food insecurity in the area, attendees were encouraged

to bring cans of tuna and/or cans of chicken. To compliment the evening's festivities, each of Division 13's eight clubs donated a beautifully themed basket to be raffled during the event.

Along with the contributions to the Foodbank, Division 13 Kiwanis Clubs have donated over \$140,000 to assist in funding the Annual Fishing Clinic which hosts 300 children in fun filled activities, provide funding for the Mayor's Book Club of Newport News and Hampton monthly book distribution, as well as providing a Thanksgiving feast for clients of Versibility Resources.

PLG Bill Black brought the idea of a Shag At The Foodbank to the Division; Amy Thornstad of the Hilton Club has served as the chairperson.

Leadership Lessons

TOOLKIT

THE FORMULA



Attracting & engaging young professionals



LOVE IT.
SHARE IT.
LIVE IT.

THE BASICS

Who they are: Adults under 40

What they want:

- To connect with a cause
- To see impact
- To share skills or expertise (pro-bono)
- To meet others with the same interests

What attracts them:

- A focus on serving children
- A strong local reputation
- Inclusive enthusiasm and energy
- Hands-on service opportunities

Why they join:

- Friends or colleagues ask them
- They want to serve children
- Serving in a group motivates them
- They're eager to befriend others who serve





Attracting young professionals

THINK ABOUT WHAT YOUR CLUB IS PROJECTING.

Focus on kids and service. Millennials are motivated by a connection to a specific cause. Helping children is a common interest. Local service focused on kids shows potential members where the club's heart is.

Let peers speak to peers. First impressions are important for shaping someone's perception of your club! Young members asking other young members to join helps them feel like they belong.

Be tech-savvy. A well-maintained online presence lets potential members—especially young professionals—know your club is modern and up to date.

- Update your website.
- Communicate via email.
- Post projects on social media.

SHOWCASE YOUR SUCCESS.

Show your impact. Young professionals are results-oriented. They want to see the impact of time, talent or treasure.

Be transparent. Be clear about what dues are used for and what the club's purpose is.

Start small. Many Millennials will sign petitions, contact legislators or share social media posts about causes they care about. These actions can be precursors to greater involvement and commitment.

CONSIDER CORPORATE MEMBERSHIP.

Connect with local organizations and invite them to join the club through a designated employee. Young professionals will often be identified as representatives because they are developing in their careers. In a corporate membership:

- The organization joins the club as a member, as an individual would.
- A designated employee represents the organization at meetings and events.



What to do with social media

Facebook first. This is the most commonly used social media platform. Use it to share updates and photos of what your club is doing or to show your connection to the community. Promote community events, welcome new members or talk about new things happening in your area.

Twitter too! Twitter can be used for quick updates or summaries of the impact of fundraisers or projects.

Support like-minded people and causes. Like or follow other community or international organizations to show your affiliation and share their progress. Consider following partners such as the U.S. Army, JCI, UNICEF or even other Kiwanis clubs or members. Following others can help you generate an audience for your post if they like or follow you back.

Share it! Encourage your members to share the club's posts on their own pages.

Moderate discussion. Watch what others say about your posts, but don't delete anything unless it is spam. Other tips:

- Thank those who make favorable posts.
- Respond carefully if someone posts something negative. Work to rectify the situation.
- Don't respond if someone begins an angry outburst or ridicules a person.



Engaging young professionals

GIVE A LITTLE, GET A LOT.

Engage and activate. Once a younger member has joined, help them feel needed right away.

- Offer them a leadership role or opportunity to lead a project.
- Connect them to activities that interest them.
- Assign them a mentor committed to their member experience. The mentor can answer questions, explain club traditions and help them find service opportunities.

Be flexible. Show that the club can accommodate members' busy schedules so service-minded individuals see Kiwanis is a worthwhile investment.

- Make meals and meetings optional.
- Explore options for accepting electronic payments, such as PayPal.
- Consider satellite membership for members unable to meet at your current time.
 - » The host club and satellite members establish the guidelines of the relationship.
 - » The host club's board authorizes service and fundraising activities, and maintains financial oversight.
 - » Since they are still part of the host club, satellite members enjoy the benefits of Kiwanis, including elected positions, attendance at conventions, Kiwanis magazine and insurance coverage.

Put service first. Explore alternative club types such as 3-2-1 clubs. They are a great option for meeting less and doing more! Each month, members spend:

- 3 hours performing service
- 2 hours socializing
- 1 hour meeting



Looking to attract SLP alumni?

