

Kiwanis

International

Serving the Children of the World

Kiwanis Member Education

An offering of
Kiwanis
University
Instructor's Guide



We know that education is an important member retention tool.

It is suggested that clubs offer this program to existing members once a year.

The facilitator should save this presentation electronically, make changes to the slides to fill-in-the-blanks or tailor the slides to meet the club's needs and save it again electronically. These notes pages (Instructor's guide) are for the facilitator's use only.

Equipment/Supplies:

Instructor's Guide (These power point notes).

Laptop computer/PowerPoint file/LCD projector if large group

Handout of slides for participants

DVD of Public Service Announcements, DVD Player and Sound

Set up and test any electronic support

Distribute Participant Handouts (copies of the slides—handout version)

Kiwanis

International

Serving the Children of the World

Welcome!



Kiwanis

International

Serving the Children of the World

Purpose: To improve lives through fellowship in service worldwide.

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



The **Defining Statement** provides a quick and thorough answer to the question, “What is Kiwanis?”

It is a good idea to memorize the Defining Statement and share it with others along with what the district and club is doing to change the community.

The more the community understands Kiwanis, the easier it will be to get publicity, build clubs and recruit members.

Kiwanis

Serving the Children of the World

- Founded in 1915
- 8,400 Kiwanis clubs in 96 countries
- Motto: “Serving the Children of the World”
- The organization’s International Office is in Indianapolis, Indiana.
- 100th Anniversary in 2015 will be celebrated with 1 Million members!



Kiwanis International has an impressive history. While our club directly impacts our community, there are more than 8,000 clubs worldwide doing the same. Together, our efforts are changing the world we live in.

Our impact:

- Kiwanis clubs distribute more than 107 Million dollars annually
- Kiwanis members perform more than 6.2 million service hours each year!
- More than 150,000 service projects are performed annually by Kiwanis clubs.

Membership Benefits

Serving the Children of the World

- Change children's lives
- Improve the community and the world
- Build friendships
- Enhance leadership skills
- Develop business contacts
- Receive KIWANIS magazine and club communications
- Enjoy discounts and promotions.
- Insurance coverage for Kiwanis club projects



Most of our members joined for friendship and/or service. It is important that members have an opportunity to participate in service projects. Review the club's current projects.

The Kiwanis-branded projects are Read Around the World, THRIVE, Terrific Kids, Bring Up Grades (BUG), or K-Kids

Include any club, division or district benefits (i.e. district and club newsletters, education conferences, leadership education).

Expectations of Members

Serving the Children of the World

- Attend club meetings regularly
- Participate in club service and fund-raising projects
- Share the experience with others
- Demonstrate pride of membership
- Encourage others to join



Organization Structure

Serving the Children of the World

Kiwanis International is the worldwide organization to which each Kiwanis club and member belongs. It is administered by the Kiwanis International Board of Trustees

Our District is 1 of 48 districts in Kiwanis International

Our Division is one of ___ divisions in the district.

Our Club is one of ___ clubs in our division.



Hint: This information can be obtained from the Kiwanis district office.

Our District

Serving the Children of the World

District name:

Number of clubs in the district:

Total members in the district:

Officers: Governor:

Immediate past governor:

Governor-elect:

Secretary:

Treasurer:

One lieutenant governor per division



Hint: This information can be obtained from your Kiwanis district office.

Our Division

Serving the Children of the World

Division:

Lieutenant governor:

Other clubs in our area:

Division projects:

Our division has council meetings _____, to give clubs in our division a chance to communicate.



Everyone is welcome to attend a division council meeting. Note how often they occur.

We also encourage inter-clubs—opportunities for 2-4 members of a club to visit another club in the division to learn how other clubs function and make new Kiwanis friends.

About Our Club

Serving the Children of the World

- Charter date:
- Active charter member(s):
- Legion of Honor members:



Note: Legion of Honor members have 25 years of Kiwanis service.

Discuss your club's meeting traditions. Some clubs start meetings with an invocation and singing, some do not. It is important to distinguish for the member what is club tradition and what is required. In some cases, club traditions were established so long ago, that no one can remember why we do what we do. It is also important that club traditions are evaluated annually to ensure that they continue to meet the members' needs.

Our Club Officers

Serving the Children of the World

President:

Immediate Past President:

President-elect or Vice-president:

Secretary:

Treasurer:



Note: Current members are likely aware that officers change with each administrative year, which begins October 1.

Club Committees

Serving the Children of the World

- Community Services
- Service Leadership Programs
- Young Children: Priority One
- Human and Spiritual Values
- Club Administration
- Membership Growth and Education
- Public Relations
- Finance and Fundraising



Committees provide opportunities for participation and leadership.

These are the standard committees listed in the bylaws—larger clubs may have more so everyone can be active; some small clubs combine or prioritize these committees. The focus should not be on the number or name of the committees, but rather on the work the club needs/wants to accomplish.

Hint: You may want to change this slide to reflect the actual club committees and their leaders.

Describe what each committee does.

