

The Capital

October/November 2018

KIWANIAN

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**Strengthen and Promote
Your Kiwanis Club**

**5 Ways to Utilize Your
Leutenant Governor**

***State of Play in
Woodbridge, VA***



Kiwanis

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John Morris, with wife Cricket by his side, gets installed as Governor by International Trustee Fred Dietze

2018-19 LEADERSHIP INFORMATION

GOVERNOR
John Morris
Richmond, VA

GOVERNOR-ELECT
David Lurie
Tysons, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
Jon Rife
Grundy, VA

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
Ron McCallum
Middlesex, VA

TRUSTEE - SOUTHWEST VIRGINIA
John Montgomery
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Governor's Message

JOHN MORRIS, 2018-19 GOVERNOR



Congratulations Capital District on a wonderful year. Watching our own Art Riley become International Vice President was the most exciting thing that has happened to the District in years. While we are blessed to have a future Kiwanis International President among our members, the real winners from his election are children and Kiwanis clubs around the world. Art's leadership will take Kiwanis in new and wonderful directions, all of which are designed to strengthen our clubs, strengthen our membership and provide more and better service to children.

In addition, congratulations to Jon Rife and his Rife Stuff Team. They accomplished what seemed to be the impossible: opening 9 new clubs. Jon had a vision that we could change the culture of the District and begin to replace the many clubs that we have lost over the years. He not only met his goal of 7 new clubs, but exceeded it by 2! While much of that work was started during Kelly Boswell's year as Governor, Jon made it a focus of his year and came through in stunning fashion.

It has been a wonderful first 100 years for the Capital District. We have made an enormous impact on our communities and we have undoubtedly helped well more than 10 million children during that century. It is now time to turn our attention to the next 100 years. We cannot congratulate ourselves and stand still. If we don't change, we will go backward. We can do more and we can do it better.

My theme as Governor this year is to RAISE THE BAR. Before I became a lawyer (and a member of the Virginia State Bar), I ran track in high school and college. One of the events I participated in (briefly) was the high jump. The purpose of the high jump is to clear the bar at as high a level as possible. After each successful jump, the bar is raised another inch or two until only one jumper is left in the competition.

We will RAISE THE BAR on our service to the children and the disabled of our communities. We will Raise the Bar on our membership, including strengthening existing clubs and continuing Jon's success by opening more new clubs. We will Raise the Bar with our Service Leadership Programs. We will Raise the Bar on all that we do.

To RAISE THE BAR, I have set five goals for this year:

- 1 To strengthen every club in the District.
- 2 To open new clubs to provide services to children in communities without Kiwanis Clubs.
- 3 To strengthen the bonds between Kiwanis Clubs and our Service Leadership Programs.
- 4 To increase our service to children in the Capital District and throughout the world.
- 5 To have the District go from good to great.



Clubs are the backbone of Kiwanis. We have over 140 clubs in the Capital District, but too many are struggling. We have twice as many clubs under 15 members now as we did 6 years ago. Most of our clubs have had significant loss in membership. We must help each other. We have trained many of our members to be Club Coaches. Please use the Club Coaches to help your clubs get stronger and provide more meaningful service. Your Lieutenant Governor has a list of the Club Coaches in your division. We also need more Interclubs. It is through Interclubs that we see how other clubs provide their service and we increase the congeniality among the clubs in our divisions and regions. No club in the Capital District is an island and getting to know our neighbors better can only help us.

Jon's team did a great job last year opening new clubs, but we can't stop. In the 5 years prior to Jon's year as Governor, only 3 new clubs had been opened in the entire district. During that same 5 year period, we lost 26 clubs. That is not sustainable. We must continue the momentum the Rife Stuff Team has created. That is why my second goal is to open at least 7 new clubs and, hopefully, match Jon's 9 new clubs. The key is to get into communities that are not served by Kiwanis, that have Key Clubs without a sponsoring Kiwanis Club, or that don't have Key Clubs. When our Membership Chair Caren Schumacher calls, please help her.

Our Service Leadership Programs are the best thing that Kiwanis does. Each club can strengthen their bonds by regularly attending the meetings of their SLPs. Joint projects between Kiwanis clubs and our SLPs is the best way to make our youth understand how important they are to Kiwanis and hopefully instill in them a desire to join Kiwanis when they become adults.

We need to increase service to the children of the Capital District. I have reinstated the Service Committee and the Young Children Committee. Past Governor Linwood Watson is heading up the Service Committee and is charged with recognizing clubs that do great service and helping clubs come up with ideas on service projects. Tim Gillette heads up the Young Children Committee, which formerly was known as Young Children Priority One. This committee focuses on ways to help children under the age of five. The majority of the development of the human brain takes place in those first five years, and children that do not have sufficient nutrition, healthcare

and learning opportunities during those first five years will suffer lifetime limitations. It is critical to the future of our communities that we help these children get the resources for their brains to develop properly.

