

The Capital

February/March 2018

Kiwanian

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

District Convention News

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Kiwanis Club Celebrates 75 Years

Page 9

K-Kids members from
Pinecrest School in Annandale, VA

Celebrate Your Service Leadership Programs

*K-Kids, Aktion, and Builders Clubs
enjoy the spotlight*





KEY LEADER®

Key Leader is a weekend program for today's young leaders! This life-changing event includes small group workshops, discussions and team-building activities. Key Leader helps participants gain skills to change their schools, communities and the world!

When? April 27 - 29, 2018

Where? Jamestown 4H Camp, Williamsburg, VA

Who? Students from 8th grade through High School are invited!

Cost? Non-Key Club participants \$175, Key Clubbers \$150, Student Facilitators \$100, Adults \$115. *Thank you to the Capital District Kiwanis Foundation for their support in reducing costs for all students*

Chaperones? Key Leader provides male and female chaperones for the weekend. Key Club and Kiwanis advisors do not need to register as chaperones unless they would like to learn more about Key Leader.

Want to know more? Contact Bill Hand, District Chair, at (301) 706-4053 or capitalkeyleader@gmail.com.

Registration opens January 2018 at
www.capital.kiwanisone.org

Registration ends April 24 at noon, \$25 late-fee applies after April 21



Kiwaniis

The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 7, Number 3

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GOVERNOR
Jon Rife
Grundy, VA

GOVERNOR-ELECT
John Morris
Richmond, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
Kelly Boswell
Olney, MD

TRUSTEE - CHESAPEAKE BAY
Jack Hassman
Bridgeville, VA

TRUSTEE - HEART OF VIRGINIA
Dennis Baugh
Harrisonburg, VA

TRUSTEE - MASON DIXON
Fred Lohnes
Westminster, MD

TRUSTEE - NATIONAL CAPITAL
Elana Gardner
Eastern Branch, DC

TRUSTEE - SOUTHEAST VIRGINIA
Judy Pantelides
Downtown Hampton, VA

TRUSTEE - SOUTHWEST VIRGINIA
Jerry Jones
Montgomery County-Blacksburg, VA

MAGAZINE STAFF
EDITOR
Jennifer Wolff
editor@capitaldistrictkiwanis.org

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Governor's Message

Jon Rife, 2017-18 Governor



It's a new year! It's hard to believe the holiday season is over, and now we are moving forward in 2018. We've made our New Year's resolutions: lose a few pounds, do some "honey do's", maybe put away a few more dollars for a rainy day, or be more patient with our children who never want to go to bed! Let's make some Kiwanis resolutions: let's be more patient with members who always seem to question our club's service and fund raising projects, let's listen more to our members, and let's get more involved in member retention!



I too have made resolutions. I have resolved to work diligently to make it possible for our Capital District to end a 25 year drought of membership loss from 10,050 in 1992 to about 4398 presently. The club number in 1992 was 231; now our annual club count is 141. I resolve to aid those clubs that are struggling with membership loss (clubs that are close to charter strength of 15 or below). Jeff Dotson, Capital District LTG President, states that we need to "provide the children of the Capital District with the best service we have to offer."

Our Capital District must have a game plan for membership retention and must communicate with our clubs so they know that we have coaches available and that assistance

is in place when clubs are struggling with membership. Trustees and LTGs must analyze club data and work with these struggling clubs so we don't lose them. Membership campaigns, members going out in the community and "selling" and talking about Kiwanis, and advertising all the wonderful service projects that benefit children are just a few ways to get more community involvement. Members must invite non-members to participate in meetings and their service projects. Remember "the more, the merrier" and "spread the good cheer" will mean more members!

It's our Capital District's responsibility to address this membership situation in a positive and proactive manner. We must involve

all clubs in membership retention/club building and ensure that they know educational resources are available from International, and that LTGs, trustees, and club coaches are available. A District-wide training for club openers and club coaches is planned in Roanoke, VA on April 15, 2018. Please mark this on your calendars and plan to send at least one member. This training is at the Holiday Inn at Tanglewood Mall in Roanoke, VA. Capital District has secured the first ever matching grant from KI in the amount of \$8,250, (\$4125 from KI and \$4125 from Capital District) which will help with mileage and room reimbursement. Kiwanis International will provide trained personnel for workshops and field work. The details from KI are still

being worked out and I will inform all trustees and LTGs who will then work with their respective divisions to have each club represented! This training is one of the tools that our Capital District needs to stop membership decline.

Albert Einstein said “the definition of insanity is doing the same thing over and over and expecting different results.” Kiwanis members must change our way of doing things that don’t result in change. We need to leverage our strengths, adapt to the present environment, and always work towards gaining membership. We need to encourage our talented Kiwanians who have the skills to be coaches to attend this April Training and see how new clubs are opened! We all will learn new skills! We will be inspired! We will gain new members!

It’s a new year! It’s Capital District’s 100th Anniversary! It’s going to be spectacular! As we prepare for our 100th Anniversary, I wanted to give a few facts about our history. Two Detroit natives had an idea to form an organization to provide fellowship and insurance needs. This fraternal club of young businessmen would

recruit new members and pay Mr. Allen Browne a \$5 membership fee and was named Supreme Lodge Benevolent Order Brothers, known as BOB. After a few months, the growing membership decided that a new name was needed. They selected an Indian phrase “nunkeewan-is” which they thought was translated to mean “we trade.” Later they learned a better translation was “we have a good time—we make noise.” KIWANIS was approved as the new name for the club that now numbered 200 members. The corporate charter was returned by Michigan dated January 21, 1915, now the official Kiwanis International birthday.

