

# TAG! You're it!

February/March 2010

Serving the Children of the World®

Our future is in your hands!

## A Message from the President!



Dear Kiwanis Growth Team and TAG Members,

It's time to GROW – particularly during February through June, the most productive time to build [new Kiwanis Clubs](#) and strengthen existing clubs. YOU play an important role in Kiwanis' GROWTH FOR SERVICE efforts, and, on behalf of our great organization, I'm asking for your help!

You're needed to help ALL Kiwanis Clubs succeed with [May as Membership Month!](#) Clubs can have a Special Guest Day, a Membership Roundup, a Club President Pie-in-the-Face Contest, a sports-themed point program or any type of membership effort with a focused time-frame, focused goal and a fun challenge. As a Growth team and TAG member, select a club, or two, to personally shepherd with this effort. NOW is the time for commitment and planning, and it's well worth the effort to see a club fulfill its potential to make a more meaningful impact.

You're needed to help build [new Kiwanis Clubs!](#) Our great organization cannot grow without new Kiwanis Clubs. Your district's International Governor now has definite locations for new Kiwanis Clubs with specific start dates and goals. Please contact your governor today to offer your help toward the strength of your district.

I know I'm asking a lot, and, believe me, I know we're all busy. None of us has the time to do what we do in Kiwanis, but we need to make time, because what we do in Kiwanis is important. Thank you for making time to make a difference for our great organization and our world.

Yours in service,

Paul Palazzolo,  
Kiwanis International President

## Reveal your growth potential...Stay flexible



The more flexible you are, the more attractive your club will be to new members.

Try something new. Expand your club's influence with these flexible membership options or by opening a new club.

**Club satellite:** Identify a group of prospective Kiwanis members based on geography, age, schedule, employment or special interest and form an offshoot of your club. No chartering is involved. This situation offers a lot of flexibility in the relationship of the host club and the club satellite. Learn the answers to some [club satellite FAQs](#).

**Corporate memberships:** A corporate membership allows a club to designate an individual membership spot in a Kiwanis Club for an employee of a specific company or organization. As an employee changes jobs or is transferred to a new location, a new employee can be designated to take the place of the previous member without being charged a new member fee by the organization. Learn answers to some [corporate membership FAQs](#).

**New clubs:** When you use the seven steps in the [quick-start guide](#), opening a club is simple. Tap into the district's TAG members and resources on the [Build a club Web pages](#). Remember,

existing clubs that sponsor or co-sponsor a new club earn points toward distinguished status.

Refresh your club. Is your membership diverse? Are your meetings engaging and productive? Are your service projects meaningful? Ask your club members what they think. The [Club Excellence Tool](#) lets your club analyze the answers to these questions and more, to find out what aspect of your club needs some attention. Resources and fresh ideas are available for each topic—12 steps to growth, for example. It's designed to excite members and impress prospects.

Make your club about service. Don't forget: members join to do service—six million hours of service each year! Find out what service needs exist in your community and what type of service interests your members. Conduct the [Community Analysis](#) within your community to help you ensure your club's projects and services are still needed and identify new initiatives your club can support.

Need some new ideas? The Kiwanis [service-in-a-box programs](#) are easy to implement and immediately involve serving children in area schools. Sponsor a [Service Leadership Program](#) club to inspire your young-at-heart members. [Read](#) about the service other clubs are performing.

Invite families to attend service projects. Long work hours and hectic schedules leave little down time for today's families. When you offer members a chance to serve alongside their spouses and families, you are more likely to fill your volunteer sign-up sheets. Plus you'll give guests a taste of Kiwanis—and maybe even inspire them to join.

## PLEASE READ: Important notice

### Sales Genie prospecting list discontinued

Effective immediately, Kiwanis International will no longer provide prospecting list purchased from a vendor. The lists have proven ineffective in the recruitment of members and data is often out dated or unreliable. Ideas for preparing a prospecting list can be found on the Kiwanis member [resource site](#).



## Spotlight on...



### Why your club should attend an Achieving Club Excellence workshop

Start changing the world in your own community by improving your own Kiwanis club. Lead the way to a larger, more vibrant club that is providing significant service to children. Help your current and future members connect to the Kiwanis purpose and mission to change the world one child and one community at a time.