Communication

Serving the Children of the World

- Club Meetings
- Missing Member Responder programs
- Club Newsletters
- Board Meetings
- Division Newsletters
- District Newsletters
- KIWANIS Magazine
- Kiwanis Web site



Sharing information is critical. Ask the members if they have other ideas for improving communications within the club.

Encourage members to access the website www.kiwanis.org.

Standard Form for Club Bylaws

Serving the Children of the World

- Parameters of Membership
- Parameters of Board Decisions
- Organization of Committees
- Club Meeting Guidelines
- Guidelines for Nomination of Officers
- Financial Requirements



Members should know that the club operates under the parameters of club bylaws. It might be fun to ask the following questions:

1. What is minimum age for a Kiwanian? (18 years) **Article III, Section 5**
2. Who presides at meetings when the president is absent? (President-elect/Vice president)
Article VI, Section 5
3. How often should the BOD conduct meetings? (once/month) **Article VII, Section 5**
4. What is the quorum for a board of directors meeting? (majority) **Article VII, Section 6**
5. Can clubs determine one-, two-, or three-year terms for directors? (yes) **Article VII, Section 3**
6. Can a club adopt a project that lasts more than one year? (yes) **Article VIII, Section 1**
7. When is the annual club meeting conducted? (April/May). **Article XI, Section 5**
8. What is the minimum number of club meetings? (two/month, but one of the two can be an open board meeting or a service project). **Article XI, Section 1**
9. What constitutes removal from office as an officer or director? (engaging in conduct unbecoming a Kiwanian or failing to perform duties of the office) **Article XIV, Section 1**

Club Administration

Serving the Children of the World

Our club membership votes on:

- Election of club officers and directors
- Amendments to club bylaws

The Board of Directors

- Determines club policies
- Approves club projects
- Approves and controls club budget
- Manages the club



Board of Directors Meeting

Serving the Children of the World

Provides an opportunity to be involved in the decisions affecting club administration.

Day:

Time:

Location:



Explain that all members are welcome to attend board meetings, but only board members may vote.

Finances/Budgeting

Serving the Children of the World

- **Administrative Account**
 - Income from club dues, meal charges, new member fees.
- **Service Account**
 - Income from public fund-raising projects or contributions and cannot be used to pay administrative expenses of the club.



(In the United States)

Currently (October 1, 2005), Kiwanis clubs are classified as 501c (4) and dues/donations are not tax deductible.

The organization is working toward changing the classification to 501c (3)

Some clubs have 501c(3) foundations that can accept tax deductible contributions.

Sample Administrative Acct.

Serving the Children of the World

• **Income**

Member fees	\$ 4,800
Happy Dollars	1,500
Misc.	500

• **Expenses**

International Fees	\$2,000
District Fees	800
Club Supplies/Awards	500
Speaker meals/gifts	350
O&D/Crime insurance	750
District Conferences	700
Int'l Convention	1,000
Misc.	700

Total **\$6,800**

Total **\$6,800**



Hint: You may wish to substitute the club's actual budget for the sample provided.

Sample Service Account

Serving the Children of the World

• Income		• Expenses	
Fundraising Project #1	\$5,000	Project A	\$5,000
Fundraising Project #2	\$5,000	Project B	3,000
Fundraising Project #3	\$5,000	Foundation Donations	1,000
		Portion of liability ins.	400
		Key Leader	800
		Builders Club	2,000
		Key Club	1500
		Incidental requests	1,300
Total	\$15,000	Total	\$15,000



Hint: You may want to use the actual budget in place of the sample provided.

Club Fees

Serving the Children of the World

How My Dues Are Spent

Club Dues: \$

District Dues: \$

Kiwanis International Dues: \$

Total Annual Dues: \$



A large empty rectangular box, likely intended for a signature or additional information.

Conventions

Serving the Children of the World

The **Annual Kiwanis International Convention** is an excellent event, which allows clubs from around the world to exchange ideas, participate in forums, and share fellowship.

The **District Convention** is the kickoff for the new Kiwanis year, which runs from October to September. Club officers and interested members attend.

The **District Midyear Conference** gives members an opportunity to attend classes and forums about club operation and other exciting topics.



Kiwanis International conducts an annual convention, which is staged to:

- Elect International Board members
- Amend the International Constitution and Bylaws
- Conduct leadership and membership education
- Provide Kiwanis fellowship
- Provide Kiwanis education
- Provide guidance and inspiration for clubs

Each club is entitled to send two delegates and two alternates to the International convention. These delegates compose the House of Delegates and vote on the election of officers to the Board of Trustees, resolutions, and proposed amendments to the International Constitution and Bylaws.

District conventions and conferences achieve the same objectives but at the district level.

Discuss actual dates/locations for upcoming conventions and, If appropriate, club policies for sending members to each of these events.

Kiwanis International Foundation

Serving the Children of the World

- Charitable fund-raising entity of Kiwanis International.
- Funds grants for activities and programs.