Good to Great is the title of a couple of books by Jim Collins which show how corporations and charitable organizations can go from being good to being great. International President Poly Lat has challenged all of us to take Kiwanis from good to great. The Capital District is good. However, we can be much better. We have the tools to help us in that endeavor, both from Kiwanis International and from the District. Clubs should reach out to their Lieutenant Governors, to the chairs of the various District committees and to Kiwanis International. Please do so. We are all in this together and we can make the Capital District the greatest district in the world.

I am calling my team of Lieutenant Governors the "Morris Milers." The mile run was a significant event in those pre-metric days when I ran track. My team of Lieutenant Governors and I are going to go the extra mile. Please let us know how we can help you and your club.

You have bestowed on me a great honor by electing me as your Governor. I expect this to be the best Kiwanis year ever, not because of me, but because of what you can and will do this year. We will together make Kiwanis better by strengthening our clubs, improving our communities and doing even more for the children of the Capital District.



Around Capital

DONATE TODAY



CAPITAL'S PART IN THE ELIMINATE PROJECT

PG JOHN TYNER, II, DISTRICT ADVOCATE

Ten of the fourteen countries where women and babies are still at risk of MNT are located in Africa. Many of these countries face additional health and socioeconomic challenges beyond MNT. In Chad, for instance, high birth rates and a lack of agriculture keep the country mired in poverty. Angola has one of the fastest-growing economies in the world and more children than ever go to school. But a lack of rainfall and other factors have caused a chronic nutrition crisis. And Mali faces internal conflict and population displacement.

Despite these challenges, African countries are committed to eliminating MNT. Recently, the WHO (World Health Organization) African Region held a workshop in Nairobi, Kenya, to accelerate efforts to achieve MNT elimination and sustain its progress in remaining African nations. Each country team reviewed their risk status and drafted action plans. Support from Kiwanians like you will help us make progress against MNT in these remaining nations.

Here in Capital, we have raised \$200,125 so far this administrative year towards our \$3 million pledge goal – meaning we have completed 80% of our goal in cash. With our ongoing Zeller match program authorized by the district board, 117 persons have taken advantage of a 20% reduction in honoring someone for their community service. I've have stressed throughout this campaign of ours that

any amount helps our ongoing service to the children of the world. Every club in Capital has given something to The Eliminate Project, no matter the donation size. Small amounts given regularly by a club may well surpass a single amount given once in our campaign. It's easy for a club or individual to donate by checking the secure Eliminate website at the button above and directly donating any amount via credit card. All donations will be credited to you personally and to your club, bolstering our march to completing our district goal. Don't forget to help your Key Clubs as they begin their Treat-or-Treat for UNICEF extravaganza this year – all such collections go towards their MNT pledge! And it can be great fun for your members as well.

If you wish to take advantage of the Zeller match or any other targeted honor level, please let me know at tyner@taliesan.com or call me at (301) 458-2146. You may not be aware that our DCON Challenge raised \$31,000 including the initial \$10,000 challenge itself. Three clubs also completed their model club pledge to become a Legacy Model club, and the remaining six clubs are chugging right along with the same expectation.

We're getting there, folks!. All of us need to keep up our great work so that we make great strides in Governor John's year towards achieving our \$3 million goal. Thanks for all your marvelous help!



ELIMINATE
maternal/neonatal tetanus

 **Kiwanis** |  **unicef**



2017-2018: A RECORD YEAR FOR CAPITAL!

JON RIFE, PAST GOVERNOR

What a Record Year for Capital District! Nine new clubs opened-- what a great achievement! I want to thank all Kiwanians in our Capital District for all the hard work in my administrative year of 2017-18. As mentioned in my last article in *The Capital Kiwanian*, the saying "Time flies when you're having fun" is so apt. It's hard to believe that my year as Governor is completed. In one of my earlier articles as PG David Heppner's chair of the Long Term Planning in 2016, Kiwanis International created the I-Plan as a strategic goal to take Kiwanians into the next century. I discussed the four I-Plan goals: INSPIRATION—Membership growth, IMPACT—Community service with children as a priority, IMAGE—Clubs to be encouraged to enhance our Kiwanis image and solidify the branding with social and local media, and INVESTMENT—the need to ensure financial viability in the next 100 years.

Kiwanis International committed time and resources to this road map for the future of Kiwanis. As I became more informed on these four goals of Kiwanis International, I thought I could make a positive influence within our Kiwanis community. Although I thought all four of the I-Plan goals were important, I felt as Governor we needed to focus on INSPIRATION or membership growth and retention goal. After attending the Formula Training Summit in September 2016 in Indianapolis, I became more aware of how bleak the membership statistics were. Our KI membership high in 1992 was of 325,000 and now it's about 195,000. This is about the same membership as in 1951.

The membership statistics for our Capital District is similar; our membership high was in 1988-89 of 10,084 and our club count was about 235. At the start of 2017-18, Capital District membership was 4,363 members with 140 clubs. We averaged losing 250 members per year.

My goal handed down by KI was to open seven new clubs and to stop the annual membership loss. My RIFE STUFF team had to DREAM BIG, FOCUS, and HAVE FUN! Our dedicated team worked extremely hard and we opened NINE new Clubs in 2017-18!

