

The Capital

February/March 2013

Kiwanian

The Official Publication of Capital District Kiwanis | www.capitaldistrictkiwanis.org

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Kiwanis

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The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 2, Number 3

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Governor's Message

Carolyn S. Richar, 2012-13 Governor

Being a Part of the Action!

What is your favorite Kiwanis hands-on project? Do you have a favorite memory or two about a project in your club's past? How has your life been changed by someone you met or something you did during a service project? Why do you belong to Kiwanis?

I belong to Kiwanis because I dream of a world where children grow up with the basic necessities of life along with great education and world class health care so they can use their gifts to make this world an even better place. I also believe in caring for children of all ages – from infancy to 100s. Kiwanis gives me the chance to live out this dream and to see it happen as we serve together!

My current favorite hands-on projects are helping host a quarterly sing-along at a local assisted living facility and Meals for Young Minds – a project where my club puts together weekend meal packages for local elementary school students who need food assistance. Both can be a little chaotic – and I wouldn't want Simon Cowell's feedback on our singing efforts. Yet and still, it is great fun to sing some golden oldies, Christmas carols, old Irish lullabies or patriotic songs. We sing and the residents join right in – sometimes standing up to

sing a solo or calling out favorites.

Putting together the meal packets brings about debates over whether Oreos or Nilla wafers are better, whether peanut butter granola bars are more nutritious than instant oatmeal packets – and the satisfaction of knowing that children receiving these will not go to bed hungry on our watch! We set up an assembly line and put together a few hundred packages in an hour – while enjoying a lot of fellowship. Knowing we are doing something that is needed so close to home – a need that has existed for years but unknown to us until we did a community analysis – makes this project very special.

I also enjoy the times our club joins with one of our sponsored Key Clubs or Builder's Club to help out with a project they are holding – a winter carnival to benefit The Eliminate Project or a food drive to help our Meals for Young Minds project – we have a great time getting to



Governor Carolyn Richar

know each other and watching these students give service filled with passion and heart.

Then there are the community projects where our Kiwanis club joins with other Kiwanis clubs and other service organizations. We meet twice annually at Arlington Cemetery to lay Christmas wreaths right before the holiday season and then to pick up the wreaths for disposal in late January. The weather is usually nippy – sometimes it even snows – but the sacrifices made on our behalf demand our honor and our service in return.

As you've read about my favorites – what has come to your mind? What memories have brought a smile, a tear – or maybe both? Hands-on service changes your life even while you are helping to change the lives of those you serve.

I ask this year that each club participate in one hands on service project a month. This request has a goal – to make sure each Kiwanis club

A Capital Idea

Kiwanis Fishing Day *Teach a Child to Fish...*

How does the old saying go? Give a man a fish, and you feed him for the day. Teach a man to fish, and you feed him for a lifetime. This mantra was taken to heart when then-Governor Gus Lamond suggested a Fishing Day for children. Wesley Brown, who was president of the Smithfield Kiwanis Club, liked the idea.

“I love kids, and if they are interested in hobbies like fishing, it will hopefully keep them away from the negative influences that are out there,” said Wesley.

In 2000, with some donations from area businesses and the help of Kiwanis volunteers, Kiwanis Fishing Day was born. Twelve years later, the event has grown from the 32 member volunteers and 33 children served, to 125 volunteers and 311 children served.

“If [kids] are interested in hobbies like fishing, it will hopefully keep them away from the negative influences that are out there.”

Multiple clubs and their service leadership programs from the Hampton Roads region participate each year, with the help of family and friends. The volunteers do a range of tasks, from cooking to putting fishing packs together, to demonstrations and fish species education, and so much more. There is also assistance from the Virginia Marine Resources Commission. Each child leaves the event with new skills and their very own fishing pole.

The students that get to participate are eight to twelve years old, and a lot of them come back to help years after. The event clearly makes an impact on those children, and is a wonderful way for Kiwanis to make a mark on the youth and families of the area.

The upcoming Kiwanis Fishing Day will be July 23, 2013. For more information, please contact the Smithfield Kiwanis Club.

Service Project Tip #5:
Partnerships with area
businesses can help fund
your events.



Students gather under the tent to escape the heat and learn about fish species during Kiwanis Fishing Day.

Our Firm Foundation

News From Our Capital District Kiwanis Foundation

Ducky Derby Adoption Certificates Are On the Way

By Bob Cassada
CDKF Director, Division 18

The Capital District Kiwanis Foundation (CDKF) has already begun work on our Annual Ducky Derby, and certificates are ready for delivery to all the Lt. Governors. By purchasing certificates each Kiwanian helps support the seven pediatric hospitals within the district. In addition, everyone who purchases a certificate has an opportunity to win prizes. The grand prize is \$500 and additional prizes of \$400, \$300, \$200, and \$100 will be awarded. In addition, your CDKF Directors generally donate a \$50 prize from their respective divisions. Last year there were about twenty-four additional prizes.

Please buy your adoption certificates once they get to your club. Certificates are the same price as last year, \$5 each, or three for \$10. There are enough tickets for each Kiwanian in the Capital District to have three. However, additional certificates may be printed by any club needing them. Every penny collected for the Ducky Derby goes to the seven hospitals, except for the first five prizes listed above. There is no overhead because everything is donated, even the printing costs, thanks to Kiwanian Sandy Sammons, Breeger Media Group,



Newport News, VA.

The hospitals benefiting from the Derby are: Children's Hospital National Medical Center – Washington, DC; Johns Hopkins Pediatric Center – Baltimore; Children's Medical Center, University of Virginia – Charlottesville; Children's Hospital of the King's Daughters – Norfolk; Children's Hospital Foundation – Children's Unit MCV Campus – Richmond; Children's Hospital at Carilion Community Hospital – Roanoke; and Christiana Care Health System Pediatric Trauma Unit – Wilmington.

Each club is asked to do two things. First, to choose a Ducky Derby sales chair to give a weekly sales pitch at the club meeting. Secondly, clubs are asked to start selling adoption certificates and continue selling them until the District

Convention. Monies can be mailed by August 2, 2013 to CDKF Treasurer Marion S. Allen, II – PO Box 6545, Richmond, VA 23230. Any funds not mailed by August 2 should be delivered to the Ducky Derby Sales Booth near the Caring Corner at the District Convention no later than noon on August 17th.

Thank you very much for your support. Some of us Kiwanians have actually used the services of the pediatric hospitals, but all of us recognize the benefit of assisting these children who need crucial treatment.

Questions?

H.L. Marks, Pres. CDKF 2011-13
hl@hlmarks.com - 757-672-2222



We want **YOU** to be an ambassador for SLPs.