Our Capital District, comprising Maryland, Virginia, Delaware, and the District of Columbia, was organized on August 29, 1918 in Baltimore, Maryland. Alfred G. Goodrich served as first Governor on October 4, 1919. The first club in the district was Washington, chartered August 11, 1917. Baltimore was the second club (March 5, 1918) with Wilmington, Delaware, third. Wilmington was followed by five clubs in Virginia: Richmond, Norfolk, Roanoke,

Portsmouth, and Lynchburg.

Let’s DREAM BIG and open seven clubs and reverse a 25 year membership loss!

Let’s Focus and accomplish our goal of club opening and membership growth!

Let’s Have Fun—with this in mind, let’s play a game! Answer these questions and see how you score on Kiwanis knowledge. Answers will be on page 21.

1. What was the official Kiwanis motto, adopted in 1920’s?
2. What is the current motto, adopted in 2005 at the 90th KI ICON?
3. Who is the President of Kiwanis International?
4. Who is the Trustee of your Region?
5. Where is the 2018 DCON?

Let’s make 2018 a great year for our Capital District! Let’s make our resolutions to gain members and open new clubs. Let’s get ready to celebrate our 100th Anniversary!

Visit the
KIWANIS STORE
for the latest apparel,
meeting items, and more!



store.kiwanis.org



Around Capital

Time to Complete Our “Fair Share” MNT District Pledge

By **PG John Tyner, II**
District Advocate

Where do we stand? As of December 31st, Capital District has raised \$2,459,747 in cash and pledges, saving or protecting 1,666,667 mothers and their future newborns. I want to take a moment to thank all our Capital Champions who got us to this point by giving generously to The Eliminate Project, including our 24 Model Clubs/100K Clubs, 2 Lead Gift donors, 6 Major Gift donors, over 419 Zeller Fellows, 97 Centennial Award donors and untold Hixson Fellowship and Impact donors. Our SLP clubs are also playing an active role in the campaign. Our Key Club, Circle K Clubs, Aktion Clubs, Builders Clubs and K-Kids have collectively raised more than \$539,264 for The Eliminate Project.

What will it take to eliminate MNT from the Earth? Millions of mothers and their future babies must still be immunized in the 15 countries in which MNT is still a scourge. This requires vaccines, syringes, safe storage, transportation, safe birthing practices education, thousands of skilled staff and more. It will take more than \$30 million to finish the job — and the dedicated work of UNICEF and every member of the Kiwanis family.

What must we do to finish our “fair share” pledge? I’m proud to tell you that we are one of just a few districts where every single club has given something to MNT. We have 19 clubs that have given more than \$30,000, but 96 of our clubs have, at the moment, given less than \$5,000. While each club decides what they wish to support, Kiwanis has taken “fair share” to mean each of us does as much as we can – that’s why we have reduced the incidence of endemic MNT from 40 countries to our current 15 of which two more may be shortly declared off the UNICEF list. Perhaps with some further reconsideration by clubs and individuals, we can raise the remaining \$540,000 in cash to complete our \$3 million pledge?

Our next steps in the days before Las Vegas ICON: When those 9 clubs which are working on becoming a Legacy Model Club complete their pledge that will raise \$118,531. There are also individual member pledges to be redeemed for another \$100,000. As a further incentive, your district board has made a \$250 match available for each Zeller Fellow donation, and so far 61 matches of the 200 funded have been achieved. Perhaps the 43 clubs who have so far given under \$1,000 would like take advantage of a 20% discount for a Zeller for themselves or someone they wish to honor?



I’m sure you understand that The Eliminate Project campaign is NOT over until we have completed our pledge in cash, having redeemed all pledges. There are other levels of support available to you as a member:

Your \$1,250 donation for a Walter Zeller Fellowship saves 695 lives

Your \$625 donation makes an IMPACT saving 350 lives

Your \$300 donation makes an IMPACT saving 175 lives

Your \$180 donation makes an IMPACT saving 100 lives

Every bit counts, if you send it in! We get results from monthly donation jars, 50/50 collections, unneeded program funds from clubs and club foundations all added to the District total, credited to the donating club. I invite all of you to join your 100% Zeller Fellow district board and most of your lieutenant governors in making another effort to stretch once again to reach our goal! Be sure to contact me at tyner@taliesan.com.

From the Governor-Elect

By John Morris
District Governor-Elect

I am in the process of preparing for next year and putting together the leadership team for the District. If you are interested in serving as a Lieutenant Governor or as a Chair or member of a committee, please contact me. If you are asked to take on such a role, please say yes. It is my goal that we will continue the wonderful work we have been doing this year to take the Capital District from Good to Great. I am excited about the upcoming year and hope that you will help me make it one of the best ever for the Capital District.



