

Kiwanis

International

Serving the Children of the World

New-Club Orientation

An offering of
Kiwanis
University
Instructor's Guide



We know that a thorough orientation is an important member retention tool.

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

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** 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 is doing (and the club hopes to do!) to change the community.

The more the community understands Kiwanis, the easier it will be to get publicity, 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 in which we live.

Our impact:

- Kiwanis clubs distribute more than US\$ 107 million 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.

Provide these statistic to the media when submitting a story.

Membership Benefits

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- 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



It is important that new members have an opportunity to participate in a service project right away.

Suggest a Service-in-a-Box Opportunity: Read Around the World, THRIVE, Terrific Kids, Bring Up Grades (BUG), or K-Kids for a dynamic, easy-to-implement and instantly gratifying project.

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

Expectations of Members

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- 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.



Organizational Structure

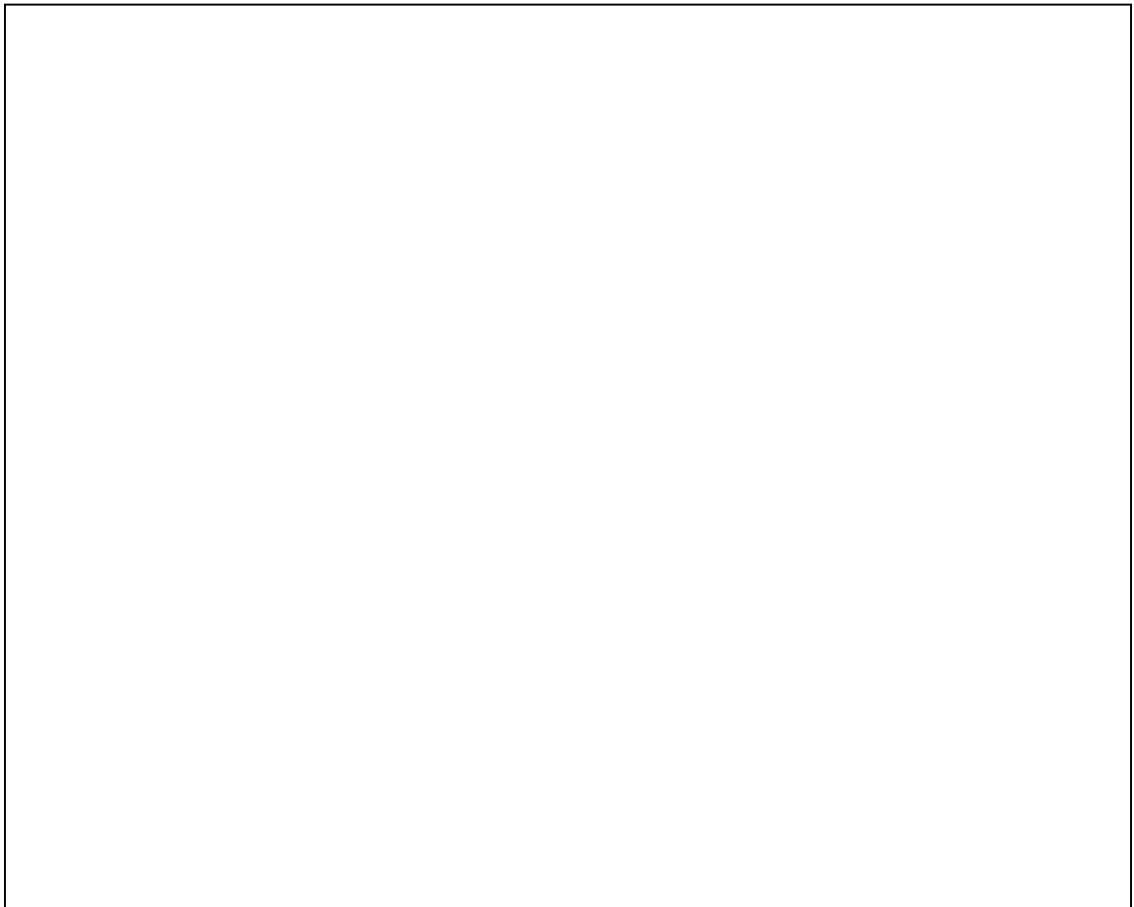
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Kiwanis International is the worldwide organization to which each Kiwanis club and member belongs. It is administered by the Kiwanis International Board of Trustees

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.



Our District

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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



Our Division

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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.