Your time is valuable. So are our programs. Service leadership programs are Kiwanis' legacy... our gift to future generations.

Can you spare a few minutes a week to send emails? A few hours to run a workshop? A day to visit a club meeting?

Whatever time you can dedicate would make all of the difference in the world.

Will you help us? **Will you help them?**

To volunteer on one of our Service Leadership Program teams, please email editor@capitaldistrictkiwanis.org.

Kiwanis
Service Leadership

The Capital Record

Welcome to Kiwanis

Kiwanis Club of Greater Ocean Pines - Ocean City is proud to announce the induction of Mary and Mike Evans. Mary, a native of Washington/D.C., was a certified Nurse Practitioner. She worked at Washington Hospital Center, Georgetown University, and the university of Maryland in the critical care areas.

Mike, born in in Arizona and raised in Texas, served as Director of Central Services for Anne Arundel County Inspections and Permits and as their Director of Central Services followed by Director of Carroll County Maryland Inspections and Permits and Public.

The Evans moved to Ocean Pines in August of 2012 and didn't take long to get involved with Kiwanis. In fact, before they were installed, they chaired the Kiwanis Christmas project to collect toys for Worcester County GOLD from the membership.



(l to r) Kiwanis President Barb Peletier, Kiwanis Membership Chair Pat Winkelmayr, co-sponsor Mike Morton, Mary Evans, Mike Evans and co-sponsor Peg Morton.

The Kiwanis Club of Ellicott City held a very successful Prospective Member Roundup dinner at Bertucci's Italian Restaurant on October 22 last year! They had 9 guests, including Lt. Governor, Justin Garrow. Members of the club gave a detailed explanation of their 72-year club history, what they do as a service organization, and what it means to be a Kiwanian. Three of the prospective members completed member applications that night! Seven

of the guests were eventually accepted into membership! Five of the seven new applicants were inducted into membership at our Holiday gathering in December.



(l to r) Club President Kennette Mitchell welcomed new members Guv Mitchell, Kristen Byrnes, Goeffrey Houghland, Stephan Hise and Keith Kuhlemeier.

Donations

The Kiwanis Club of the Peninsula at Oyster Point in Newport News, Virginia recently donated \$11,200 to The Eliminate Project. This donation represented many years of fundraising and of individual club members' donating to the Club's Foundation to celebrate birthdays and anniversaries.

Something to Celebrate!



Kiwanis Club of Waldorf President Elect Terry Lane, President Quincy Jones, and JR Harris.

Friday, November 16th, the Kiwanis Club of Waldorf celebrated their 33rd Anniversary with dinner at the Greater Waldorf Jaycees Community Center. The program included a report from the National Capital District Kiwanis Governor Ms. Carolyn Richar and the induction of new members by the Kiwanis Division Lieutenant Governor, Mr. Fred Sanford. Immediate past President Ms. Judy Burroughs passed the leadership to the Club to 2013-2013



(l to r) PG John Tyner, Dru Bowman, Carla Morin, Penny McClellan Siggins, Governor-Elect Scott Zimmerman, Jim McDevitt, and Past Kiwanis International Trustee Hugh Siggins celebrated the generous donation to The Eliminate Project.

President Mr. Quincy Jones.

In addition to honoring Ms. Sandy Washington as Charles Countian of the Year, Mr. Lloyd Morrison was presented the Kiwanian of the Year Award. Ruby K Awards for membership recruitment were presented to John Harris Jr., Jerome E. Peuler, Harry Kriemelmeyer Jr., Mildred Kriemelmeyer, and Ernest L. Wallace. Mr. Harris has recruited more than 400 members and Mr. Peuler more than 100. Additionally, in recognition of his years of service to Kiwanis, Ms. Kriemelmeyer, Club Secretary presented a Walter Zeller Fellowship Award to Mr. Harris on behalf of the Waldorf Club.

Our Growing Family

Builders Club at Davis Middle School

In Memoriam

James L. Jenkins, Richmond
Vincent Kirchner, Arlington
Waldemar M. Riley, Williamsburg

Honors

Kiwanis Club of Greater Millsboro member Wayne Cannon proudly shows the Friend of Seaford Education Award he recently received. Wayne was one of two recipients to receive this prestigious award for his work as the club's liaison with the high school Key Club for 23 years. Above, from left is Superintendent Shawn Joseph presenting the award to Wayne. On a separate note, and in addition to the award, Wayne was recognized by the Seaford Club for 23 years of perfect attendance.



Kathy Galford

The Kiwanis Club of Chesapeake sponsors a Builders Club at Greenbrier Middle School. The faculty advisor of the club, Kathy Galford, was named "Teacher of the Year" for the entire state of Virginia and is representing Virginia in the National "Teacher of



The Capital Record *(continued)*

the Year” competition. “As a teacher, I’m never satisfied,” Galford said in an interview last month. “I have the desire to do better; I want to be the best teacher for my students.” The national winner will be announced at the White House in the spring.

Jay Huff has been a member of Kiwanis for over 40 years! The Kiwanis Club of Towson-Timonium celebrated him on this past December by giving him a certificate noting his 40 years of service. Jay has been very important to the success of the club, with his reliable efforts, enthusiasm, and graciousness. For years now, he has been vital to their fundraiser at the Towson Town Festival. He helps convey all of the equipment and food for the booth. That means truckloads of stuff! The

club is very grateful to have such an encouraging and civic-minded person as Jay, in their club. Thank you, Jay!

District Foundation

Congratulations to the following recipients of Capital District Kiwanis Foundation Life Memberships for the months of October and November:

William Finley (Chesterfield)
Sara Bateman (Chesterfield)
Woody Huffman (Waynesboro)
Robert Barrette (Waynesboro)
Stacey D. Miller (Rockville)
James Levadnu (Delmar)
Pete Overbaugh (Delmar)
James H. Thompson (Seaford)
James L. Kunkle (Coastal DE)
George Blacklock (Coastal DE)

Earlene Wood Reynolds
(Montgomery Village)
Austin Crumpton (Grundy)
William “Bill” G. Parrish (Grundy)
Tom Hoy (Old Town)
Bob Mattauch (Tuckahoe)
Ed Hutchinson (Ashland)
Ray Gargiulo (Greater Richmond)
Geraldine T. “Geri” Huggins
(Southwest Waterfront DC)
Mariann Gabor (Fairfax)
Jaime C. Jeffers (Woodbridge)
B. Donald Boltz
(Georgetown, Washington)

How Cool!