Call for Governor-Elect Candidates

By Trustee Dennis Baugh
Bylaw and Policy Committee Chairperson

Several years ago, the Capital District Board approved language in the Capital District Policy Statement that requires candidates for Governor-Elect to “have served a full term as a Trustee in the Capital District.” In November 2017, additional language was added. Below are the current requirements:

a. Eligibility Requirements. A nominee for District Governor-Elect must:

- i. Be a member in good standing of a Kiwanis club in good standing of Kiwanis International for a minimum of six (6) years;
- ii. Have served one full term as a Lieutenant Governor in the Capital District;
- iii. Have served a full term as a Trustee in the Capital District;

iv. Have successfully passed a criminal background check as required in Section 30 of these policies.

Nominations for the position of Governor-Elect for 2018-2019 have been open since November 15, 2017. The Policy Statement directs, “The District Secretary-Treasurer will make a district wide announcement via electronic means by the second Friday in January of all persons whose candidacy submissions are complete.” As of this writing, no candidates have been announced.

If you meet the requirements to be nominated for Governor-Elect, give it some thought. There are very well qualified people in the Capital District to carry us into the future. If



you know someone that meets the requirements, talk with them and help them make the decision to put their name into consideration. The process to file is contained in the Capital District Policy Statement that can be found on the website. Or, give Tom Varner, Secretary-Treasurer, a call and he can walk you through the process.

Around Capital

District Convention News

By April Gassler
Convention Chairperson

This year's District Convention Committee hopes that you're as excited as we are about our 100th Annual District Convention. It is our goal to have representatives from every region, every division, and every active club at the convention to celebrate our historic 100th Anniversary.

Please mark your calendars for August 17-19, 2018 at the Hyatt Regency Hotel in Reston, VA. As in previous years, it is our intention to offer free early bird registration for all Kiwanians, as well as package and a la carte pricing for all convention meals. Rates for standard rooms booked through the Convention portal will be \$119 per night.

We expect to announce the convention theme by the end of February and registration will open mid-March. In the meantime, if you have any suggestions for convention activities or programming, or would like to serve on the DCON committee, please contact DCON Chair, April Gassler, at agassler@sperdutothompson.com or 202-258-3730.

SAVE THE DATE!

The 100th Annual Capital District
Kiwanis Convention will take
place August 17-19, 2018 at the
Hyatt Regency in Reston, VA.



Abingdon Kiwanis celebrated 75 years of service to children, youth and its community

By PLG Jack White
Kiwanis Club of Abingdon

In October 1942, the World War II Allies were engaged in bloody battles, trying to overcome the military might of Germany and Japan. However, in Abingdon, a group of 41 community leaders were celebrating a new service club.

Why, in that stressful year, a new service club was on the minds of these men has been lost in the sands of time. But their efforts produced the Kiwanis Club of Abingdon – which just completed its 75th Anniversary Year.

Today's Abingdon Club is the same size as the 1942 group that obtained a charter from Kiwanis International. Over the years, the Club has earned a respected place in its community and its two signature events — Kiwanis Plumb Alley Day and the Kiwanis Christmas Parade — are firmly etched on the community's calendar.

Plumb Alley Day has been held since 1982 on the Saturday before Memorial Day. The 2017 event saw 6,000 to 8,000 people fill this iconic path through Abingdon's Historic District for food, entertainment, shopping, seeing friends — and just enjoying a few springtime hours in a lovely outdoor setting.

But Plumb Alley Day is more than a good time. Each year, it earns the club



Mayor Cathy Lowe & Club President Robert Copeland with Town Council's resolution

upwards of \$15,000 that is used for an array of community service projects.

Last year's Kiwanis Christmas Parade, the 49th, attracted several thousand adults and children who lined Abingdon's Main Street through its Historic and Business Districts. As always, Santa was the closing act and this year he rode an antique fire truck.

The Abingdon Club's first President, Fewell Legard, was from an old, respected local family. He served two terms. Since then, no president has served more than one term and a succession of new talent has filled the Club's leadership positions.

The most important change in Kiwanis since the Abingdon club's formation was the admission of women to membership. Females now play a major role in Kiwanis at all levels, from International President down. The Abingdon Club has had four women Presidents, most recently County Attorney Lucy Phillips, a third-generation Kiwanian. Her father and grandfather preceded her as members and Presidents of the Club.

Serving the children of the world and its communities is the stated mission of Kiwanis International. Since 1942, the Abingdon Clubs has served

Continued on page 24

News from Kiwanis International

A MESSAGE FROM THE INTERNATIONAL PRESIDENT

I just returned from what may be the largest service project in the Kiwanis family: the annual activities surrounding the Tournament of Roses Parade. It was inspiring to see more than 7,000 volunteers in Pasadena, California, wearing Kiwanis-branded T-shirts — living what they love while they got the Kiwanis float ready for the big event.

It's what Kiwanis is all about. And it's inspiring to the people involved. I know of seven new Kiwanis members who were recruited in the barn where all the floats are decorated. Who wouldn't be impressed by the service and fellowship? During the float prep, a local Kiwanis club even fed the 400 to 500 volunteers who came for each shift (as well as people working on other floats in the building). All in all, there's no better example of "1+1=3" than the work our Key Club, Circle K, KIWIN'S and Kiwanis members did together. After achieving something that no individual person could pull off, the Kiwanians had a look of pride that I'll never forget.