Our Club Officers

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President:

Immediate Past President: (future)

President-elect or Vice-president:

Secretary:

Treasurer:



Note: Explain that officers are elected by the club members in April and change with each administrative year, which begins October 1.

Describe the election process.

Provide the names of the current officers, their roles in the club, and explain any plan of succession. Since this club is new, we will have to plan diligently for succession.

President presides at meetings, monitors goals established by the board, promotes membership growth, represents our club at division and district events, communicates to the club members and motivates the members to serve.

The Secretary keeps the club books and records, maintains correspondence and submits required reports to district and international offices.

Directors also serve on the Board and have staggered terms.

Club Committees

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- 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 are where the work gets done. Committees provide opportunities for delegation and involvement.

These are the standard committees listed in the bylaws; larger clubs may have more so everyone can be active, while 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.

The first step is to consider what the committees should do. Encourage club leaders to develop “**job descriptions**” for each committee.

Not completed prior to organization, encourage club to schedule the Community Analysis to assist in setting the agenda for the service committees.

How will we ensure that every club member has an opportunity to be involved?

Consider members’ interests—not just their availability--and give them freedom to make decisions about HOW they fulfill their roles on the committee.

Young Children: Priority One project kit.

Ideas for service projects can be found in the Young Children: Priority One project kit. These project kits are available from the Kiwanis International Office. You may request these by calling 800-549-2647 in North America or by sending e-mail to service@kiwanis.org.

It is always, alert the community about projects via media releases, etc.

Along with Young Children: Priority One projects, service activities address other needs within the community, such as working to stop substance abuse, helping the elderly, promoting literacy, supporting youth sports and recreation, responding to disasters, and supporting specific persons in need.

Kiwanis-branded service programs include Read Around the World, Terrific Kids, Bring Up Grades (BUG), Thrive (a few shots) and K-Kids.

Club Meetings

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Club meetings provide the opportunity to interact with old friends, meet new friends and learn about the community. Meetings should be:

- Organized—have an agenda.
- Efficient—stick to the agenda.
- Informative—community interest program.
- Kiwanis education—Education Minutes.
- Friendly, broadens circle of business contacts and social friends.
- Fun!



Club meetings must be fun!

We must deliver what was sold to the new-club members (fellowship, service).

Club meetings should not be used as board meetings, but rather as a place to showcase our activities.

Good meetings don't just happen. They take lots of planning EVERY week and many people need to help.

Discuss how to get interesting speakers.

Discuss networking opportunities.

Some clubs use invocations/inspirational moments; some clubs sing; some clubs recite the Pledge of Allegiance. It

is important for the new club to develop its own traditions. It also is important that the club evaluate those traditions annually through a club analysis.

Tip: People who have a role during the meeting are more likely to attend.

Tip: Place the nametags at the seats ahead of time to encourage members to sit in a different place.

It is extremely important to explain to new members (and guests) what to expect (singing, happy dollars, meals, committee reports, etc.) so they feel comfortable at the first few club meetings.

Tip: Some members are intimidated by club meeting attendance expectations. Communicate clearly that regular meeting attendance is encouraged but not required.

Suggestion: Role play "How to lead an effective meeting" (discourage bad jokes, sloppy dress, "fines," sitting with bad attitudes, ignoring guests, "inside" jokes, etc.).

Leading effective meetings is a great skill for life outside of Kiwanis—business meetings, church meetings, for example.

Communication

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



Sharing information is critical.

New Members will receive a New-Member Kit that contains their Membership ID Card along with helpful Kiwanis information.

Club Bylaws

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



All club leaders should be familiar with the club bylaws.

10 copies of the club bylaws were included in the New-Club Organization Kit (along with pins, etc.) Club bylaws should be updated regularly.

Facilitate discussion as a large group by asking each question and inviting the participants to call out what they think the answer is.

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 board of directors 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

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Our club membership votes on:

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

Our board of directors

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



Board of Directors Meeting

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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

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- **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.



(For United States clubs) Currently, 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.

This is a good time to draw attention to the Kiwanis International General Liability Insurance Program (Leadership Guide p. 90). The club leaders should watch for the Risk Management packet, which is sent to the club secretary annually. There are exclusions, limitations, and restrictions that all clubs need to be aware of when planning projects.

In the New-Club Organization Kit (pins, etc.), there is an envelope containing Bank Account, Club Incorporation, and IRS information (Form 990 guidelines Leadership Guide p. 55).

All clubs are required to be incorporated.

Sample Administrative Acct.