The Eastern Senior High School Key Club was selected as 1 of 14 organizations to partner with the Presidential Inaugural Committee to host the National Day of Service. There were over 75 applications for such a prestigious honor. The project, which took place on January 19th, Project Inside/Outside was designed to enhance and preserve the uniquely structured creative learning environment at the Capitol Hill Montessori School at Logan “Inside,” and to serve the needs of the homeless & poverty stricken through a blanket drive in Washington, DC for Teens Opposing Poverty “Outside”. The inside project included painting, completing odd jobs, dusting, gardening, and other improvement projects at the innovative school.



Happy Anniversary

February

Marion	1923
Clintwood	1938
Bethesda	1945
Loch Raven	1951
Wheaton-Silver Spring	1951
Severna Park	1956
Waldorf	1980
La Plata	2003
Council	2006
Potomac	2007

March

Norton	1921
Hagerstown	1921
Ashland	1923
Coeburn	1923
Fredericksburg	1923
Dover	1935
Bridgeville	1939
Eastern Branch, Washington	1949
Virginia Beach	1955
Suburban Frederick	1972
Grafton	1991
Downtown Hampton	1994

Internet Tools to Modernize Your Club Activities

By Jeffrey M. Wolff
Immediate Past Governor

Kiwanis clubs that organize large events can be thankful that reasonably priced online applications have become available to assist with some of the administrative burden that can make such events challenging. In this article, I will cover a couple of my favorites that have broad-sweeping usage for clubs looking to raise the professional look and feel of their fundraisers or other events.

In the past, registration for large events has been a bit of a chore if done by hand. Today, we have applications like FormSite (www.formsite.com) which allows you to easily create online forms and surveys that can be as sophisticated as you need them to be. No HTML or coding skills are required with their designer interface, which lets you drag and drop form fields, text boxes and other information right on to the form you are building. A simple survey can be built without financial information in minutes if you wanted to poll your membership or the local community on issues that your club has raised. You can also create registration forms for your clubs' meetings or fundraisers. Formsite lets you also link to the most popular online payment methods such as Google Checkout and PayPal. This allows you to accept payment for items your club is selling or events you are sponsoring right from the registration form. Results can be reviewed through

the online interface or exported to a variety of formats including Excel spreadsheets for manipulation.

You can setup a FormSite ad-sponsored free account and try it out, but you will not be able to collect more than 10 responses and won't be able to establish payment integration without a Pro account. A Pro account can be purchased for \$19.95/month if you are just using it temporarily for a specific event or for \$199.95/annually. The Pro account lets you have 10 different forms running at the same time so you don't have to limit yourself to one event at a time. The Capital District currently uses FormSite for Regional Midwinter and District Convention registration as well as registration for the Key Club and CKI District conventions. We also use it for our Eliminate Project Tie and Scarf fundraiser, among other things.

If your club is just looking for an application to produce simple online surveys, then SurveyMonkey might be the answer you are looking for. Much like FormSite, SurveyMonkey provides a complete online interface that lets anyone build complex surveys in minutes without any coding experience.

Select the type of question you want to ask (multiple choice, comment/essay, ranking, etc.) and then provide the choices if applicable. Once you have added all of the questions, you can publish your survey with a



simple URL link that you send out in email. A Basic (free) account can be used for an unlimited number of surveys as long as you don't ask more than 10 questions (shorter surveys typically have higher response rates anyway) or expect more than 100 responses to your survey. If you absolutely need longer surveys or need to sample a larger set than 100 people, a Basic account can be purchased at \$17/month or \$207/annually. The District uses SurveyMonkey to request feedback on issues being addressed and to figure out how many people plan to attend certain workshop sessions at our conferences, just to name a few uses.

Whatever your club decides to add to its arsenal of online tools, rest assured that it has the power to greatly enhance your visibility and the professionalism of your activities.

Eye On KI

News from Kiwanis International

Keeping the Growth Picture in focus



Look around your workspace and it's easy to tell which tools are your most used. They're the ones close at hand, in the top drawer or nearest shelf, within arm's reach for easy access. When you find a favorite resource, you keep it close at hand for quick reference.

Now all the latest growth resources are close at hand too: The Growth Picture, a regular publication from Kiwanis's Growth team, is a snapshot of the latest ideas, resources and tools for your club's member recruitment and retention efforts. Consider it your quick reference library for all things related to focusing on a healthy club: links to webinars in archives, best practices of successful organizations and inspiring ideas for your membership committee.

And they are all easily accessed at www.KiwanisOne.org/growth.

Worldwide Report Day: how are we doing with The Eliminate Project so far?



With an ongoing and international fundraising campaign like The Eliminate Project, it's difficult to tell just exactly how much money has been raised or pledged at any given time. So on Worldwide Record Day on January 16, 2013, districts around the world were given a scheduled time to call Campaign Chairman Randy DeLay and report totals of funds collected and pledged.

Calls completed and calculations made, here's where we stand: when current pledges are collected (hopefully by the next Worldwide Record Day in May/June 2013), The Eliminate Project total funds raised will be at least US\$27,099,323, saving or protecting more than 15,055,179 mothers and babies from maternal and neonatal tetanus (MNT).

We are on our way to ensuring that MNT will be eliminated from every country in the world—in the last year the World Health Organization declared the disease eliminated in Cameroon, China, East Timor, Tanzania, Guinea-Bissau and Burkina

Faso—but it will involve the continued support and fundraising efforts of every member and every club in the Kiwanis family. Keep up the good work!

Find out how your district is doing at www.TheEliminateProject.org/WWRD. Or look for fun fundraising ideas at www.TheEliminateProject.org/ideas.

Members are focus of May's days



Year-round attention on membership can ensure that your club remains a healthy, effective service resource in your community, but the month of May is a time to pay special attention to recruitment. In the Kiwanis world, May is Membership Month.

Kiwanis International and districts have resources and assistance to help your club in May or any time of the year. Here are a few tips to help your club begin planning its Membership Month activities:

Create a membership team, using the 1-2-3 method:

1. Get the right people on the committee, set goals and put the plan into action.
2. Keep goals visible to members and celebrate successes.
3. Recognize and reward members who contribute to your success.

Download materials at <http://www.KiwanisOne.org/membership>.

Get back to basics. Conduct a club assessment and community analysis to ensure your club's membership experience is filled with fun, fellowship and meaningful service.

Try these ideas:

- Create a buddy system by pairing active and inactive members.
- Organize a homecoming meeting to celebrate club history and recent achievements.
- Schedule a service project with your club's Service Leadership Program members.
- Send "We Miss You" messages to every member who misses two meetings in a row. You'll find missing member postcards in the Kiwanis Store (<http://www.kiwanis.org/store>).
- Recognize members' and club accomplishments at every meeting.