Of course, there is no better exposure for Kiwanis than television's second-highest rated show. It's broadcast on three major channels (and carried on a fourth channel in Los Angeles). And the Kiwanis world was represented on our float, including the district governors of Taiwan, Philippines-Luzon, Illinois-Eastern Iowa, California-Nevada-Hawaii and West

Virginia — all of whom were there because of the new clubs their teams opened in the first two months of the year. In addition, the best individual club openers and membership recruiters were on the float, along with representatives of Key Club, Circle K, KIWIN'S and Aktion Club.

While I was in Pasadena, I had the opportunity to hear Gary Sinise speak about being this year's grand marshal. I was struck by his humility and how clearly honored he was to be selected for such a prominent role in a great event. Any Kiwanian in a leadership role can certainly relate.

In fact, I was gratified by the opportunity to spend several hours with the presidents of Rotary, Lions and Optimists. We have much more in common than differences. For example, membership is at the top of all our lists of priorities. I can tell you that the example Kiwanians set by actively attracting new members is well received by the other major service groups.

In fact, I'd like to challenge club presidents to lead by personal example: Bring a member into your club. Do it as soon as possible in 2018 and continually through the remainder of your service! You're in a key position to help make your club — and club meetings — attractive to potential guests. Offer a welcoming environment to new and prospective members. And reach out to members you haven't seen for a while. Don't forget to ask yourself



what you would want to hear about at a meeting — and what's important to people in your community. It could come from the local high school's basketball coach or the club's own Key Club advisor, or even from the mayor or a congressional representative.

After all, Kiwanians around the world have great ideas, and they're doing great things with them. Find out what's going on. Join me for a live webcast at 8 p.m. (Eastern Time) on Wednesday, January 24. I'll provide the latest Kiwanis news, and I'll update you on who's leading the pack in membership.

In the meantime, thank you for all you're doing. Keep working hard to build membership. Because more members always means more service.

A handwritten signature in black ink that reads "Jim Rochford". The signature is written in a cursive, flowing style.

Jim Rochford
2017–18 President
Kiwanis International



Invite a friend

You love your community. So you give back to it as a Kiwanian. And you love your Kiwanis club. So why not give the gift of Kiwanis to someone else? Introduce them to the friendships, smiles and pride that come from making your community better.

Extend a special welcome. Show your friends, family or colleagues what Kiwanis means to you.

These new invitations can help you do just that. Here's how to get yours.

- Fill in the blanks. Use a fillable version of our file and print your invitations yourself. We offer a postcard-sized invitation or a business card.
- Place an order. We'll print your customized invitations for you if you answer a few questions and pay a small fee.

Kids' feet grow fast. Help them out with our partner Two Ten Footwear Foundation.

As the only foundation dedicated to employees of the footwear industry, Two Ten Footwear Foundation is a resource for our club's shoe distribution projects. With its national network of wholesale and retail partners, they are in a unique position to offer Kiwanians very low-cost, brand-name sneakers and athletic shoes in support of annual shoe programs. Two Ten has created an easy-to-use online request tool for club members to identify the quantities, brands, gender and sizes that match their project needs. Clubs can place requests anytime throughout the year as needs arise.

RETENTION!

Increase your club's membership with minimal effort. Retaining the majority of your members year after year not only strengthens your club's "family" atmosphere but displays a sense of continuity to the people you invite as new members. Get helpful tips for creating a club culture that's attractive to potential members.

Minutes of the January 2018 Kiwanis International Board Meeting Available

The minutes of the January 18, 2018, Kiwanis International Board meeting are now finalized. They can be downloaded here and will be approved at the April 19–22, 2018, meeting. If you need further information regarding committee reports and tabs, please contact Denise Parker.

Kiwanis Partner Offering Grants for Key Club Projects

What good could your Key Club members do with US\$2,500? Thanks to the HALO Movement with partner Nickelodeon, Key Clubs can apply for service project grants. See how these New Jersey Key Clubbers used their grant to provide 12,000 meals to people in need, then encourage your Key Club to apply by April 30.

Eye On KI *(continued)*



Get ready to support IHOP® National Pancake Day

On February 27, 2018, club members can support IHOP® National Pancake Day by serving as ambassador encourage restaurant patrons to support Children's Miracle Network hospitals. Read the resources and register to volunteer on National Pancake Day [here](#).

Kiwanis Children's Fund Scholarships available

Kiwanis Children's Fund scholarships are designed to help members of Circle K International and graduating seniors who are members of Key Club International. The Children's Fund appreciates the generous donors whose dedication to the Kiwanis family, education and community service makes these scholarships possible. Applications are due March 15.

2018 Signature Project Contest

Kiwanis International will again sponsor the Signature Project Recognition Program for districts in 2018. Every district may submit one club-level project. It's up to the district to decide which project should be submitted, and it must be a club-level project (not a district project). Only one submission per district will be allowed, and all districts are encouraged to participate. Entries are due by midnight EST Friday, March 2, 2018.

The Kiwanis International Board Membership Subcommittee on Communications will review qualifying submissions and select ten finalists. The finalists will be recognized at the Kiwanis International convention, where the three top winners will be announced and awarded.



Registration for Vegas convention is open!

Don't miss this opportunity to mix business and pleasure! Attend the Las Vegas convention in 2018 and make international friends. Register today.



Christina Hale to Lead Kiwanis International Youth Leadership Programs

Christina Hale will return to Kiwanis International in February as executive director of Kiwanis Youth Programs—the organization that oversees Key Club International and other youth development programs.