The nine new clubs are:

St. Paul-Castlewood, VA

Chartered 11/7/17 with 23 members

State Line, Maryland, MD

Chartered 3/22/2018 with 17 members

Forest, VA

Chartered 4/16/2018 with 19 members

Smith Mountain Lake, VA

Chartered 4/17/2018 with 20 members

Orange, VA

Chartered 6/14/2018 with 19 members

Chilhowie, VA

Chartered 7/10/2018 with 15 members

Clinchco, VA

Chartered 7/16/2018 with 20 members

Carrollton, VA

Chartered 8/8/20108 with 27 members

Giles County, VA

Chartered 9/17/2018 with 15 members

We certainly had a record year-- the Rife Stuff Team along with many other Capital District Kiwanians accomplished our goal of opening seven new clubs and then two more clubs—total of nine new clubs! This is the first time since 1990 that this was accomplished.

The election of Art Riley as Kiwanis International Vice President during Kiwanis International Convention (ICON) in July at Las Vega was such an exciting event. Our Capital District Kiwanians present will cherish the moment forever and we are so proud that our own Art will represent all of Kiwanis International.

The final result for membership growth will not be known until October 17. The entire team worked hard to change the culture of the idea that clubs cannot be opened and that membership annual losses were the norm. Our Rife Stuff team DREAMED BIG, stayed FOCUSED and had FUN along the way. Thanks to all my Rife Stuff Team: 17 LTGs, six trustees and board members who made my year as Governor such an outstanding and successful 2017-2018 Kiwanis year.

5 Ways to Utilize your Lieutenant Governor

LTG AVANTI YAMAMOTO, DIVISION 11 & 2018-19 LIEUTENANT GOVERNOR CLASS PRESIDENT

With the start of a new Kiwanis year, the time has come to meet your new Kiwanis Lieutenant Governor! Utilizing your LTG can make all the difference in strengthening your club this year. If you haven't already, be sure to reach out to them and invite them to your next meeting! Here are 5 ways you can utilize your LTG this year:

01 Invite them to your club meeting. Ask your Lieutenant Governor to report on the latest divisional, district and international happenings. Your LTG has access to a plethora of information and can answer many questions for you and your club. It is also an exciting moment for a club members to see that Kiwanis goes past just their club level; it reaches all the depths of the world! Your lieutenant governor can be this Kiwanis connection for you and your club.

02 Ask your LTG to come to your next board meeting. Lieutenant Governors are trained club helpers. We know all the tips and tricks to help your club recruit, retain, and revitalize your clubs. We also have the ability to connect you with club coaches in your area as well as district committee chairs who specialize in helping clubs with membership. Ask us to come to a board meeting to help you formulate a membership plan! We can also help answer any questions you have about club reports, budgets, upcoming events, planning interclubs, and so much more!

03 Ask your lieutenant governor to help you plan an interclub. There are 6-12 clubs in each division in the Capital District and your LTG has access to all of them (and more!). Reach out to your LTG and ask them what upcoming events are happening in your neighboring Kiwanis clubs, and a point of contact for more information. Planned an interclub without your LTG? Be sure to let them know about it so they can attend too! We love to see clubs collaborate!

04 Have your LTG be your club speaker. We are great go-to club meeting programs. We have several things we can discuss with your clubs, such as The Eliminate Project and all of our incredible progress! Imagine being a new member in Kiwanis and learning about how Kiwanis has eliminated maternal neo-natal tetanus in over 25 countries! That is the kind of impact that keeps new members coming back and bringing all their friends.

05 Connect with your SLP counterparts through your LTG. Part of our job is to maintain close contact and mentorship with our Key Club and CKI counterparts. Because of that, we have the inside scoop on all things happening at the student-Kiwanis level. Not only would this make an incredible program for a meeting, help you connect with your sponsoring SLPs, but forming this connection with these leaders only increases their chances of being future Kiwanians one day. If you haven't formed this connection yet, be sure to do so ASAP.

Whether you invite them to a club meeting, a service project, or as a program speaker, there are several ways to get your lieutenant governor involved in your club. Reach out today!

Service Leadership Program Updates



Kiwanis Aktion Club

Aktion Clubs within the Capital District are ready for another exciting service year! Having just started their 2018-2019 year on October 1st in partnership with the new Kiwanis year, there are many months ahead for our Aktion Club members to provide service to their communities. I would like to thank the following Kiwanis Clubs who currently sponsor an Aktion Club(s):

- Kiwanis Club of Ashland
- Kiwanis Club of Blue Ridge, Winchester
- Kiwanis Club of Charlottesville
- Kiwanis Club of Crofton
- Kiwanis Club of Dover
- Kiwanis Club of Greater Ocean Pines-Ocean City
- Kiwanis Club of Harrisonburg
- Kiwanis Club of Lynchburg
- Kiwanis Club of Montgomery Village
- Kiwanis Club of Roanoke
- Kiwanis Club of Severna Park
- Kiwanis Club of Strasburg
- Kiwanis Club of Waldorf
- Kiwanis Club of Westminster
- Kiwanis Club of Williamsburg

It's time for Kiwanis and Agency Advisors to update your membership information, as well as pay members' dues. Each club will earn an early bird banner patch if you finalize your club roster and pay dues by November 1st. In order to update member information, add new members, and generate your invoice, please log into kiwanis.org/reporting.