Share your club's membership

success story:

email shareyourstory@kiwanis.org.

Enter the Kiwanis One Day Contest



Is your club doing something special for Kiwanis One Day? Tell us what it is by March 1st by entering this contest, and you might just win a professionally produced video about your project featured at the Kiwanis International convention and on the Kiwanis International website and YouTube channel.

What's due on February 15?

February 15 is an important date for Kiwanis clubs. That's the date when proposed Kiwanis International resolutions and bylaws amendments are due, as well as the Internal Revenue Service's deadline for U.S. clubs to file Form 990.

Proposals: Any Kiwanis club or district, as well as the Kiwanis International Board, may submit proposed bylaws amendments and resolutions. Resolutions relate to service matters and usually call attention to a social concern. An amendment is a change to the Kiwanis International Bylaws regarding administrative issues of Kiwanis International

and its clubs. For more information about amendments, bylaws and how to submit proposals, visit www.KiwanisOne.org/amendmentfaq.

Form 990: In the United States, small, tax-exempt organizations whose gross receipts normally are US\$50,000 or less are required to file the IRS' electronic postcard Form 990-N. Clubs whose gross receipts normally exceed \$50,000 to \$200,000 are required to file Form 990-EZ. And any club with gross receipts greater than \$200,000 must file Form 990. Failure to file for three consecutive years could result in revocation of the organization's tax-exempt status. For more information about these forms and IRS requirements, visit www.irs.gov.

Play a part in Vancouver



Heading to the 98th Annual Kiwanis International Convention in Vancouver, British Columbia, Canada? Consider volunteering for the sergeant-at-arms committee (SAA)! Volunteers play an important role in the success of the convention by providing assistance at all sessions, forums, and events. Volunteering for the SAA committee lets you be part of the behind-the-scenes action—while allowing plenty of time to enjoy your favorite convention activities and the Vancouver sites. Sign up now!

Continued on page 27

Around Capital



Upcoming Webinars

Kiwanis One Day-New ideas for public awareness and growth

**Tuesday, February 12, 2013
8–9 P.M. EDT**

This day is a day of service, not fundraising. It is a day to help make our communities a better place for us all. Use this day to also make your community more aware of who, what and why we are Kiwanians – and proud to be members. Don't keep us a secret... Register now.

Clean your filter

**Tuesday, February 19, 2013
8–9 P.M. EDT**

We clean our car filters, furnace filters, etc, but how often we clean the filters that we use to view our clubs? Learn how to use the Club Assessment and Community Analysis tools and how these tools can change your club's perspectives and improve your club's experience. Register now.

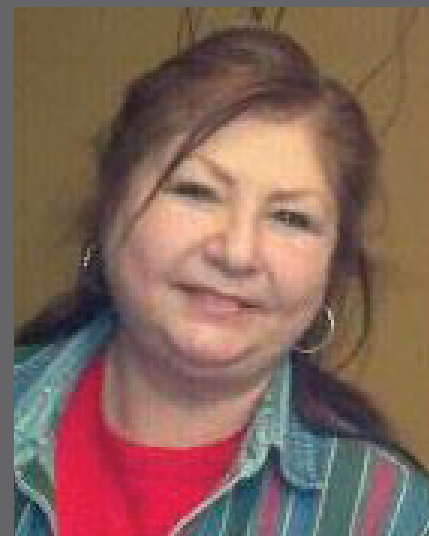
My Kiwanis Moment

Missy Zimmerman - Kiwanis Club of Williamsburg

I was a Kiwanis spouse for a long time - even was a Kiwanis girlfriend before that. Joining Kiwanis was one of those things I would do "someday" when pressures from work and other parts of my life eased up. I was a regular helper at service projects and fundraisers and never missed a club social event. Everyone in my club knew me and didn't hesitate to call to see if I was available to help out with something. I was content to participate without commitment.

Then I spent a weekend at a Key Leader event. As I watched the high school students attending Key Leader begin to grow before my eyes—showing more confidence in themselves and empathy for others—I became intrigued with the idea of working more with kids this age. The energy, enthusiasm and joy they projected were infectious!

As it happened, there was a vacancy for Key Club Zone Administrator in my area. There was only one catch: I could not take the job unless I joined Kiwanis. So I did. My life is certainly fuller and most definitely richer, and I find that I love having a committed Kiwanis Heart!



Share YOUR Kiwanis Moment! Email editor@capitaldistrictkiwanis.org

How to prospect for members

**Tuesday, February 26, 2013
8–9 P.M. EDT**

Less than six percent of the population belongs to a community service organization. The potential for growth is tremendous if we can engage the other 94%. Learn how to

effectively identify and connect with those people in your community who have a "Kiwanis heart." Hear proven techniques to reach out to potential members, share the Kiwanis story and invite others to join.. Register now.

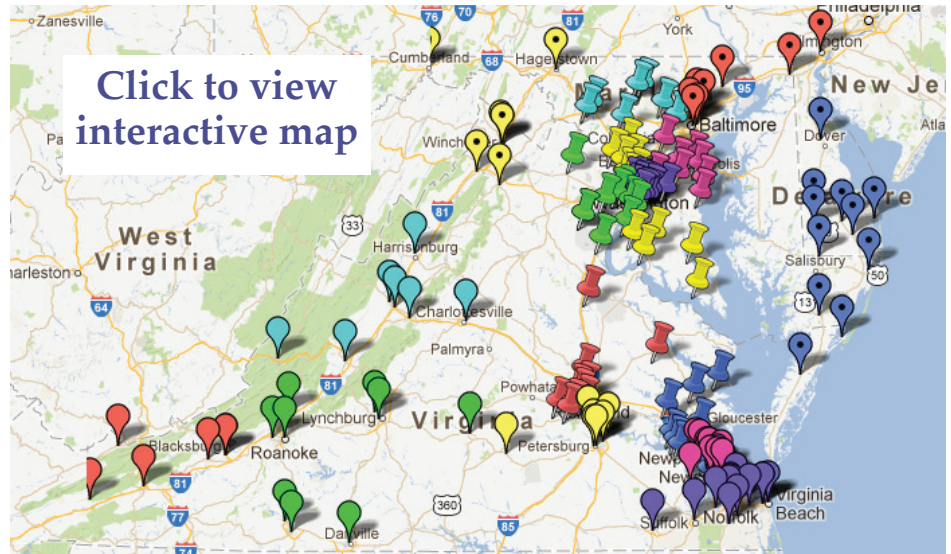
For the entire listing of webinars we'll offer during the next few months, go to www.KiwanisOne.org/webinars.

The Capital District is Changing – Divisions and Regions!