Be visible. Visit local CKI/Key Club meetings to help share the Kiwanis connection.

Connect. Keep in touch with alumni through email or social media channels.

Ask. Invite them to meetings or service projects. You could even post activities for which you need volunteers on Facebook.com/CKIAIAlumni and Facebook.com/KeyClubAlumni.



GIGR-815-6

Family Ties

Updates from Our Kiwanis Family

Key Club Maegan Richards, Governor

Capital District Kiwanians,

I hope that you all have been doing well! Since the last issue of *The Capital Kiwanian*, the Capital District Key Club has been working diligently. Within our past two board meetings, we have been organizing and planning for our District Convention, which will take place in March of 2018. The theme for this year's convention is "Riding the Waves of Service", so we most recently made a promotional video that was filled with Hawaiian shirts and leis. This video should be coming out very soon.



As well as planning for District Convention, we have been working to promote our District Project, the Boys and Girls Clubs. Whether through fundraising or volunteering, clubs are working to help their local Boys and Girls Clubs. We are also working to promote the Governor's Project, PAYitFORWARD. This project is meant to encourage clubs to volunteer at a local retirement home or assisted living facility. The holidays is an especially good time to participate in this project. Through making cards or Christmas caroling, this is a way to include those who might not get to see family this holiday season.

Our next board meeting will be in Northern Virginia in January. This meeting will be dedicated to finalizing plans for District Convention, among other things.

I hope that you all have a holiday season filled with service and a great start to the New Year! Thank you for everything that you do, Happy Holidays!

Yours in service and friendship,

Maegan Richards

CKI Morgan Massa, Governor

Hello Capital Kiwanians!

December is upon us and Circle K is looking towards getting the numbers in for our membership, planning our district convention and spring officer training conference, and growing relations with the Kiwanis Family. We are excited to announce that our 2018 District Convention theme will be James Bond and we hope to see you there!



This past November, we had a very successful Fall Membership Rally. We recorded one of our highest attendance in recent years and received wonderful feedback from our attendees. The Serve-ivor themed weekend was full of team challenges; educational workshops spotlighting topics such as growing membership, participating in meaningful service, and Circle K International's new fundraising campaign WASH; and service. We greatly appreciated all the help we received from Kiwanians at the event and the challenge sponsorship from the Kiwanis Club of Tysons.

CDCKI is continuing our work in fostering increased relations through the Kiwanis and Circle K mentorship program entitled the Kick-It Partner Program. We have made strides towards establishing these programs at Christopher Newport University, The George Washington University, and James Madison University. We hope to see a successful launch of the program in January with the start of the Spring semester.

CDCKI wishes you Happy Holidays and we are excited to continue working with Kiwanis in the New Year!

Yours in Service and Leadership,

Morgan Massa

Service Showcase

News From Capital District Kiwanis Clubs

Division 2

Kiwanis Club of Fairfax members love to shop! They bought complete Thanksgiving dinners for two needy families. Thanks to Britepaths for providing the families.

Division 3

Kiwanians and Key Clubbers from gathered for their Kiwanis One Day event at Takoma Park. Volunteers set up games and activities at the Takoma Park Co-Op and Old Town, judged the costume contest, and helped with road blockades and event tear-down.

Division 5

The **Kiwanis Club of Greater Ocean Pines-Ocean City** collected over 110 coats for St. Joseph's House in Salisbury, MD and St. James Lutheran Church in Ocean City, MD. They also helped with the Ocean Pines Department of Recreation & Parks' Annual Breakfast with Santa & Mrs. Claus. As has been customary, the Kiwanis club provides the manpower to cook the breakfast supplied by the Department of Recreation & Parks.

Division 6

Wilmington Kiwanis Club purchased a custom \$2,500 bicycle for "Preston's March" for a handicapped youth. The bicycle had to be modified to the physical requirements of this youth



so that he could enjoy the freedom of riding his own bike. Preston's March is a non-profit which finds donors for such bikes for the handicapped.

Division 9

Ten **Kiwanis Club of Charlottesville** members, three Albemarle High Key Clubbers, and, in the spirit of KIWANIS ONE DAY, fifteen volunteers from UVA service fraternity, Alpha Phi Omega, came together to help the Salvation Army conduct a fun Fall Festival, as well

as do some grounds keeping and sorting at the Salvation Army Family Store's Donation Center during the annual KIWANIS ONE DAY event on Saturday, October 28.

Division 12

Sixteen members from the **Kiwanis Club of Williamsburg**, plus CKI members from The College of William & Mary met at Veterans Park to help put up 200 mini American flags to honor our veterans for Veterans Day.