If your Kiwanis club currently does not sponsor an Aktion Club, I encourage you to think about this wonderful opportunity for strengthening your outreach and impact for service. Aktion Club members are eager to serve alongside their sponsoring Kiwanis club members. No matter the age demographic of your Kiwanis club, an Aktion Club chapter may be the perfect solution for your club to continue making an impact on the local community. For more information on starting an Aktion Club, I encourage members to contact Jenn Hiscock at hiscockjenn@gmail.com or to read the information located on the Aktion Club website at <http://www.aktionclub.org/join/clubbuilding.aspx>

Kiwanis K-Kids

Hi my name is Will Gallagher, and I am the President of the Kiwanis K-Kids Club at Pinecrest School in Annandale, Virginia. This will be my fourth year in K-Kids, but I also watched my older brother and sister participate for many years and learned what it was all about. The minute I saw them helping others I knew I wanted to be a part of it even before I was able to join. I know all of you are adults and because you are in Kiwanis making a difference is important to you. But I would like to tell you a little bit about K-Kids and why it's important to me.

In K-Kids we do lots of activities that help us and other people. We've gone to nursing homes to talk to the residents and sing folk songs. I've even thrown in some magic tricks for them. Every time we go, we smile and laugh together. We've also done Adopt-a-Highway projects where we pick up trash and try to make the community around us cleaner. We have collected donations for Food for Others, and dropped off the donations to the food pantry. We've had bake sales and raised money for Trick or Treat for UNICEF. We even have a hat day where we pay money to wear a hat or multiple hats in school and donate that money to many different charities. Another interesting project was making dog toys out of t-shirts and donating them to animal shelters. I never knew before that a T-shirt could become a really cool dog toy!

Now for my favorite... making peanut butter and jelly sandwiches with Key Club members. This was a great way to help make food for people who needed it and also to get to know the Key Club members.

All of these activities not only helped others but it helped me realize that helping people makes me feel happy. I also realized that there are so many people that are so kind and nice out in the world, but they don't have enough comfort, and it makes me sad. I want to help make a difference. I've learned so much about recycling, about being a leader, and being responsible and respectful to ourselves and our environment. K-Kids is an awesome club and you are never too young to make a difference.

I'd like to thank the Tysons Kiwanis Club for being our sponsor and I'd like to thank you all for letting me take some of your time to talk about K-Kids. I'd like to end with the K-Kids pledge. Every time I say it, I say it with pride: As a K-Kid, I promise to serve my neighborhood and my school, and I will show respect towards my environment and I will try to make the world a better place to live.

