

Kiwanis[®]

International

Serving the Children of the World[®]

Kiwanis International Update

August 2009

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Past International President Irby passes

[Aubrey Irby](#), who served as 1983-84 Kiwanis International president, died this past July 11. During his term as president, he encouraged Kiwanians to recruit at least one new member and to enrich the lives of persons who have disabilities.

Celebrate, refresh, create

As Kiwanis International CEO Rob Parker shares the organization's vision for the future, he encourages Kiwanis members to look to the past, present and future to make Kiwanis the organization of choice for people who want to make a difference:

Celebrate our successes, our story, our legacy.

Refresh your club experience, your appeal to prospective members and our image as an organization serving the children of the world.

Create new ways of doing things, a bridge to the next generation, a stronger Kiwanis future.

[Here are resources](#) resources to guide your club's evolution.

Are you ready to grow?

What kind of Kiwanis club are you?

Does your club need to inject new enthusiasm into its meetings, redefine its purpose or find more meaningful service projects? Learn how to "Pursue Excellence."

Does your club make an impressive first impression with friendly members, exciting meetings, and impactful service projects? If so, you're ready to "Go for Growth."

Pursue excellence

Club excellence means delivering a meaningful and fulfilling experience to all members. The [Club Excellence Tool](#) is an online self-evaluation tool designed to monitor the health of your club. Based on your responses, the program offers recommended improvements and offers resources to help you implement them.

The tool evaluates your club's:

- Meetings
- Service
- Fellowship
- Fundraising
- Leadership
- Growth and retention
- Strategic planning

Use the Club Excellence Tool, and you'll soon be ready to Reveal Your Growth Potential

Your club secretary will provide you with a custom survey ID unique to your club. Enter that ID to begin your club excellence survey. Club secretaries: To set up your club's first survey, login to KiwanisOne, then choose Secretary from the left-side navigation bar. Click the last link—Club Excellence Tool Admin—and follow the on-screen instructions for setup. Contact [support](#) if you need assistance.

Go for growth

Once a club has positioned itself for growth by implementing ideas recommended by the Club Excellence Tool, it's ready to grow. The [Reveal Your Growth Potential](#) (English) package promotes four ideas to focus your club's growth efforts:

Walk the talk. Show your club, division and district how to lead and grow.

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

Reach out. Every member can make an impact by inviting just one person to join. Keep it in the family. Tap into the potential of people who already know about Kiwanis.

Prospecting for members

There are membership gold mines in your community. To start your treasure hunt, all you need to do is map out a prospect list. Here's a list of territories you may want to explore while building your list:

1. Chambers of commerce
2. Government officials
3. New business listings
4. Public information lists (in some areas, for example, utility sign-ups are public records)
5. Trade membership lists
6. Parent/teacher organizations
7. Places of worship
8. Agencies and organizations your club supports
9. Phone books and other directories (build your list organized by job classification)

Hit the mother lode by using [social networking tools](#), such as Facebook and Twitter, to locate potential young members.

KIWANIS magazine

Star power

You won't find many celebrities in KIWANIS magazine's [August 2009](#) issue, but there are plenty of stars.

Convention highlights. The publication turns its spotlight on the 2009 international convention in Nashville, Tennessee, and the more than 5,000 attendees from 34 Kiwanis nations.

Verne Harnish on growth. Founder of two world-renowned entrepreneurship organizations, Verne Harnish talks with Kiwanis International CEO Rob Parker about fast-track growth.

A cure for gloom. Zozobra's a big, big guy—50 feet tall. Every year, the Kiwanis Club of Santa Fe, New Mexico, builds the giant marionette—and then burns him—to chase away gloom and raise more than US\$175,000.



President's Message

What joy to be a Kiwanian

By Don Canaday, President, Kiwanis International

Today, I want to talk about the joys and rewards of Kiwanis membership.

As I travel around the Kiwanis world, I often ask the question "Why do you remain a member of Kiwanis?" The answers I get are usually about the same:

- "Because of the friendship."
- "Because of the fellowship."
- "Because I know I am part of an organization that is making a difference."

Members give other answers, but they all relate to the overall "Kiwanis experience." I have said before that people join Kiwanis for different reasons, but they stay for the same reason—the "Kiwanis experience." What are the elements of the "Kiwanis experience" that help people place a value on their membership?

Just to name a few:

- The fun, fellowship and friendship that takes place in the club
- The quality of the club meeting to have consistently interesting, pertinent and quality speakers.

But more important is making sure all members are involved and getting the opportunity to get the "warm fuzzies," by touching a life in a positive manner, especially the life of a child.

Nobody stays a Kiwanis member just so they can go to another meeting. Our membership in Kiwanis must have value.

In Kiwanis, we often share a "Kiwanis moment," with others. It is an absolute necessity that all members have the opportunity to experience a meaningful "Kiwanis moment." After all, they are members of the world's greatest service organization.

Thank you for all the many things you do in the name of Kiwanis.

What do you think? [Send](#)
your thoughts to
President Don Canaday.
And [catch](#) his monthly
message.

CEO message

Open to change

By Rob Parker, CEO, Kiwanis International

There are a number of changes in society that our organization must respond to if we are to become attractive and magnetic to a next generation of Kiwanis members. The most significant of those issues relates to the advances in technology that have revolutionized how people communicate with each other. Our first International President George Hixson (1916-1918) could not possibly have imagined a world where each of his Kiwanis members carried an electronic device that would allow them to talk to one another no matter where they were on the planet. I imagine George would have thought you had taken leave of your senses if you told him that one day the international president would be able to send a message to 250,000 Kiwanis members in 70 countries in less than five seconds and without a single piece of paper changing hands.

"Organizations that choose to bemoan societal changes are often left behind by new ventures that are proactive and responsive. While it is not easy to be nimble when you are 94 years old, Kiwanis can take steps to position itself for the future."
([Kiwanis Insider, January 26, 2009](#))

Early Kiwanis clubs were formed at a time when cars were not reliable enough to drive long distances, when long-distance phone calls were an expensive luxury and where travel from Europe or Asia to North America most likely involved a very long boat ride. In most families men were the financial providers, women kept the home and raised the children, and everyone lived in the same community where they worked.

While the world has changed dramatically over the past 90 years, the structure of Kiwanis remains almost unchanged since the mid 1920s. Numerous attempts to suggest structural changes over the years have been met with fierce opposition and have spawned pages of rules primarily designed to protect the status quo. While everyone understands that not all change is for the better, our Kiwanis history reflects a much stronger commitment to rules and tradition than to flexibility and adaptation.

This is what makes the approval of the "flexible membership initiatives" at the 2006 San Antonio Convention so historic and important. Through this initiative the delegates have given the leaders of Kiwanis permission to pilot new programs and initiatives that conflict with our current bylaws and policies, but may help us grow. Several of the initiatives currently being piloted were ones that died on the floor of the House of Delegates in the past.

As a Kiwanis leader I want to thank you for your willingness to try new ideas to help Kiwanis grow. I also want to ask for your help in advocating for even more change so that we can reach the next generation of Kiwanis members. It will not be possible without you.

Join Kiwanis conversations about leadership at www.kiwanisleader.org.

Be a hero

Host a KaBOOM! Play Day and be a hero to the kids in your community! Between September 19-27, 2009, thousands of communities across the United States will host free, fun-for-the-whole-family events that celebrate play and demonstrate the importance of play in children's development. Plan your event with our free planner tool and you could receive a free Play Day kit. [Register today](#).