

TAG! You're it!

October/November 2009

Serving the Children of the World®

Our future is in your hands!

A Message from the President!



Dear Kiwanis Growth Team and TAG Members,

On behalf of our entire Kiwanis Family, thank you very much for all you're doing to help strengthen our great organization! As you may know, this year we're working hard to promote the concept of "growing for service."

I'm asking for your continued leadership to help build new Kiwanis Clubs for service. This may mean [building a new club](#) in a community that never had a club before. It might mean building a new club in a community that had a Kiwanis Club at one time but the club fell out of the habit of doing the right things correctly, like relevant service, fun and value for the membership. Or it might mean building a new club in a community that's large and demographically diverse enough to support another Kiwanis Club.

I'm also asking for your continued leadership to help existing Kiwanis Clubs achieve their potential for service by achieving their potential for membership strength. Whether it's the [Achieving Club Excellence](#) steps, the [Reveal Program](#) or the [1-2-3 You Are the Key](#) incentive, we have fantastic tools available to club leaders so they can grow for service. They just may need some help from you to learn how to use those tools properly.

We must [build new clubs](#) and enhance existing clubs to have enough strength to lift up the children of the world on our Kiwanis shoulders. We have a lot of work to do, but we also have outstanding reasons to do it.

Thanks again for making time to make a difference.

Yours in service,

Paul Palazzolo,
Kiwanis International President

NEW! 3-2-1 Concept Clubs



Are you interested in building a club that has a unique format and accomplishes the mission and vision of the organization in your local community?

Life is busy. And studies have shown that people are as committed as they have ever been to volunteering in their community.

What if each month were as simple as...

- 3 hours...service
- 2 hours...social event
- 1 hour...meeting

Benefits of a 3-2-1 Club:

1. Club leaders could focus on creating 12 great meetings each year rather than 50 average ones.
2. Focusing the largest amount of time each month on service would meet the consistent request of "meet less and do more."
3. With three touches a month, members would still be able to build strong relationships.
4. Well-planned social activities could be something for people to really look forward to. Gatherings could include family members, too, when appropriate.

5. Standing committees could be replaced with "Impact Teams" or "Task Forces" to organize important functions such as program planning, fundraising, service, social activities and other functions your club wants to get involved in.
6. Additional meetings for board members and other leaders would still provide leadership and organization just like a traditional club.

How to get started:

1. Start with [Service](#). Host a core group of people to identify multiple opportunities for service.
2. Expand the group to gain a critical mass for impact and decide on one local project or cause.
3. Have the best service project ever!
4. Have fun. Host a social gathering with core and friends to celebrate impact.
5. Repeat steps 2-4 and continue to provide needed service to your community.

More information will arrive in the next few months, but the process doesn't have to wait. If you want more information, please contact [Michelle Sperr Morrison](#).

NEW! Service Leadership Programs chartering tools



Investing in lifelong servant leaders.

Kiwanis-family programs for youth, young adults and adults living with disabilities can change lives—yours, theirs and others. Through [Kiwanis Service Leadership Programs](#) (SLP), club members can earn scholarships, have fun with friends and help their communities and the world. [K-Kids](#), [Bring Up Grades](#), [Terrific Kids](#), [Builders Club](#), [Key Club](#), [Key Leader](#), [CKI](#) and [Aktion Club](#) empower participants to make an impact. By investing your time in these programs, you sow the seeds of service—and a lifelong commitment to caring.

The new [SLP sponsorship guide](#) outlines each of the eight clubs and programs. And the three easy steps to chartering—find, lead, serve—are explained in detail. Contact Member Services today at 317-875-8755, ext. 411 (worldwide) or 800-KIWANIS, ext. 411 (USA and Canada) to order the SLP sponsorship guide.

If you're ready to charter and just need to download the petition to charter and club bylaws, from the [Kiwanis Web site](#).

The sponsorship guide and [online tools](#) are replacing the Club Building #1 and Club Building #2 kits for each of the SLP.

Is your Kiwanis club interested in chartering a new SLP?

Spotlight on...

Social networking and Kiwanis – Ignoring it won't make it go away!