By Carolyn Richar
Governor

The times – they are a’changing! As you read this, the district is near to completing a 9 month project to reshape our regions and divisions to better serve our clubs. For more than 10 years now, we have had 8 regions divided up into 21 divisions. During this decade, we have lost several thousand members and many clubs. As our membership has decreased so has the amount of dues coming into the district. As the membership has decreased, so have the number of people able and willing to serve as district officers. For these reasons, it was time to decrease the number of divisions and regions.

A committee with representation for all regions began meeting 9



months ago. They sought out suggestions and insight from their regions and put together a draft proposal which was sent out to all clubs in September 2012. After a 2 month period of reflection, regional and di-

visional meetings and club feedback, an updated proposal was approved by the board. This updated proposal included an amalgamation of the suggestions from all the regions. Please

Continued on page 27

Capital District Chosen for Club Building Pilot Program

The Capital District has struggled over the past several years to build successful new clubs. We have had some great successes but not enough to keep up with the number of clubs that have folded over the same period of time. We have fewer and fewer Kiwanians who both know how to build a new club and have the time to commit to doing so. Something needed to change so our district submitted a proposal to the Kiwanis International board.

Kiwanis International approved the Capital District’s pilot program request for funding for a New Club Building staff member. This program, which will last through September 30, 2014, refunds the Capital District \$40 of the \$50 collected per member for each new club we build. The position was advertised throughout the district with three candidates replying. We hired Andy Deems, a long-time member of the Fairfax Kiwanis club, who began work on January 5th. He is cur-

rently working on the goal of having two new clubs chartered by March 31, 2013.

Please wish Andy the best when you run into him as he works around the district to build new clubs. He is actively recruiting Kiwanians to assist him in the process and for Kiwanis clubs willing to serve as a new club sponsor. Please share the names of any people willing to assist or clubs willing to sponsor with Governor Carolyn Richar at carolynsrichar@hotmail.com.

Front and Center

Does Your Club Have a Plan for



Kiwanis One Day?

Kiwanis One Day is your club's chance to make a difference in your community and the world. Here are tips and tools to help you choose your club's One Day project and get it off the ground. Remember—Kiwanis One Day is not only an opportunity to conduct meaningful service, it's a way to draw attention to Kiwanis and your club, which will help you make an impact in your community throughout the year.

Getting Started

The key to a successful project is to begin planning months in advance. Begin by appointing a Kiwanis One Day ambassador from your club. The job description includes:

- Gathering all resource materials from Kiwanis International, such as the downloadable Game Plan, printing posters and other Kiwanis One Day promotional materials.
- Recruiting members for the Kiwanis One Day Committee and serving

as chairman of the committee.

- Keeping the club up-to-date on Kiwanis One Day plans and activities.
- Reporting to Kiwanis International the club's Kiwanis One Day activities.

Browse through the Game Plan to learn how simple Kiwanis One Day can be. Gain inspiration from previous success stories. Alert the media by using the various media resources. Get started today!

Forming a Committee

Congratulations! By forming a committee, you have made the great decision to participate in Kiwanis One Day! Look around at the members in your club. Since Kiwanis One Day involves the entire Kiwanis family, you should encourage participation from members who participate or help advise the Service Leadership Programs, such as Circle K, Key Club, Builders Club, K-Kids and Aktion Club. Also, does your club participate in Terrific Kids and BUG? If so, think about asking the program organizers to help. The more volunteers the better, so don't limit the committee; rather, ask for club-wide participation! Kiwanis One Day success depends on proper planning. Begin by conducting a planning meeting and invite all interested members. At this meeting, provide the basic information on Kiwanis One Day and go over the vari-

ous subcommittee responsibilities.

Begin discussing project ideas.

- Talk about what makes sense in your community with your volunteer resources.
- Is there a project that would really make an impact?
- Review the suggested project list and create a "short list" of ideas. You don't need to make a decision today about your project, but you should be well on your way to finalizing the project selection.
- Schedule a follow-up meeting within two weeks and be prepared to select your Kiwanis One Day project!

Selecting a Project

Before selecting a project, ask yourself these questions:

1. What skills can we bring to the project? For example, is there an expert gardener/landscaper in the group?
2. Is there a park and/or playground in our community that could benefit from hands-on service?
3. What types of projects are our members passionate about?
4. Will our volunteers be young children? If so, is there something suitable for their help?
5. Will our project garner participation from people outside the Kiwanis family?

6. Will our project attract the media?
7. Will our project make a lasting impression on the community?
8. Will our project create pride in membership?
9. Is the project achievable in about five or fewer hours of service? How many people will be needed to accomplish our goals?
10. Is our project going to be fun?

These questions are intended to help the committee brainstorm ideas and really evaluate the strengths of the volunteers. Dream big, but be realistic!

Forming Subcommittees

Start early and delegate tasks to subcommittees. Suggested subcommittees and responsibilities include:

1. Volunteer Recruitment
2. Logistics
3. Community Networking
4. Hospitality
5. Public Relations/Social Media



Continued on page 18

Front and Center *(continued)*

Volunteer Recruitment

Recruit and select volunteers for the project. These people can be involved in a variety of ways and may serve on additional committees. Members also will be charged with motivating and encouraging participation from all members.

Logistics

The Logistics Committee works with the club administration, town officials and other members of the community to make sure the project runs smoothly. For example, if you are building park amenities, get plans approved ahead of time.

Community Networking

This committee will invite non-Kiwanis-family members to participate in the project. In addition, committee members will solicit assistance in the form of sponsorship (such as food donations, trash collection, signage, etc.). Review the "Suggested Guest List" on the Media Resources page for ideas.

Hospitality

The Hospitality Committee will be in charge of providing sustenance for the project participants. The committee should work with the Community Networking Committee to solicit in-kind contributions from local restaurants and/or grocery stores. Don't forget to provide water and other beverages!

Public Relations

This committee alerts the community and media about your event. Public

relations involves a lot of planning, detail and follow-through. Ask PR specialists to join this committee, especially those already familiar with social media sites like Facebook or Twitter. Review the information on the Media Resources page for ideas.

Enjoy your Day!

Remember that Kiwanis One Day is supposed to be a fun and memorable one for your Kiwanis Family. Encourage your service leadership program members to come. Make sure there is someone taking photos or video so that your club can remember it. Take the opportunity to inform curious bystanders of Kiwanis and its mission!

Share your story

Kiwanis One Day provides clubs with a chance to draw attention to their impact on the community. Here are some ideas to help promote your Kiwanis One Day event.