"We are thrilled that Christina will rejoin our staff," said Stan Soderstrom, executive director, Kiwanis International. "Christina's leadership skills are the right fit to elevate our 501(c)3 Kiwanis Youth Programs and, ultimately, catalyze more opportunities for the youth we develop into servant leaders. This is one of Kiwanis' most important entities as it creates the leaders in today's youth who will serve their communities and find solutions to make our world better."

Family Ties

Updates from Our Kiwanis Family

Key Club Maegan Richards, Governor

Capital District Kiwanians,

I hope that this letter finds you doing well. Since the last issue of *The Capital Kiwanian*, the Capital District of Key Club has been working very hard in preparation for our District Convention (DCON) which will take place March 2-4 in Baltimore, Maryland. The District Board has been working hard to make this our best District Convention yet!



Our District Board most recently held our last board meeting in January, where we finalized our plans for DCON as well as prepared for the next coming year of service. It was very bittersweet to know that as our terms come to an end, there is much to look forward to within the next couple of months.

Our Capital District Key Leader Event will be taking place April 27-29, 2018. Registration for this amazing event is now open, so hopefully attendance will be high for the second year in a row! As well as this, the Key Club International Board has begun preparing for International Convention, which will take place this summer, July 4-8, in Chicago, Illinois!

Our district is also taking part in a Sister-District wide event this month, entitled 'Hearts for Hope'. The goal of this project is to make cards to send to a nursing home or hospital on February 14th for Valentine's Day. This project is alongside our Sister-Districts, the Rocky-Mountain District and the Bahamas District.

As the Key Club service year comes to a close, I would like to thank you all for everything that you do for our district. It has been a true honor to serve alongside you all this past year, I am very excited for what the future has in store. Once again, thank you for all that you do. I hope to see you soon!

Yours in service and friendship,

Maegan Richards

CKI Morgan Massa, Governor

Hello Capital District of Kiwanis,

The Capital District of Circle K International has had a busy start to the year. At our January Board Meeting, we planned our two Spring Officer Training Conferences that will be happening on March 3rd at American University and March 17th at University of Virginia. On February 16th-18th in Glen Allen, VA, we will be having our annual District Convention. We are looking forward to our International President, Justin Crowfoot, joining us. We will be holding a District Large Scale Service Project at DCON in which we will be sending teams of CKIers around the city of Richmond to do a clean-up project, make crafts with a retirement home, and help at the local St. Mathews house. We will have a workshop lead by a local Richmond ToastMasters member aimed at developing public speaking skills, a workshop from a specialist in diversity from The George Washington University to talk about how to address diversity in service, a panel discussion including members of Kiwanis, Aktion Club, and Key Club to talk about how CKI can better serve with these branches, and workshops lead by the speaker from UNICEF about the WASH project. Our members are excited for these unique opportunities.



As the CKI service year is coming to a close, we are encouraging clubs to hold officer elections, attend officer training, plan for the upcoming year, and continue having fun in the name of service, leadership, and fellowship. As this will be my last column as Governor, I wanted to thank all the Kiwanians that have supported me in my year of service. You truly helped both myself and CDCKI grow and develop. I have confidence that my successor will keep our strong bonds thriving in the 2018-2019 term!

Yours in Service and Leadership,

Morgan Massa

Leadership Lessons



ACHIEVING CLUB EXCELLENCE
A formula for healthy Kiwanis clubs

Measuring member satisfaction

Objective: To gather information to help the club better serve its members the club can better serve its members.

Purpose: To clarify what members expect from Kiwanis service by surveying and tracking benchmarks linked to club success.

Goals: To improve the club experience based on members' input

Audience: Board members, with club members' participation where designated

The member experience is an important factor in determining the health and strength of a club. Members want to love every aspect of their club. They want to feel satisfied with the value that they get from contributing time, talent and money. This tool is designed to help you gain member feedback and use it to make any needed improvements.

Begin the conversation using one of these options:

- **Interview members individually.** This method works well when trust among the group is strong and members feel comfortable about speaking honestly about their opinions. Give members the opportunity to speak candidly about their experience. Get to know what they are looking for in their future with Kiwanis. You might ask: What drives them to serve? What expectations do they have? How do they feel about being part of the club? What do they think of the meetings and opportunities for service? What type of impact do they feel the club could have in the community?
- **Use a member satisfaction survey.** This method allows everyone to have a voice--and if offered anonymously, to speak as honestly as possible. Adapt the following survey to obtain a general picture of how members feel about topics ranging from club administration to community service impact. Also include opportunities to provide feedback. You could distribute the following survey as a printed copy or collect electronic responses using an online survey provider.
- **Conduct an open forum.** This method may allow for more interactive discussion, if an unbiased facilitator can guide the reflections. However, some members may not feel comfortable speaking in this type of an environment. Generate discussion by prompting members with open-ended questions similar to the statements in the survey on the following page.
- **Conduct a visual assessment.** Tape up categories such as club administration, service impact, membership strength and member experience on a wall. Underneath them, invite members to place sticky notes with comments about things they enjoy and things they want to change. Then read each of them aloud for the benefit of the group and discuss how the feedback can be incorporated into the club's activities.