The Capital Record

Happy Anniversary

A special meeting and dinner celebrating the 95th anniversary of the Kiwanis Club of Harrisonburg was held Oct. 12 at Sunnyside Retirement Community's Bethesda Theater. President Alvis presented the Legion of Honor Award to Dr. William M. "Bill" Sanders for 45 years of community service. Sanders, James Madison University professor emeritus of mathematics and statistics, an active Kiwanis member and educator, gave the history of the club.

Lt. Gov. Fury presented the prestigious Kiwanis Hixson Award to Immediate Past-President J.D. Glick, a Kiwanian since 1983, who most recently served the club as president in 2016-17, as well as in the 1990s. The prestigious Hixson Award, named for the first president of Kiwanis International, George F. Hixson, is presented to Kiwanis members who exemplify extraordinary leadership.

Twenty-six members of the club have been Kiwanians for 25 years or more and two members have given their time and talents to Kiwanis for 50 plus years. Past award recipients Robert E. Mead, John G. "Buck" Buchanan, Roger F. Davis, Michael Gardner, Jim Gilchrist and others wore or brought their Kiwanis awards to the celebration. Mead, a Virginia educator, served Kiwanis in various capacities for more than 55 years. Buchanan, a long-standing member, served the club and community for 50 plus years. Davis and Gardner, each, members 36 years.

The success of Kiwanis clubs is due to the strong, effective, loyal and active service of Kiwanians dedicated to service, especially to helping children in communities throughout the world. Alvis was pleased so many members and spouses were present for this anniversary celebration and awards presentations.

Kiwanis Club Receives Honors

The Kiwanis Club of Wise was named Volunteer of the Year during the 2017 Benefactors Celebration at The University of Virginia's College at Wise. The organization has a long history of helping the College, its students, and area youth.

"We are pleased to turn the spotlight to a group of volunteers who are committed to serving children from kindergarten through college," Vice Chancellor for Development and College Relations Robert Bragg said. "When you think of helping hands, in any community, you automatically think of the Kiwanis club,

and the Wise Club has raised the bar for volunteer organizations."

The Kiwanis Club of Wise has championed the College's efforts and has been among the most loyal and generous supporters, Bragg added. "The members of the club have been supportive of a number of efforts at the College from picking up litter along Darden Drive throughout the year to providing volunteers and breakfast at the annual Day of Service,"

The Kiwanis Club of Wise also established the Circle K Club at UVA-Wise.

Happy Anniversary

December

| | |
|---------------------------|------|
| Marion | 1922 |
| Towson-Timonium | 1928 |
| Westminster | 1931 |
| Clintwood | 1937 |
| Parkville | 1944 |
| Chincoteague..... | 1946 |
| Loch Raven | 1950 |
| Hampden-Midtown..... | 1952 |
| Virginia Beach | 1954 |
| Northwest Washington..... | 1955 |
| Severna Park..... | 1955 |
| La Plata | 2002 |

January

| | |
|-------------------------------|------|
| Portsmouth | 1920 |
| Lynchburg..... | 1920 |
| Norton | 1921 |
| Radford..... | 1923 |
| Dover | 1935 |
| Bridgeville..... | 1939 |
| Bethesda | 1945 |
| Eastern Branch | 1948 |
| Suburban Frederick..... | 1972 |
| Blue Ridge..... | 1990 |
| Grafton | 1991 |
| Downtown Hampton | 2009 |
| Northern Neck-Kilmarnock..... | 1989 |



Welcome to Kiwanis

Diane Sparzak, Greater OP-OC
Bob Corson, Williamsburg

ONE PERSON CAN MAKE A DIFFERENCE, AND EVERY PERSON SHOULD TRY.

—JOHN F. KENNEDY

At Kiwanis, we take the words of President Kennedy to heart. We believe that by working together we can uplift our communities and make the world a better place for our children. We'd love for you to join us. Please come to our open house, meet our members and find out what we do to serve the community and make the world a better place.

Hosted by: _____

When: _____

Where: _____

Contact: _____



Kiwanis[®]



Kiwanis[®]
CHILDREN'S FUND

**REACH OUT.
BY REACHING
INSIDE.**

Around the world, kids need Kiwanis. When you give to the Kiwanis Children's Fund, you help other Kiwanians reach them. You support the projects that Kiwanis clubs and districts can't afford on their own, and you help fund Kiwanis family programs for all ages and abilities. You extend your impact... and change the lives of children near and far.

kiwanis.org/childrensfund