- Email a few good photos and a summary of your One Day event to tomagazine@kiwanis.org.
- Designate someone in your club to share about your Kiwanis One Day experience via social media.

For more information about these resources, send us an e-mail or call us at 317-875-8755 (worldwide) or 800-KIWANIS (US and Canada).

Service Project Ideas

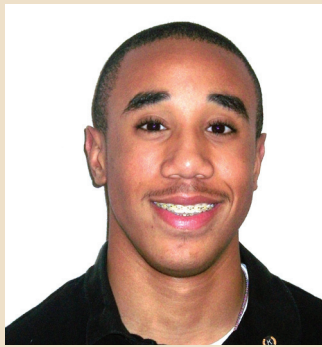
Beach cleanup
Bingo and lunch at senior center
Blood drive
Book drive
Boys & Girls Club cleanup
Campground cleanup
Cemetery cleanup
Child ID program
Church fence construction
Cleaning a riverside
Construction of park benches and tables
Food bank garden
Food drive
Games for children
Garden maintenance at hospital
Graffiti cleanup
Handicap-accessible garden for seniors
Health fair
High school beautification
Lagoon/creek cleanup
Landscape local church
Landscape family center
Mural painting
Neighborhood revitalization
Painting public buildings and rooms
Park cleanup
Pet day at senior center
Picnic table painting
Playground equipment maintenance
Railroad cleanup
Reading to children
Safety fair
School bus stop painting
School maintenance
Sporting events for handicapped children
Statue/sculpture cleanup
Tennis court cleanup
Tree planting
Volunteer service for city parade
YWCA/YMCA cleanup

Family Ties

Updates from Our Kiwanis Family

Key Club Bowden Saunders, Governor

Hello Kiwanis members! This is my last time greeting you on behalf of Key Club, but I am excited to share with you some very exciting news. DCON Season is back! It is time again for every Key Club member to celebrate another great year of service;



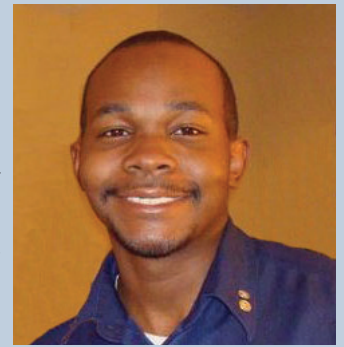
furthermore, this is our largest event of the year. The theme for this year's DCON is "Swing Into Service". It is a jungle theme that will be memorable for sure. Our DCON is March 8th-10th and all Kiwanis members are invited to attend. The weekend will be filled with awards, elections and of course fun!

In my previous address, I gave an update on The Eliminate Project. Currently as a district, we are about 48% away from reaching our fundraising goal of \$80,000. Hopefully we will reach this goal by ICON 2013 and we will be able to accomplish saving three lives per member. Speaking of ICON, I would like to tell all of you a little about it. This year's ICON is in Washington D.C. and the Capital District has the pleasure of hosting! As this is very important for us, we need all of the help we can get from our fellow Kiwanians. So if you are interested please contact your Key Clubs to see how you can assist with ICON 2013. ICON is scheduled for July 3rd-7th.

I have enjoyed a wonderful term as Governor and I have had the chance to work with so many great people. I know this is my last official message to everyone in Kiwanis as Key Club Governor, but I plan to continue my service in college with CKI! Thank you all again for a wonderful year and I am so pleased to have such a great Kiwanis District!

CKI Mikail Clark, Governor

Greetings Kiwanians! I hope you are off to a wonderful start to your new year thus far! I believe that 2013 has many great things in store for our family. I cannot wait to see and take part in all of the fabulous collaborations amongst our branches that undoubtedly occur throughout the year.



Over the last few months, the CKI district board has busied itself with our 53rd Annual District Convention, which will be held on Friday-Sunday, February 22-24, 2013 at the Hyatt Fairfax at Fair Lakes in Fairfax, VA. This year's convention is Vegas-themed (Celebrating the High Rollers of Service) and is sure to be one to remember! There will be casino night, a Kiwanis family breakfast, educational workshops, talented entertainment, and much more. If you love CKI and are interested in taking part in this exciting event, please register at https://fs6.formsite.com/CapitalCKI/DCON2013/secure_index.html.

As CKI's service year comes to a close, I would like to thank you for your support this year. One of the personal highlights of my year was the ability to meet and learn from many of you. I would also like to encourage you to continue your good work of changing the world one child and one community at a time. Because of you, the lives of many young people are being improved across the globe. I challenge you to never forget this altruistic mission. God bless you all!

Swing Into Service at the
Capital District Key Club Leadership Conference (DCON)!
March 8-10, in Baltimore, Maryland



What can be more *energizing* and *inspiring* than almost 1000 Key Club members and their advisors committed to making a difference through service and fundraising? Join us! Contact Administrator Joe Stankus (keyclub@verizon.net / 804.564.5668) for details or visit capitalkeyclub.org.



The Capital District is *excited* and *proud* to be hosting International Convention – July 3-7, in Washington, DC! Kiwanis support is needed to ensure that at least 150 Capital District Key Club members attend. Please talk to the students in your sponsored Key Clubs and make them aware of this unique opportunity. Please help make it possible for them to be part of it! More details will be available in the next couple of months.

Service Showcase

News From Capital District Kiwanis Clubs

Division 2

Amazement Square: the Rightmire Children's Museum in Lynchburg had its 4th Annual "Children's Holiday Festival" in December. Over 500 children and their families attend this Christmas event with Santa, games, musical entertainment, face painting, crafts and more. **Kiwanis Club of Lynchburg** continues to provide and prepare breakfast for all --creative pancakes and much more! With two seatings, they were there from 7:30 am to about 1:30 pm, when they pack up and prepare for next year. The children loved the creative pancakes -- Santas, reindeer, Christmas trees, and more! Gallons of hot chocolate, coffee, and juices were served and added to the joy of the event. The museum is one of the best in the East and the club is happy to be a part of this gift for the youth in the Lynchburg area.



Lynchburg families enjoy the Children's Holiday Festival.

Division 4

An estimated crowd of 5,000 people attended Ashland Train Day, which included train exhibits, model train layouts, a visit to the new Ashland History Museum, music at three venues, kiddie train rides, food at several vendor tents and sales at local stores. Trolleys transported event attendees (from all over the county) to the various areas in Ashland where train events were held from 10:00 a.m. to 4:00 p.m. Additionally, two "railway bears" were spotted in the crowds promoting the event with the younger visitors.