State of Play in Woodbridge, VA



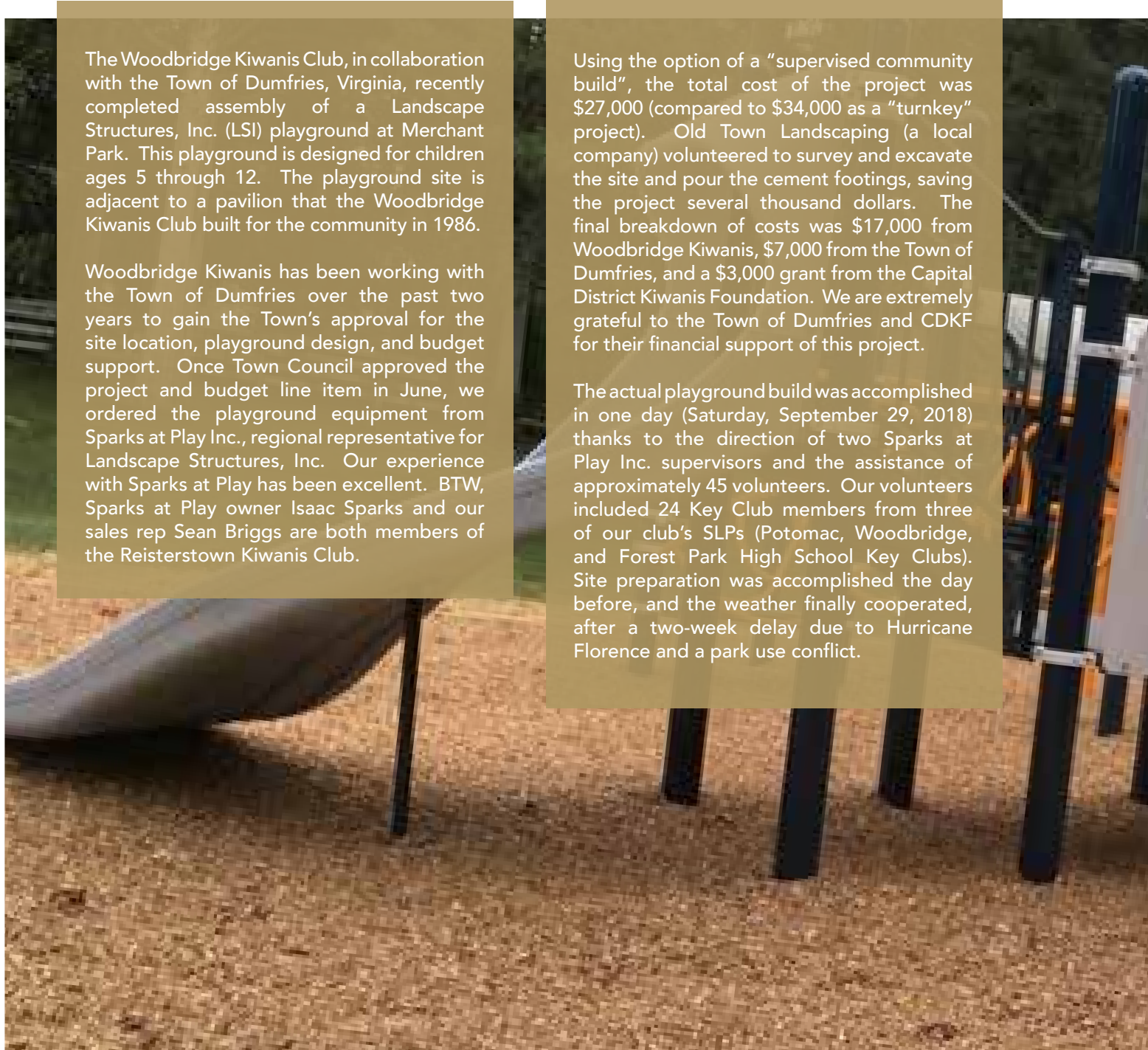
PG BRIAN BELL, KIWANIS CLUB OF WOODBRIDGE

The Woodbridge Kiwanis Club, in collaboration with the Town of Dumfries, Virginia, recently completed assembly of a Landscape Structures, Inc. (LSI) playground at Merchant Park. This playground is designed for children ages 5 through 12. The playground site is adjacent to a pavilion that the Woodbridge Kiwanis Club built for the community in 1986.

Woodbridge Kiwanis has been working with the Town of Dumfries over the past two years to gain the Town's approval for the site location, playground design, and budget support. Once Town Council approved the project and budget line item in June, we ordered the playground equipment from Sparks at Play Inc., regional representative for Landscape Structures, Inc. Our experience with Sparks at Play has been excellent. BTW, Sparks at Play owner Isaac Sparks and our sales rep Sean Briggs are both members of the Reisterstown Kiwanis Club.

Using the option of a "supervised community build", the total cost of the project was \$27,000 (compared to \$34,000 as a "turnkey" project). Old Town Landscaping (a local company) volunteered to survey and excavate the site and pour the cement footings, saving the project several thousand dollars. The final breakdown of costs was \$17,000 from Woodbridge Kiwanis, \$7,000 from the Town of Dumfries, and a \$3,000 grant from the Capital District Kiwanis Foundation. We are extremely grateful to the Town of Dumfries and CDKF for their financial support of this project.

The actual playground build was accomplished in one day (Saturday, September 29, 2018) thanks to the direction of two Sparks at Play Inc. supervisors and the assistance of approximately 45 volunteers. Our volunteers included 24 Key Club members from three of our club's SLPs (Potomac, Woodbridge, and Forest Park High School Key Clubs). Site preparation was accomplished the day before, and the weather finally cooperated, after a two-week delay due to Hurricane Florence and a park use conflict.





Our Key Club members did much of the heavy lifting (literally) involving 20 ft 6" X 6" timbers and large playground pieces -- all for the price of pizza for lunch! Adult volunteers came from Woodbridge and Tysons Kiwanis Clubs and the Town of Dumfries. This was truly a Kiwanis Family and Community Project.

This was an expensive project for a club our size. We were fortunate to have the revenue from our primary fundraiser, a Kiwanis Carnival held at Gar-Field High School over Spring Break, to fund the playground. Everyone worked together to build the playground and had a good time doing so. Over 200 children in the neighborhood and community will now be able to enjoy the new Kiwanis Playground experience and picnic at Kiwanis Pavilion.

A Grand Opening with Dumfries Town Mayor Derrick Wood and Woodbridge Kiwanis Club will be held soon. Special thanks to Greg Tkac, Dumfries Director of Public Works, for all his efforts to coordinate the project and personally assist with the playground build. Our sincere thanks and appreciation goes to all who contributed their time and effort to make the Merchant Park Playground a resounding success.

“Everyone worked together to build the playground and had a good time doing so. Over 200 children in the neighborhood and community will now be able to enjoy the new Kiwanis Playground...”

Service Showcase



Division 2

The Kiwanis Club of Leesburg, Virginia delivered the 300th braided fleece blanket to the pediatrics unit at INOVA Loudoun Hospital. Blankets help patients in the pediatric ER, pediatric ward, and MRI unit feel extra warmth and comfort. The children treasure these long after they take them home. The club also delivered handwoven chew toys for the hospital's therapy dog, Jeremiah, a 3-year old Golden Retriever. Kimberly Van Etten, the Child Life Specialist at the hospital wrote, "We are so grateful for your time and dedication to making a difference in the lives of our kiddos! I have seen so many patients light up and hold on to their blanket their entire visit and it becomes their coping method! And Jeremiah- he is in heaven with his ropes pull toys!"