Search for solutions

- **Club management/administration:** Visit www.kiwanisone.org/leadertools for resources that will help club officers lead and counsel the club to become stronger and more service-oriented.
- **Membership strength:** Visit www.kiwanis.org/theformula for resources that will help you invite new members and improve your club.
- **Community service impact:**
 - Take a look at another tool for improvement, called **Analyzing your impact**. It will help you think about how to improve your service and fundraising opportunities.
 - Explore issues of Kiwanis magazine at www.kiwanis.org/magazine to browse ideas for service projects that other clubs have implemented.
 - Talk to your community. Examine the tool called **Rediscovering your community**. Interviewing members of your community can help the club understand what needs exist and how community leaders believe Kiwanis could support them. This may also uncover opportunities for new partnerships or sponsorships. For help thinking about organizations your club could partner with, see the **Developing community partnerships** tool.
- **Member experience:** How often do you thank or recognize your members for a job well done? Read up on more ways to celebrate success by downloading the **Celebrating success** tool.

Celebrate SLPS!



By Nicole McDermott
K-Kids Administrator
Capital District



Kiwaniis K-Kids is the elementary school branch of the Kiwanis Family. It gives young students the chance to serve and lead their schools and communities and to be part of our Kiwanis Family.

In addition to my District role, I have been a K-Kids advisor for eight years, and I see first-hand how children benefit from our program. Giving children chances to think about what group or place they would like to help with hands-on service helps them see the world beyond themselves. Fundraising activities present opportunities for children to research causes that are important to them, to understand why they should choose charities that spend their donations wisely and to be thoughtful about giving. Meetings allow children a chance to get together with like-minded friends and classmates, to start learning professional skills at a very early age and to feel the safety of a group and understand accountability to teams.

K-Kids provides countless opportunities that show children that they – at any age – can contribute and make a difference in the world, and this is invaluable. What an incredible investment in youth and in the future Kiwanis makes through K-Kids!

February 19-23 is K-Kids Week!

K-Kids Week gives members the opportunity to show their community what K-Kids is truly about: service. Each day places an emphasis on service with a goal to promote K-Kids within homes, schools and communities, and also to the Kiwanis Family.

- **Monday, February 19** – Show your K-Kids pride (through member buttons, t-shirts, posters, invitations to others to participate in meetings, et cetera)
- **Tuesday, February 20** – Kudos to the helpers (personally thank all

of the adults who support K-Kids such as teachers, principals, advisors, community leaders, Kiwanians and parents through cards, crafts, special surprises

- **Wednesday, February 21** – Share with parents and families (host a show-and-tell event to show off the club's work, make special presentations to parents and families, invite other organizations to participate in a K-Kids meeting, find meaningful ways to share with the sponsoring Kiwanis Club)
- **Thursday, February 22** – Random acts of kindness (spread happiness throughout the school by doing little random acts of kindness; challenge every member to complete at least one)
- **Friday, February 23** – Connect the Kiwanis Family (Celebrate the entire family of Kiwanis by engaging with all local Kiwanis family clubs: Builders Club for



middle school students, Key Club for high school students, Circle K or CKI for college students, Aktion Club for adults with disabilities and Kiwanis)

Currently, there are 53 active K-Kids Clubs in Delaware, Maryland, Virginia and Washington D.C. Thank you to all the Kiwanis Clubs that sponsor K-Kids Clubs and to all members who serve as advisors – you are truly making a difference!

If your Kiwanis Club is interested in starting a K-Kids Club, please contact me at capitalkkids@gmail.com – I would be very happy to help you in any way I can!

**By Jennifer Hiscock
Aktion Club Committee Chair
Capital District**

Get ready to celebrate! Aktion Club week is March 5-9, 2018 and is a terrific way to showcase our Kiwanis family pride, while demonstrating to our communities what Aktion Club is about: developing initiative, gaining leadership skills, and serving our communities. Each day places an emphasis on service, to promote Aktion Club within ourselves, communities, and country.

Monday, March 5th: Show Your K in Every Way

Show your community what Aktion Club is all about! Spread the word by wearing Aktion Club gear and publicizing Aktion Club week to your family and friends, in your communities, and social media.

Tuesday, March 6th: Kudos to Aktion

Thank all of the club advisors and supporters that you know for their commitment to Aktion Club and bettering our world for individuals with disABILITIES. Today, you will demonstrate the Aktion Club core value of leadership.

Wednesday, March 7th: Dare to Kare

Aktion Club's newest service initiative is disABILITY awareness. Share your experience with

community members and school-aged children to foster an environment of inclusion and acceptance for we are all more alike than we are different! Today, you will demonstrate the Aktion Club core values of inclusiveness and character building.

Thursday, March 8th: Aktions of Kindness

Spread happiness through your community by doing little random acts of kindness throughout the day or by completing a club service project. Today, you will demonstrate the Aktion Club core value of caring.

Friday, March 9th: Connect the K's

Aktion Club is just one branch of the Kiwanis family. Celebrate the end of Aktion Club week while getting others involved from Circle K, Key Club, Builders Club, K-Kids, and Kiwanis for a fun activity, service project, or fundraiser.

Happy Aktion Club week to our wonderful members, club advisors, and supporters within the Capital District! As your committee chair, I celebrate your achievements and Aktion Club every day. It is a pleasure to serve such a wonderful group of people!

Celebrate SLPS! *(continued)*



By Alicia C. Gassler
Builders Club Administrator
Capital District

Did you know...March 19th through the 23rd is...