Members from the **Kiwanis Club of Ashland** assisted with event setup, parking supervision, trolley docents, railway bear escorts, kiddie train attendants and information booth activities. Thanks to Larry Ham, Joe Stiles, A.C. Bruce, Mike Kelly, Kevin Whitehorne, Greg Glassner, Ed Hutchinson, Jim Pollard, Ranny Robertson, Kyle Hendricks, Keith Fleckner and Van Shamburger for their work.

The Kiwanis Clubs of Greater Richmond & Tuckahoe are working together to create approximately 100 dolls for the local hospital for use on their pediatric floors and on ambulances. The first donation of approximately 40 dolls was made in 2012 and they look forward to continuing this project for many years to come!



Kiwanian Ranny Robertson poses with the teddy bears at Ashland Train Day



Greater Richmond and Tuckahoe Kiwanis members working together to make trauma dolls

Service Showcase *(continued)*

Division 11

The **Kiwanis Club of Wilmington, DE** awarded its 3rd Quarter Civil Service Awards at the Hotel DuPont on November 7th this year. The award winners were EMS Paramedic Christopher Johnson, Firefighter Andrew Cavanaugh, and Police Officer Matthew Rosaio. Also present at the club meeting were Mayor James A Baker, Police Chief Michael Szczerba and Fire Chief Willie Patrick, all Kiwanians!

Division 14

The **Kiwanis Club of Ellicott City** collected, wrapped and delivered 14 gift bags to the Safe House of Hope and The Samaritan Woman. This project was in support of the Howard County Advocacy Group Against Human Trafficking & Slavery.

Division 18

On December 9th, the **Kiwanis Club of Chester** hosted the annual Chester Christmas Parade. The entire Club mobilized under committee chair Angie McDaniels to organize, stage, judge and direct the 60+ floats and units along the 1.5 mile parade route. Over 4,000 spectators were in attendance along the route.



Division 20

The **Kiwanis Club of Tysons Corner/McLean** added a service project to their meeting by putting together 60 "Power Packs" for the food pantry Food for Others. The "Power Packs" project is in support of the club's K-Kids at Pinecrest School, which began the project last year. The "Power Packs" include juice, milk, cereals, fruit cups, chef boyardee, in addition to other snacks.



Kiwanis members making "Power Packs" for Food for Others.



The Chester Club's sponsored youth from the Key & Keyette Clubs lead the parade.

Division 21

The **Kiwanis Club of Smithfield** was able to provide toys and books for 276 children-which came from 150 Isle of Wight families for Christmas this year. The club raised \$15,000 to spend through various fundraisers. Club members shopped at Target for the toys. A great time was had by all of the members that participated. The best part was seeing the happy faces of the parents when they picked up the gifts for their children. That was priceless!

Division 22

LaPlata High School Key Club and **T. C. Martin Elementary School K-Kids** held a joint Christmas pizza party, service project and gingerbread house building on December



Kiwanis Club of Smithfield members shop at Target for needy families.

18, 2012. The activities began with games and pizza and then the service project. The service project was filling toiletry bags with shampoo, soap, etc. along with gloves and hats for the homeless Safe Nights Program in Charles Co. Maryland. The K-Kids Club has also been collecting mittens and gloves on their Giving Tree for needy families in the area. Who had more fun building the gingerbread houses, the Key Club or the K-Kids? What a great joint service and fun project thanks to Kelley Nichol, Key Club faculty advisor and Melody Philpotts, K-Kids faculty advisor. There with five Kiwanians from the **Kiwanis Club of La Plata** in attendance: President Gale Crooks, Gordon & Jonnie Mann & both advisors are club members.

On Thursday, January 3rd, **West Lake Key Club** members visited the local Lakeside Child Care Center to read to the preschoolers and assist in their arts and craft project. Their visit and participation is always a fa-

vorite for the preschoolers -- and the Key Club members as well! Members of their sponsoring Kiwanis Club, the **Kiwanis Club of Waldorf**, were also present.

Division 23

The members of the **Kiwanis Club of Colonial Capital** just completed its annual canister campaign supporting Toys for Local Kids. The canister campaign, conducted each November and December, consists of the members raising funds by shaking canisters at entrances of local merchants. The proceeds are then used to provide toys, books and clothing for qualifying

low-income families. This year, the club raised \$17,500 by manning three sites (Wal Mart, Belk, and K-Mart) for a total of fifty days. Each selected family received a letter authorizing them to come to the Williamsburg Wal-Mart on a selected Saturday to shop for their child or children. Each shopper is escorted by a Club member, spouse, Key Club member or student from William & Mary. On December 8th of this year those proceeds provided holiday gifts for 344 children from 175 families. In the last ten years the Club has been able to provide this service to 4,720 children amounting to over \$160,000.



West Lake Key Cubbers do arts and crafts with pre-schoolers.



Colonial Capital Kiwanians brave the cold for a good cause.



Getting the Word Out

Make It Wiggle

By Jack White, Chairman
District Public Relations Committee

Let's take a quick walk through the history of club communications. First, were typewritten newsletters reproduced on mimeograph machines (remember them?) When word processors arrived, typing and editing were easier and copy machines made pages easy to reproduce.

With computers came the ability to do real page layout, and when color screens and printers were added newsletters could have color photos. Those photos also looked good on our club's web page and, later, on Facebook.

But have you noticed that everything I mentioned so far is static? The print, the photos, the slick looking pages. Nothing wiggles.

Besides computers and color, what dramatic change also has affected our communication? Television! It's all about movement – movies, videos, and live presentations. I once worked in TV news, and the mantra was, the picture's got to wiggle.

In recent years, things that look a lot like TV (but are not) have appeared on the Internet. Has Kiwanis, especially your club, changed, as well? Where are you in visual communications? My bet is you use a few color pictures in your newsletter and maybe on your website and think you are up-to-date. I hate to spoil the illusion, but you are not. Video is where it is and, by and large, our clubs are not doing it.

Why should we? Because people today expect it. Do you read any newspapers or magazines online? If so, you know

how they rely on videos to tell their stories? USA Today just remade itself with a new logo and online layout. Look at lead pages of its sections. You may not see articles as such, stories being represented by color photos or, as in this row, videos. You have to click through to read the text and there may be none. It may be a video-only story.

Kiwanis International is into videos. A studio and production facility were built on the lower level of our Indianapolis headquarters. From there, a steady stream of professional-looking videos is flowing, most of them for posting on the Kiwanis and KiwanisOne websites. But you can download them for club use, or include links to them in your communications. Here are two, the International President's monthly message and an actress' speech in Geneva about The Eliminate project. Click on the links below each to see those videos:



<http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=412>

“Why should we [make videos]? Because people today expect it.”