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• **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**



Note that a typical club budget provides for money to send the president-elect to the International Convention.

Sample Service Account

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• 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



Fundraising

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Describe potential fundraising projects.

New Club Fee

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Provides everything your club needs to begin operations including:

- Member pins and certificates
- Club banner
- Kiwaniis flag
- Gong and gavel
- Member literature
- Service project kit and leadership manuals
- Charter member dues for one year



Members of this new club paid a flat New Club Fee. This fee covers all the costs for new clubs during the club's first year and including member pins and certificates, club banner, Kiwanis flag, gong and gavel, member literature, service project kit and leadership manuals, charter member dues for one year.

One year after paying the appropriate per member New Club Fee, the club will enter the regular annual dues billing cycle. This means that new clubs will be billed for annual dues 9-15 months after their organization date.

Conventions

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The annual **Kiwanis International Convention** is an excellent event that 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:

- Provide guidance and inspiration for clubs.
- Conduct leadership and membership education.
- Elect International Board members.
- Amend the International Bylaws.
- Provide Kiwanis fellowship.
- Provide Kiwanis education.
- Provide opportunities to gather ideas in the Exhibit Hall.

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

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

If appropriate, discuss dates, locations, and club policies for sending members to each of these events.

Kiwanis International Foundation

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

Worldwide assistance

- 911 Victims Children's Fund
 - Tsunami relief
 - Hurricane relief in the Gulf Coast
 - Typhoon relief in the Philippines
 - Earthquake relief in El Salvador and Taiwan
 - Eradicating Iodine Deficiency Disorders (IDD)
- Encourage your club to support the Annual Club Gift Campaign.



This may be too much information too soon. Facilitators should decide whether or not to cover this material at this point or wait until the club has been functioning for awhile.

- 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.
- Suggest ways the club can support the International Foundation this year.
- Suggest that the club schedule a presentation to inform club members about the foundation.

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

Public Relations

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- Submit stories, not just news
- Public Service Announcements
- Community Boards; “Kiwanis meets here”
- Brochures
- Web site
- Television (Public access, etc.)
- Radio



Consider showing one of the new Public Service Announcements here.

To gain publicity, clubs should submit stories illustrating how Kiwanis is improving your community; not just news. Use quality photographs of active children when submitting stories and remember to provide contact information.

Support materials are available on the Kiwanis Web site, www.kiwanis.org/pr/

PR Kit (handbook, sample news releases, public service announcements, etc.)

Newsletter Editor Kit

For special Kiwanis events (anniversary, Kid's Day, etc.), localized news releases are provided.

Kiwanis Family Service Leadership Programs

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- **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



Ask about participant's experience with the Kiwanis Family.

If they don't mention the following, please discuss.

- One of the most visible and rewarding community service projects a Kiwanis club can conduct is to sponsor one of these Service Leadership Programs.
- The Terrific Kids and Bring Up Grades (BUG) programs, for example, offer easy-to-implement service projects-in-a-box that can quickly re-energize a club and help children in the club's neighborhood school. The member reaps immediate gratification of witnessing firsthand the results of their club's service efforts.
- The visibility of our Kiwanis Service Leadership 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!

Ask: What will your club do to support these programs?

Tell the new club members about the Key Leader Program--the organization's exclusive youth leadership program for high school students.

Our Club's Sponsored Service Leadership Programs

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Name:

Meeting time:

Location:

Advisor:

You are encouraged to attend their meetings.



Some new clubs might be formed to provide sponsorship to existing Key Clubs, etc.

Membership Growth One Million Members in 2015

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- 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
- ✓ Retention
- ✓ New Club Building



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 new club will need to continue actively adding to its membership. Help them understand the process of sponsoring a new member (board approval, induction, etc.)

New clubs have a recruiting advantage—people like to be a part of something new. Capitalize on your excitement by sharing the Kiwanis experience with others.

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

If members of the new club want 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?”

Discuss all the resources for membership growth.

Possible answers:

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

Kiwanis International provides many resources to assist clubs in their membership growth efforts.

Achievement Criteria

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•Click here to add text



Our Club Awards

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•Click here to add text



Things to note:

Distinguished Club

Growth Awards

Service Awards

District Recognition

Hixson and Tablet of Honor Recipients

Getting Started

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- Plan fun, organized and informative meetings
- Determine community needs
- Organize committees
- Start a service project right away
- Share the experience with friends
- Plan to attend upcoming conferences and conventions
- Develop/Approve a budget



Questions?

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What questions do you have ?