BUILDERS CLUB WEEK!!!

KI has come up with a theme for each day of the week. If your club sponsors a Builders club, this is a great week to really connect with them.

Monday, March 19th: Show your Builders Club pride

Does your Builders club have shirts, hats, lanyards, backpacks etc? Ask advisors to encourage their members to wear Builders club gear (home made or store bought) to school this day. Advisors should take a group photo and submit it to me by the end of the week to be entered into a drawing. You will get a second entry if photo includes both Kiwanians and Builders Club members!

Tuesday, March 20th: Kudos to the helpers

This day is for Builders club members to acknowledge those who help make their club possible. They can make

cards for their school's principal, parents that always help out, their advisor etc. They could make some other craft to say thank you to those that help them. Encourage advisors to discuss this day with their members to help prep in advance. Take pictures of any kudos given and submit them to me to be entered in the drawing at the end of the week.

Wednesday, March 21st: Share with parents and families

Builders club members are encouraged to share their Builders Club and their passion for serving others with their biggest cheerleaders—their parents! They can host a show-and-tell party to show off the club's work, make a special presentation, invite local organizations their club has helped to speak on the club's impact, or invite the sponsoring Kiwanis club to share the mission of Kiwanis and the club's impact. Guess what? They should take pictures of sharing Builders club and submit to me. Do you know why? BECAUSE



THERE IS A DRAWING AT THE END OF THE WEEK!

Thursday, March 22nd: Random acts of kindness

A smile goes a long way. Encourage your Builders club member to spread happiness throughout their school by doing little random acts of kindness, such as holding the door open for someone, putting change in a vending machine, doing a chore around the house, or leaving a nice note in a library book. Challenge every member to complete at least one random act of kindness. Members should keep a journal of their random acts. They can submit their journals to the district administrator for a separate contest. At the end of their journal, they should describe how it felt to do these random acts of kindness. Each journal submitted will be entered into a separate drawing for movie tickets!!

Friday, is March 23rd: Connect the Kiwanis family

Builders Club is the largest middle

school service organization in the world and is the youngest club within the Kiwanis family. Celebrate the entire family of Kiwanis by engaging with all local Kiwanis family clubs—K-Kids, Key Club, Circle K, Aktion Club and Kiwanis. Sponsoring Kiwanis club could present on the Kiwanis family, Builders clubs could host a service project and invite other Kiwanis family clubs to participate, you could ask them to present their Builders Club’s work at a Kiwanis family club’s upcoming meeting!

Do not forget to encourage your Builders Clubs to submit photos to me at acgassler@gmail.com no later than Saturday March 24th to have their club entered into a drawing for a PIZZA PARTY! I encourage everyone to interact with their SLPs. If our club does not sponsor a Builders Club but would like to, please feel free to reach out to me at acgassler@gmail.com. I would be more than happy to help you go through the process of sponsoring a Builders Club!

K-Kids and Builders Club contest winners

At the 2018 SLP Conference in January, K-Kids and Builders Club district administrators reviewed and voted on contest submissions due December 15, 2017 for the following categories: Best Essay, Best Video (entries unable to be shared at this time), Best Speech (entries unable to be shared at this time), and Best Poster. First place winners receive a US\$100 shopping spree for supplies from Kiwanis Warehouse, letters of congratulations, certificates and stickers. All second and third place winners receive letters of congratulations, certificates and stickers.

Capitol Hill Montessori, sponsored by **Kiwanis Club of Capitol Hill, Washington** has both a K-Kids Club and a Builders Club--both winning contests this year! Builders Club won first place in the Best Essay Contest and third place in the Best Poster contest. Their K-Kids Clun won second place in both the Best Speech contest and the Best Video contest. Congratulations!

The contest process has moved online for the purpose of increasing access to our clubs around the world. Please help us highlight more of our amazing clubs by encouraging them to enter the next set of contests due May 1, 2018. The categories are: Best Scrapbook, Distinguished Club Officers, Kiwanis Children’s Fund Leadership Award, Annual Achievement Report, and Distinguished Advisors. For more information, visit kkids.org/contests or buildersclub.org/contests.



DOWNLOAD SOCIAL MEDIA GRAPHICS TO CELEBRATE THE WEEKS!

K-Kids Aktion Club Builders Club

Service Showcase

News From Capital District Kiwanis Clubs

Division 1

Kiwanians from Eastern Branch, Far East and North West Kiwanis clubs held a MLK Day of Service at Friendship Armstrong Elementary School where they painted two murals in the school's gym.



Division 2

On January 20, the Kiwanis Club of Tysons held one of their many Safe Sitter classes, serving students age 11 to 13. The Kiwanis members are trained through the non-profit organization, Safe Sitter, to teach the children to be safe, effective babysitters through injury management, preventing problem behavior techniques, and choking rescue—to name a few. The club has been a Safe Sitter teaching site since 2006.



Division 8

The Kiwanis Club of Winchester, Va is replacing the metal roof of their Number One large shelter in the Winchester Jim Barnett Park. The original roof was constructed in

1955 while J. Douglas Butler was President of the Club, was part of the construction activities by members of the Club. Additional shelters have been added in the Kiwanis Area in the Winchester, Va. Park.



