

# Kiwanis

International

[www.kiwanis.org](http://www.kiwanis.org)

October 3, 2008

Dear Club President and Secretary:

Get ready for another successful year for the "1-2-3 You Hold the Key" program!

While the program has been a great success, there's always room for improvement. Please note the following changes:

- Clubs can order keys directly from Kiwanis International free of charge by calling 1-800-KIWANIS, ext. 411 or 1-317-875-8755 ext. 411, or by email at [memberservices@kiwanis.org](mailto:memberservices@kiwanis.org). Variety packets containing five bronze, three silver, and two gold keys and individual packets of ten bronze and ten silver keys are available.
- You will not need to submit key recipient information to Kiwanis International; we are not tracking that information.
- There will not be a contest associated with the key program this year; however, there will be special gold key recognition at the 2009 International Convention in Nashville, Tennessee.

I encourage you to talk up the "1-2-3 You Hold the Key" program and lead by example, proudly wear your key at every opportunity. Set a growth goal for your club and create a friendly competition.

We can reach one million members by 2015 with your help.

Yours in Kiwanis service,



Jill J. Madinger  
Director, Growth and Club Excellence

cc: 2008-09 Kiwanis Governors



IT'S AS EASY AS

1-2-3  
You Hold the Key!



**More than 12,000** people have joined Kiwanis International since the beginning of the 1-2-3 You Hold the Key program.

**The reason:** Nearly 7,000 members invited them—members who were justly rewarded.

**Recruit new members during the current administrative year and you'll be rewarded, too. Here's how:**

- 1** **Recruit 1** new member and you'll receive a bronze key lapel pin.
- 2** **Recruit 2** members and receive a silver key lapel pin.
- 3** **Recruit 3** members and a gold key lapel pin will be on its way.

Participants will receive their lapel pins from their club when the recruits are inducted into membership. When members continue to recruit additional members, the corresponding key(s) will be awarded. When you've reached the gold level, you will have attained the highest level of participation. You'll also be among the 2008-09 gold key recipients to be recognized at the Kiwanis International Convention in Nashville, Tennessee.



[www.KiwanisOne.org](http://www.KiwanisOne.org)

3636 Woodview Trace Indianapolis, IN 46268 USA  
Worldwide: 1-317-875-8755, ext. 411 • USA and Canada: 1-800-KIWANIS, ext. 411