Division 5

The Kiwanis Club of Greater Ocean Pines-Ocean City donated 48 backpacks and supplies for each bag to Worcester GOLD for the upcoming 2018 beginning of school. Worcester GOLD, (Giving Other Lives Dignity), Inc., improves the quality of life of local citizens for whom traditional means of well-being support is not fully available. GOLD will distribute these to children in need of assistance.



The Kiwanis Club of Greater Millsboro collected nearly \$2,000 worth of supplies to give to two area elementary schools for the upcoming 2018-19 season. The endeavor was greatly helped by a GoFundMe campaign organized by member, Lorrie Owens and through the generosity of her friends and Ellis Point neighbors.



Division 9

Thanks to an innovative and compassionate project developed recently by the Kiwanis Club of Charlottesville, children who are victims of domestic violence and who are currently being cared for by the Shelter for Help in Emergency (SHE) will soon receive a Cozy Comfort backpack of their very own. Project co-chairs Barbara Ritter and Michelle LaRose along with four other Kiwanians delivered fifteen uniquely packed "Cozy Comfort Kits" to the Community Outreach Center of SHE. The backpacks contain essentials such as a stuffed animal, a handmade fleece blanket, a nightlight, books, and personal care items in order to give each child (and their mothers) a sense of comfort as well as providing them with some possessions they can call their own in a period of intense uncertainty and transition. Over the past two years, Charlottesville Kiwanis has delivered more than one hundred Cozy Comfort Kits to local agencies working with children and families in foster care and other emergency situations, among them Jefferson Area CHiP, Elk Hill School, DePaul Community Resources, and People Places.

Community Service Committee Message

PG LINWOOD "NAT" WATSON, DISTRICT COMMUNITY SERVICE CHAIR

Governor John has created a new District Committee pertaining to Service. He wants to have the District perform more community service during the 2018-2019 administrative year. Governor John asked me to chair this new committee. I accepted this appointment. I will be looking to the District Board and the Lieutenant Governors to make recommendations of regional or division persons to work with me on the committee.

I hope that your club will Raise the Bar on the number of service projects and community service hours that they perform during the year. One project that comes to mind is the Kiwanis One Day which was to be held on October 27th. If your club planned a project, but were rained out, I hope you can hold it on new date. In the future, I will suggest some projects that the club can perform.

I asked the District Board to place some funds in the District budget to give a small reward to clubs that have substantially increased the service projects and community service hours during this year. The board honored this request. The rules will be given at a later date.

As we go forward during this year, let us do more service and have fun during it.

Promoting Your Kiwanis Club

COURTNEY RILEY, DISTRICT PUBLIC RELATIONS CO-CHAIRPERSON

Promoting your Kiwanis Club can be almost as important as the service it provides. Without members who care about Kiwanis' mission, creating community awareness and involvement can be difficult. By sharing the experiences of your club and its members, you can recruit new members and inspire others to become part of the service organization.

Kiwanis is all about being creative with our ideas to serve the community. We are continuously looking for ways to make transformative changes for children on both a local and national level. So, why should your marketing and promotions be any different? It's time to keep those creative juices flowing using a few tricks of the marketing trade.

SOCIAL MEDIA CAN HELP

Use platforms like Facebook to create brand and club awareness with the community AND get feedback from the community. There is no broader network than the one that exists online. Share information about what Kiwanis does and the specific efforts your club focuses on, including any events you may be holding or opportunities for others to get involved. Create cross promotional campaigns regularly to increase your social media engagement and to initiate positive PR with local businesses. These campaigns can help your club get in front of a whole new audience.

DETERMINE YOUR "IDEAL MEMBER"

Think about where they would be, both on- and offline. Then, make a plan to go there and get in front of them. Host membership drives that appeal to your ideal member and make them FUN. For example, the Kiwanis Club of Toano hosts the "Battle of the Bartenders" to raise money for the March of Dimes. The event pits local bartenders against each other for an opportunity to have their cocktail featured on the menu of a local brewery. The battle brings together local businesses with their own following to create a fun event and bring more awareness to what the Kiwanis Club does. Create events such as this one, or Kiwanis socials, cocktail meetings, breakfast meetings, or even interclub meetings to add a bit of variety so you always have different types of people attending.

DON'T BE AFRAID TO DO SOME NETWORKING

It's not just the president's job to get the word out about Kiwanis. Members can help too! Visit other groups and get to know different people. Promote your club and its upcoming events with new contacts. Invite guests to your next Kiwanis social. Encourage all members of your club to spread the word on Kiwanis' mission.



At the end of the day, Kiwanis is about making a difference; and you need all types of people to make that happen. Get out there and share what your club is all about!

Family Ties

Updates from our Kiwanis Family Governors

Key Club CHRIS BRATCHER, GOVERNOR

Capital District Kiwanis,

Capital District Key Club had another successful Fall Rally on October 13th at Kings Dominion. We got to hear a speaker from the Travis Manion Foundation, raise money for Children's Miracle Network Hospitals, and educate our members on Key Club events and history.