Social Networking focuses on building online communities of people who share interests and activities. Most social network services are Web-based and offer an assortment of ways for users to interact, such as e-mail and instant messaging services. If you are not familiar with the jargon, (a.k.a., slang, terms, gobbledygook), here are a few that you'll need to get started.

The jargon...

Web 2.0: Second generation Web development and design that seeks to assist communication, secure information sharing and collaboration on the Internet. It includes social networking sites, wikis, and blogs.

Instant messaging: Any system (phones, computers) that allows "instant" person-to-person "chats" (short conversations) over a network. Ironically, this has been around since the 1960s.

Wiki: A collection of Web pages designed to enable anyone with access to contribute or modify content. Wikipedia is one of the World's most popular wikis.

Digg: A Web site of social news for people to discover and share content from anywhere on the Internet. People submit links and articles, and vote and comment on submitted links and articles.

RSS (Really Simple Syndication): Just like it sounds, **RSS** is Web-feed formats used to publish regularly updated stories, **blogs**, news headlines, audio and video.

What's in it for me?

Relationships, relationships, relationships! It's kind of like "word of mouth on steroids." Social networking Web sites and online business reviews by consumers are quickly becoming common

marketing tools on the Internet. In the slow economic times we've seen of late, businesses as well as charitable and service organizations are looking to these free or "cheap" interactive online venues, including social networking and e-news, to promote themselves, provide better and quicker service and get their name in front of thousands (or even millions) of people every day.

Here are a few of the most popular social networking sites. Check them out!

- www.Facebook.com – 175 million active users
- www.twitter.com – estimated at 4 to 6 million users (messages can only be 140 characters)
- www.LinkedIn.com – More than 38 million members in over 200 countries
- YouTube.com – Available in 14 different languages, YouTube is a video sharing Web site on which users can upload and share videos
- www.plaxo.com – One of the first social networking sites
- www.classmates.com – A way to find friends from college, workplace or military

Remember...ignoring it won't make it go away! And it's fun and effective!

Find out more about Kiwanis' social networking sites at by visiting the [Kiwanis Web site](#) and watch for the December 2009 issue of KIWANIS magazine, which includes a helpful article on social networking, "Warm up to the Web: Kiwanis has always been about fellowship...but you ain't seen nothing yet. Look at all the new ways

Got webinars? WE DO!

Find out what you didn't know you didn't know. Come join us for our new [webinar](#) on Tuesday and Thursday evenings at 8 p.m., EST. Here are some topics you may be interested in attending:

Thursday, November 12, 2009, 8 p.m. EST

Club membership chair committee

Not sure where to start and how to get everyone involved in growing your club. Learn how to plan your year and make growth fun so that your whole club gets involved.

Thursday, November 19, 2009, 8 p.m., EST

How to create a club brochure

Want to promote your club with an attractive and professional piece that delivers a compelling message about your club and what it does?

Tuesday, November 24, 2009, 8 p.m., EST

Boys & Girls Clubs of America Partnership

A partnership between Kiwanis and BGCA is a natural fit; learn how your club can make a difference by working with the local BCGA club.

Tuesday, December 1, 2009, 8 p.m., EST

IRS Forms, Filing, Reporting (U.S. specific)

Kiwanis staff will guide you through the required tax filings to be

compliant with the IRS. We will also bring you up to speed on changes in many state requirements.

Thursday, December 3, 2009, 8 p.m., EST

Refreshing your club

Your club has been doing great things for years, but there might be a few things you can change to reenergize your club members and enhance the club experience. Find out what they are.

Tuesday, December 8, 2009, 8 p.m., EST

Succession planning

Learn how your club can create a "leadership pipeline" of future leaders that will shape the future of your club, division, district and Kiwanis International.

Thursday, December 10, 2009 8 p.m. EST.

Conflict resolution

In every situation and relationship in our lives, conflict will exist. Learn techniques that will help you deal directly with the conflict, minimize residual damage and strengthen your club.

If you miss a live webinar, don't worry. You can visit the [webinar archive](#) and view the recordings when your schedule allows!



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