<http://www.youtube.com/watch?v=MbRlFh8ZAqA>

My club was ready to kick off a membership drive when the person in charge was called out of town. Before leaving, he recorded this homemade video, which the members saw at the meeting, then was posted online:



<http://www.youtube.com/watch?v=Itl3aNU75uM>

What should your club be doing, and how can you do it? Here are a few suggestions. First, see who in your club has a digital video camera and will use it to record things for club use. Remember, almost every still camera today has a movie mode. The Spring Forward video above was recorded on my old \$250 Panasonic still camera. And smart phones today all have excellent cameras that record both movies and still photos.

Just as photos need to be edited before they are used, so should videos. That means cutting out bad places, maybe shortening it, and adding titles. Low cost or free video editing software is available for Windows and Mac computers.

Don't know how to edit? It's really not rocket science. Find a student at your high school or community college that does it well and will teach a member of your club to edit your videos. If you sponsor a Key Club or CKI Club, talk to them. One of those members just might offer to do the editing for you.

“This is just the beginning. The important thing is to start thinking beyond still photos.”

Of course, choose interesting things to record. But what can be done with those videos? A few might be shown at club meetings, but mainly you will want to post them where the public as well as members can view them. Facebook now accepts videos. Your club needs a Facebook page, so post your videos there. Also, YouTube is a marvelous video-based website and is free. Your club should have a YouTube section devoted to its recordings. Put links to your YouTube videos in newsletters and emails so people can simply click and watch. You might include a still image from those videos (see above) with the link.

This is just the beginning. The important thing is to start thinking beyond still photos. The information your club sends to its members and things distributed in your community as club promotion should include videos. Remember, it's gotta wiggle.

Beyond the Call

Nominate a deserving Kiwanian for *Beyond the Call*. Contact editor@capitaldistrictkiwanis.org

Jim Geiger and Mary Beth Murphy Kiwanis Club of Williamsburg

By Greg Davy
Kiwanis Club of Williamsburg

Quiet service.

These are the best possible words to describe the husband and wife team of Jim Geiger and Mary Beth Murphy, members of the Kiwanis Club of Williamsburg, VA. They bring dozens of service opportunities to the attention of Club members constantly, many of them projects they've dreamed up themselves: Providing volunteers to man the USO office at the Newport News/Williamsburg Airport three nights a month; stocking the pantry shelves at the local Grove Christian

Outreach Center every Tuesday morning; sending Christmas cards to the Holiday Mail for Heroes Program organized by the American Red Cross annually; collecting coats for those in need during the winter – the list goes on and on.

Quietly. Without fanfare. But all the while making a huge difference in the community.

Thanks, Jim and Mary Beth, for being "Beyond the Call" Kiwanians.



Submit articles to The Capital Kiwanian!

April/May Issue: March 7

June/July Issue: May 7

Around Capital *cont'd from page 15*

look at the attachments to see what the new regions/divisions are and how this appears on the map.

This proposal would save the district over \$10,000 annually. Made up of 6 regions and 17 divisions, there are 2 fewer trustees and 4 fewer lieutenant governors – which frees up 6 Kiwanians to serve in other much needed leadership positions within the district.

Thank you for your advice and suggestions over the past 9 months. Many thanks to PG Tom Ganse, who took on this "thankless" task and to his committee for the extensive work they gave. I look forward to working with each of you as we move forward with our realignment in preparation for the October 1, 2013 start for our newly aligned regions/divisions.

Kiwanis Historical Facts: Club Sponsors

Club sponsors are very important. There is a better chance for a club to survive beyond its first year if it has a club sponsor. The sponsoring club can provide additional help along with existing District help.

In the beginning clubs were organized by Kiwanis International Field Representatives. That worked for a while but it was later discovered that new clubs preferred working with an existing club and Kiwanis volunteers.

Look up your club's sponsor here: <http://history.capitaldistrictkiwanis.org/sponsor/index.html>

- John Fox, District Historian

Governor's Message *cont'd from page 4*

has meaning and purpose. When we serve, we have both. When we have meaning and purpose, we have a reason to ask others to join us – and we have a reason to stay in Kiwanis!

Some club officers have been concerned about a club's ability to have so many projects in a year. Please note that I have asked that each club "participate" each month in a hands-on project – not necessarily plan and carry out a major project 12 times a year.

There are some easy ways to be a part of hands-on service – even for a smaller club. Call a nearby Kiwanis club (or even another community service club such as Lion's or Rotary) and ask if they need help with an upcoming project. Call your local CKI, Key Club, Builder's Club, K-Kid's Club and/or Aktion club and ask if they need help with an upcoming project. Call the local Boy's and Girl's club and offer to help – or the food assistance center, homeless shelter, hospital, senior center – the list goes on and on and on!

As you are reading this article, please note that it is time to start planning your Kiwanis One Day Service

project for the first Saturday in April. You'll find lots of ideas at the Kiwanis One website (www.kiwanisone.org). Ask your lieutenant governor if the division can work together to rehab a local park playground or provide service at a nearby national cemetery – or whatever your division would love to accomplish.

Be a part of the action – get your hands dirty – and stretch those couch potato muscles this month (and the next, and the next). Change the World – and change your life. May we all find a way to serve together soon with hands on service!

Eye on KI *cont'd from page 15*

Make connections at Kiwanis International convention

"Everyone was friendly and so very willing to take time to talk and sign their names. At a place where we have so much to do, learn and see in a finite amount of time, my new friends slowed down to share a smile."

This is what Victoria Turney, from the Georgia District, had to say about her recent experience during a Kiwanis International convention.

Hundreds of Kiwanians attend Kiwanis International conventions. And they have hundreds of reasons for wanting to return each year: They

share service project ideas, tips for recruiting members, fundraising stories, as well as laughter, warm embraces, handshakes—and lasting connections.

Here are the latest tips for making the most of your convention experience:

- Register for the convention this year in Vancouver, and don't forget to then enter your name for a chance to win a Vancouver Experience giveaway prize.
- Consult the airline flight booking tips.
- Bringing children? We have special programming for them.
- Check out the amendments page on a regular basis, send in your own proposal by February 15. For more information, check out our Frequently Asked Questions.
- Reminder: Share your educational experience during a past conven-

tion and be automatically eligible to win prizes.

- And to fully experience the global nature of our organization on a personal level—as Victoria Turney did—participate in the International Signatures Hunt.





SHARE YOUR SUCCESS

If your club has a success story, simply email a summary and a few high resolution photos to editor@capitaldistrictkiwanis.org to be considered for possible future use in a Kiwanis publication.



\$1.80 is all it takes
to **protect**
the **connection**
between a **mother**
and **her child.**

www.TheEliminateProject.org

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