Our clubs are also preparing to celebrate Key Club Week from November 5 through November 9, and some of our more active clubs will be planning events with their local CKI, Kiwanis, Builders, and/or Aktion clubs during the month.

As we transition from the fall to the winter, we will start planning for our annual district convention in Baltimore, MD in March of 2019 where we hope to have an even better turnout than last year. Then after that, we will plan to host Key Club's International Convention July 3-7.

Enjoy the autumn and see you soon!

Yours in Service,



Christopher Bratcher

CKI JOSE LEONCIO, GOVERNOR

Greetings Kiwanis Family!

With the start of the new Kiwanis year comes the opportunity for new projects, initiatives, and collaborations with your sponsoring SLP. November is an exciting time for these projects to occur as it is the best time of the year. It is Kiwanis Family Month! This is a great month to serve together with your SLPs and



celebrate the success of the Kiwanis Family. I encourage all of you to reach out to your SLPs and plan a project that all of you can work on together! In my 6 years in the Kiwanis Family, the most memorable moments I have are through these collaborations of multiple Kiwanis Family Clubs.

On October 26-27, the Capital District of CKI hosted our annual Fall Membership Rally in Front Royal, VA. We had 90 attendees, which included members from all over the district, guests from other CKI Districts, and 3 Kiwanians! We had an exciting time as we held activities that encompassed CKI's three tenants; Service, Leadership, and Fellowship. This weekend really showed how inspiring it is to be a CKI member.

CKI Clubs are currently in the process of paying dues. The regular deadline is December 1st. Dues are paid through the Membership Update Center. All CKI Club Treasurers, Faculty Advisors, and Kiwanis Advisors have access to the Membership Update Center. Dues can be paid through credit card or check. Please reach out to your CKI clubs to ensure a timely dues collection.

I hope all of you have a great Kiwanis Family Month!

Yours in Service,



Jose Leoncio

Let's Strengthen Our Clubs!

CAREN SCHUMACHER, DISTRICT MEMBERSHIP COORDINATOR

Happy Kiwanis New Year! During my membership coordinator training prior to the Kiwanis International Convention in Las Vegas in June, I learned about the 12 Traits of Successful Clubs. I shared these ideas with those who participated in a Club Strengthening workshop at our District Convention in Reston this past August, but the information is worth sharing again.

01 Have Meaningful Meetings

- Start and end on time. Use an agenda!
- Concentrate on meaningful programs.
- Include member recognition.

02 Focus on Service Projects

- Do a regular "Community Analysis" to focus on community needs. "Rediscovering Your Community" is available at Kiwanis.org/ACEtools.
- Use Kiwanis service projects (BUG, Terrific Kids, etc.)
- Assess service projects to review their effectiveness. "Analyzing Your Impact" and "Club Scoreboard" are available at Kiwanis.org/ACEtools.

03 Focus on MEMBER RETENTION

- Conduct a member survey as part of an annual club assessment. "Measuring Member Satisfaction" is available at Kiwanis.org/ACEtools.
- Conduct new member orientations regularly for those who have recently joined. A presentation is available at Kiwanis.org/orientation.
- Assign everyone a job.
- Engage members in service projects.

04 Focus on INVITING NEW MEMBERS

- Set a goal.
- Make a definite time frame.
- Make recruiting FUN!

05 Use the Club Board of Directors

- Establish goals with the whole board participating
- Review progress toward established goals – regularly.
- Review monthly secretary reports at board meetings.



Opening new clubs is great, and I look forward to increasing the number of clubs that currently exist in the Capital District. However, we also need to ensure that the clubs that currently exist are well run and successful. As we start the 2018-2019 Kiwanis year, I challenge you to resolve to improve your club. While I know resolutions are often hard to keep, it is my hope that you will find the following information helpful in making your club the best it can be.

As your District Membership Coordinator, I welcome your ideas and comments, and solicit your help in building a stronger and larger Capital District. My email is careniwanis@aol.com. Don't be a stranger; I look forward to hearing from you!



06 Celebrate and Recognize Accomplishments

- Keep some inexpensive “rewards” on hand.
- Say Thank You – OFTEN! Recognize soon after the accomplishment.

07 Generate FUN and FELLOWSHIP

- Don't be afraid to “banter.”
- Happy Dollars, Two Truths and a Lie, Other?

08 Be Aware of Proper Financing for the Club

- Set, follow a budget.
- Keep administrative, service accounts separate.
- Review fundraisers for effectiveness. “Analyzing Your Impact” and “Club Scoreboard” are available at Kiwanis.org/ACEtools.

09 Encourage Leadership Development

- Pair current (new) and veteran committee chairs together.
- Encourage new members; give them a job.

10 Fulfill promises of Kiwanis Family (SLP) Sponsorship

- Plan fun events; share service projects with Kiwanis family members.
- Schedule interclub visits with Kiwanis family members.
- Include the presidents of sponsored clubs in board meetings.