The [Achieving Club Excellence](#) workshop presents a dynamic seven-step process that clubs can follow to remain viable in today's culture. In this workshop, club members learn how to explore new approaches to increase service and apply new strategies for [membership growth](#). Club members will focus on how to enhance the membership experience for all club members and how to develop and maintain a [relevant service impact](#) in their community.

Clubs will benefit from attending this workshop by:

- Engaging all club members in the club improvement process
- Assessing club projects and activities to determine what the clubs needs to:
  - Keep doing
  - Start doing, and
  - Stop doing.
- Add value to the individual member's experience in Kiwanis
- Increase the service impact in the club's community, and
- Create public awareness of the Kiwanis club presence and mission.

Children in your own community and around the world need Kiwanis. There are people in your community who have the desire to help. Following this simple process will bring them together. You can make the difference!

### New Club Building materials and training at your fingertips

Being a Kiwanian changes the way you think. You've noticed the high school in the next town—that small one known for its athletic program—but not for much else. Couldn't that school use a [Key Club](#)?

And on your way home from work, you've noticed kids playing in the street. Couldn't that neighborhood use a playground? A new [Kiwanis](#) Club could help make it all happen.

Now the resources for opening a new Kiwanis club are just a click away. At the [New Club Building](#) page on [KiwanisOne.org](#), Kiwanis International's member Web site, you'll find:

- Information on [Kiwanis](#) and [Service Leadership Programs](#)
- New-club-building materials
- Step-by-step guidance

Here's how to find it:

1. Go to [www.KiwanisOne.org](#).
2. Click on [Grow & Build Clubs](#) in the left margin.
3. Click on [Build a new club](#) on the next page.
4. From this page you can quickly move to the Quick-start guide to help get your team off on the adventure of building a new club.
5. Access the [seven steps to opening a club](#), contact the Kiwanis Help line at 317-875-8755, ext. 411, (worldwide) or 800-549-2647, ext. 411, in the United States and Canada. Or e-mail [helpline@kiwanis.org](mailto:helpline@kiwanis.org).
6. From this page, [QUICK LINKS](#) to resources and other tools are easy to find in the right margin.

All of these resources and tools are geared to help you make your new-club-building experience successful. Once you're familiar with the steps, get started! Order a [New Club Building Kit](#) or, if you're ready for the next step, order a [Club Counselor Kit](#) online.

## We want you...virtually!

Want to learn more about how to run a successful club? Need tips for planning a Kiwanis One Day event? Need some ideas on how to market your club? Get training on all this and more through [Kiwanis webinars](#).

Many webinars are being offered twice, once in the day and once at night, to accommodate most schedules. If you've never taken part in a webinar, no need to worry. It's easy! Check out the [schedule](#) and register to view the webinar live.

Can't make the live webinar, don't worry! Recorded versions of all webinars, both audio and video, become available about a week after the live event. You can visit the Kiwanis Web site and view the recordings at your convenience.

#### March 2

[Servant Leadership – Helping your club and club members become better](#)  
**Are you a leader?** Do you want to be a leader? This webinar will explore what it means to be a servant leader and how this leadership style will help better your club and club members.

#### March 3

##### [How to motivate the 80% of the 80/20 myth](#)

We have all heard "...it is always the same 20% that do all the work..." In this webinar find out how to move the other 80% to action and why that 20% always excel.

#### March 9 & March 17

##### [Utilizing Club Satellites to Sponsor SLP Clubs](#)

Are you a leader? Do you want to be a leader? This webinar will explore what it means to be a servant leader and how this leadership style will help better your club and club members.

#### March 10 & March 16

##### [Club Membership Chair II – Retaining Members in Your Club](#)

Learn how to engage new members and how to keep them involved with your club. In addition, learn some tools to keep current members active and rejuvenate others.

#### March 18

##### [Kiwanis Service Leadership Programs 101](#)

You may have a Key Club or a BUG program, but did you know Kiwanis has opportunities for your entire community. Come learn the basics about Service Leadership Programs.

#### March 23 & March 31

##### [Basic PR & Marketing for Your Club](#)

Learn marketing basics to help your club stand out in your community, attract new members, potential sponsors, and secure your place as a community stakeholder.



**Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time.**