Worldwide assistance

- 911 Victims Children's Fund
 - Tsunami relief
 - Hurricanes in the Gulf Coast
 - Typhoons in the Philippines
 - Earthquakes in El Salvador and Taiwan
 - Eradicate Iodine Deficiency Disorder (IDD)
- Encourage your club to support the Annual Club Gift Campaign



- Our local clubs work to help communities. The Kiwanis International Foundation helps on a global scale.
- The work the International Foundation funds provides the recognition and publicity local clubs need for recruitment and retention (example IDD).
- Through our existing clubs in areas affected by natural disasters, the foundation is able to provide quick and relevant support to those devastated.
- The Kiwanis International Foundation provides money for matching scholarships to Key Clubs and Circle K clubs in your district.
- The foundation provides grants to clubs and districts to provide service to children.
- The foundation provides funds to support Kiwanis Family Programs at the National level—including the newest, Kiwanis exclusive youth leadership program—Key Leader.

Differentiate between the Kiwanis International Foundation and district/club foundations.

Kiwanis Family Service Leadership Programs

Serving the Children of the World

- **Empowering teens:**
 - Builders Club
 - Key Club International
 - Key Leader
- **Equipping Adults for Leadership:**
 - Circle K International
 - Aktion Club
 - Kiwanis Junior (Europe only)
- **Enriching young students:**
 - Kiwanis Kids
 - K-Kids
 - Terrific Kids
 - Bring Up Grades



Lead an open discussion about our club's experience with the Kiwanis Family.

The visibility of our Family Programs can be a positive incentive for parents, teachers, school administrators, youth ministers, and others interested in the welfare of youth to learn more about the Kiwanis club in their community. What an incredible pool of potential members!

Our Club's Sponsored Clubs

Serving the Children of the World

Name:

Meeting time:

Location:

Advisor:

You are encouraged to attend their meetings.



A large, empty rectangular box with a black border, intended for providing details about the sponsored clubs.

Membership Growth

One Million Members in 2015

Serving the Children of the World

- In North America, for every 1,000 people there are **19 children** under the age of 6 living in poverty.
- In North America, for every 1,000 people there is **1 Kiwanian**

How can we help?

- ✓ **Recruitment (Inviting new members)**
- ✓ **Retention (Keeping current members)**
- ✓ **New Club Building (Opening new clubs)**



There are currently 250,000 Kiwanis members (October 1, 2005)

New Kiwanis members bring fresh ideas and new energy, and increase the capacity of the service we can provide in our communities. Growth can bring diversity to the club.

The **Defining Statement** serves as a recruiting and retention tool and provides a quick and thorough answer to the question, “What is Kiwanis?”

It is a good idea to memorize the Defining Statement and share it with others along with what the district and club does to change the community.

The more the community understands Kiwanis, the easier it will be to get publicity, build clubs and recruit members.

RECRUITMENT

If a member wants to share the experience and encourage others to join.....

Wear Kiwanis merchandise.

Carry a Kiwanis business card.

Ask those you meet, “Where do you volunteer?”

Hint: Show one of the Public Service Announcements here.

Membership Growth One Million Members in 2015

Serving the Children of the World

- **Recruitment (Inviting new members)**
 - ✓ Six Pak/Growth Revolution programs
- **Retention (Keeping current members)**
 - ✓ Maximizing Kiwanis Service
 - ✓ New-Member Orientation
- **New Club Building (Opening new clubs)**
 - ✓ New-Club Building Process
 - ✓ Membership Development Manual



RETENTION

Our meetings must be fun, organized and informative!

- Survey our members every year to ensure that the meetings, fundraisers and service projects meet their needs.
- Evaluate club's traditions. Club traditions may have been established by people who are no longer members. Some clubs use invocations/inspirational moments, some clubs sing, some recite the Pledge of Allegiance, some solicit Happy Dollars, etc. The club should survey the members annually to make sure that the club's traditions are still important to most.
- **Six Pak/Growth Revolution** programs provide easy, fun and successful membership campaigns.
- **The Membership Development Manual** is a guide to recruitment, retention and new club building.
- **New-Member Adds** must be processed timely so members receive their benefits (membership card, magazine, etc)
- **New Member Orientation** should be provided (www.kiwanis.org) and a meaningful induction ceremony during the first meeting of the month—inductions will be happening all over the world. Provide club members with a membership roster that includes the new member's name; put the new member's bio, photo and welcome in the next newsletter; provide a handout of club officers, committee chairman, and description of each committee; assign a mentor to each new member.

Discuss all the resources for membership growth.

- District Membership/Growth/New-Club Building Chairmen
- District Growth Team (TAG team)
- Kiwanis Staff; Club Development Managers

Why would a club want to sponsor a new Kiwanis Club?

- Expands reach of Kiwanis to more communities.
- An efficient method to add members/increase service.
- Re-energizes sponsoring clubs.
- Enhances visibility of Kiwanis in division.
- Meets needs that existing clubs may not meet.

Our Club Awards

Serving the Children of the World

• [Click here to add text](#)



Things to note:

Distinguished Club

Growth Awards

Service Awards

District Recognition

Hixson and Tablet of Honor Recipients

That's our club

Serving the Children of the World

What questions do you have ?



A large, empty rectangular box with a black border, intended for writing answers to the question above.