11 Tell the Kiwanis Story – LOUDLY!

- Build, maintain a club website.
- Do a club bulletin; use email blasts as reminders. If most of your club communicates by text, set up a group texting app, such as “GroupMe.”
- Have annual media appreciation day to build relationships.

12 Follow Up – make Club Evaluations and Assessments

- Spend time at board meetings evaluating the club and its activities.
- Review the Secretary's Report for missing actions.
- Analyze club strengths and weaknesses, at least annually. Use or adapt the Achieving Club Excellence tools available at Kiwanis.org/ACEtools.

Capital Record



Welcome

Mary Carome, Tysons
Doug Holroyd, Williamsburg
Patrice Sadler, Williamsburg
Aaron Whitmire, Williamsburg

Interclubs

Five members of the Harrisonburg- Rockingham County Kiwanis Club attended a successful interclub luncheon meeting with the Winchester Kiwanis Club on Aug. 8. Attending from Harrisonburg, in addition to those pictured below, were J. D. Glick and Ted Hayes. The luncheon program featured the Winchester club's participation in a multi-county conference on career options for middle and high school students. On display, were many Kiwanis banners signifying regions in the historic Capital District to which both clubs belong and which dates to 1918.

At its Aug. 21 meeting, the club heard a reading of the ideals of Kiwanis International; heard and discussed a presentation by Dennis Baugh on ways to grow club membership, and inducted Melissa Cave, finance director of the Boys and Girls Club of Harrisonburg-Rockingham County, into the club. Boys and Girls Clubs of America is a partner of Kiwanis International.



Happy Anniversary

October

Manassas	1924
Crewe	1924
Chesapeake	1927
East Baltimore	1947
Mercury 64.....	1962
Capitol Hill.....	1963
Gloucester	2008

November

Wilmington.....	1918
Roanoke.....	1919
Pocomoke City	1953
North Richmond	1953
Greater Richmond	1956
Waldorf.....	1979
Annapolis.....	1980
Central Chesterfield	1983

Mark Your Calendars!

2019 MIDYEAR CONFERENCE

March 8-10, 2019
Great Wolf Lodge
Williamsburg, VA

2019 DISTRICT CONVENTION

August 23-25, 2019
Renaissance Portsmouth-Norfolk
Waterfront Hotel
Portsmouth, VA

Eye on KI

News from Kiwanis International

WHY DID YOU JOIN KIWANIS?

At the beginning of this new Kiwanis year, remember why you joined Kiwanis and why you remain a member today. For me, it happened on my daughter's 7th birthday. To celebrate, my family had a party for children from underprivileged families. During the meal, many of the children were not eating despite being hungry. When I asked why, many responded by saying they were saving food for their parents and siblings at home. My heart was broken. I told them to eat now because we would prepare more meals for them to take home. That was my Kiwanis moment — the moment I went from being a Kiwanis member to being a Kiwanian.

Remember your Kiwanis moment throughout the year. Remember the smiles of the kids you are helping. Kiwanis clubs all around the world give children opportunities for success. We do this because every child deserves the right to thrive, prosper and grow.

We must do whatever we can to help children succeed. Invite family, friends and colleagues to your service projects and club meetings to help. Invite them to join Kiwanis. Invite them to make a difference for children. We cannot wait. Too many kids are waiting for opportunity.



Florencio "Poly" Lat
2018-19 president
Kiwanis International

DONATE TO THE KIWANIS CHILDREN'S FUND

In the aftermath of a natural disaster, the Kiwanis Children's Fund is there to help Kiwanis clubs and districts meet the crucial and immediate needs of people in their communities. When you donate to the Kiwanis Children's Fund's Disaster Relief Program, you make sure the Kiwanis family can assist people who have been affected by hurricanes, tornadoes, typhoons, floods, wildfires and more. To donate to the Kiwanis Children's Fund, text "Aid" to 50155, [click here](#) or mail a check.



INTERNATIONAL CONVENTION: DISNEY WORLD

The 2019 Kiwanis International convention will take place June 27-30, 2019 at the Walt Disney World® Resort in Florida!

BOOK YOUR HOTEL

Book your room at official resort hotels and gather information to plan your trip.

PROMOTE THE CONVENTION

Download the 2019 Kiwanis convention logos. View the promotional video.

SPECIAL THEME PARK TICKETS

Secure special meeting/convention theme park tickets available just to Kiwanians!

BE A DELEGATE

Kiwanis clubs in good standing are allowed two representatives in the House of Delegates, along with two alternates.

Capital District Key Leader

November 9 - 11, 2018
Camp Snyder
Haymarket, VA

Key Leader is a weekend program for today's young leaders to prepare them to change their schools, communities, and the world. This NASSP certified and life-changing event includes small group workshops, discussions, and team building activities.

Who? High School Students

Cost? Non-Key Club Participants \$175. Key Clubbers \$150.
Student Facilitators \$100. Adults \$115

Chaperones? Male and Female Adult Chaperones provided

Questions? Contact District Chair Charles Marks at
capitalkeyleader@gmail.com or (302) 236-4878

Registration is open!
Capital.Kiwanisone.org



@CapKeyLeader