Division 9

On February 2, the Kiwanis Club of Harrisonburg sponsored "First Friday Free" at the Explore More Discovery Museum in Harrisonburg. Many years ago, the club began making donations to the museum to allow the community an opportunity to enjoy the museum the first Friday of each month for free! Members of the Kiwanis Club and JMU CKI volunteer to help with crafts and other tasks. In the first 2 hours, 400 visitors were able to enjoy the exhibits for children!

The Capital Record



Donations

Crofton Kiwanis Club has been a house sponsor for Rebuilding Together Anne Arundel County (RTAAC) since 1995. RTAAC (formerly Christmas in April) has been repairing homes for county homeowners who cannot afford the expense of basic home repair. The group has been making homes warm, safe, and dry since 1991. At a recent club meeting, the club and foundation presented a check for \$3,500 to Barbara Cupp, Executive Director, RTAAC.



Tessa Doherty, President of the Kiwanis Club of Old Town, Winchester, VA presented a contribution of \$1,000 to Capt. Kelly Durant of the Winchester/Fredrick County Salvation Army Shelter. The contribution was earmarked for additional equipment in the Shelter's Kitchen.

Welcome to Kiwanis

Lynne Williams,
Kiwanis Club of Williamsburg

Happy Anniversary

February

Petersburg.....	1922
Ashland.....	1923
Fredericksburg.....	1923
Grundy.....	1947
Haysi.....	1949
Wheaton-Silver Spring.....	1950
Petersburg Breakfast.....	1973
Virginia Beach Combers.....	1980
Greater Ocean Pines.....	1980
Council.....	2006

March

Baltimore City.....	1918
Richmond.....	1919
Martinsville.....	1921
Salem.....	1921
Hagerstown.....	1921
Coeburn.....	1923
Prince Georges County.....	1934
Woodbridge.....	1947
Warwick.....	1949
Fairfax.....	1956
Leesburg.....	1957
Leisure World.....	1967
Chester.....	1972
Tappahannock.....	1975
Botetourt County.....	1976
Charles County.....	1992
St Mary's County.....	2000
Bel Air.....	2007

Getting the Word Out

How to get your club in the news

By John A. Montgomery
District Public Relations Chairperson

A common complaint among Kiwanis clubs throughout the Capital District – from Dover to Dinwiddie, from Winchester to Wise, from Richmond to Rehoboth Beach – is that “there’s never anything in the newspaper publicizing all of the good things our club is doing.”

(If the newspaper is fading in your town, and there’s another news outlet that can better help your club, such as a web site devoted to local news perhaps, substitute it here. The following advice holds true regardless of the type of media support you are seeking.)

Here are a few simple tips to follow that will increase the likelihood of your club’s activities receiving greater press in the future:

1. Develop a complete media list, keep it current and send out periodic

alerts, advisories and releases – depending on what the situation warrants. Virginia has a state press association, and so do Delaware, Maryland and the District of Columbia. It’s surprising the number of media companies that belong to those associations, and they are listed on their respective organizations’ web sites. Find all of the media outlets in your club’s area – not just daily and weekly newspapers -- but magazines, alternative papers and monthly niche publications as well. Smaller publications are often looking for material to fill space. Also remember that not every paper belongs to a press association, so supplement this list with your own findings.

2. Send your news to the right people. Don’t expect the publisher to respond to your request for coverage unless he or she is the person assigned

your beat. Find the name of the reporter you will deal with on a regular basis. Request a face-to-face meeting and introduce yourself. Ask that reporter how he or she would prefer to receive information. Email is often best.

3. Respect your contacts’ deadlines. Few reporters are going to respond to a call this morning about a Kiwanis program today at lunch – unless the President of the United States is stopping by. Understand lead times and how the reporter does his or her job. Send the reporter a list of your speakers in advance – monthly is probably best. Keep each speaker’s credentials concise; two sentences are sufficient. Always include your contact information, just in case the reporter wants more detail.

4. Recognize that you’re competing with many other news sources, including a number of other service clubs, such as Rotary and Lions, and that not all of your releases are going to make it into print. Be realistic and prioritize your news. Handing out certificates to elementary school students may not attract news coverage, no matter how hard your club has worked in putting that program together.

In today’s world, major news goes global instantly. Consequently, it’s



Abingdon Kiwanis *cont'd from page 9*



Plumb Alley Day

unlikely any Kiwanis news is going to be considered hot. Concentrate instead on publicizing the warm feature story, the “feel-good” approach that the Kiwanis International magazine and *The Capital Kiwanian* promote. You don’t have to do the reporter’s job. Simply offer him (or her) an attractive hook.

Ask yourself the following questions and be ready with the appropriate answers: Why should a reporter care about this story? What questions might he or she ask? Who else should he or she talk to in order to support the story?

5. Recognize that there are others forums for coverage in the paper besides news stories. Does your news outlet have a “Names & Faces” section? Submit your newly elected officers’ and directors’ photos. Encourage club members to submit relevant letters to the editor or “op-ed” pieces. Submit appropriate photos to the club news section.

It’s unquestionably true that newspapers are not the medium they once were. But again, it’s worth repeating that these techniques can work with other media outlets as well.

Without a doubt Kiwanians have a good story to tell. Let’s work smarter in getting that story out.

young people in many ways — including sponsorship of affiliated Key Clubs at Abingdon and Patrick Henry High Schools. The local Club also chartered a Builders Club at E. B. Stanley Middle School and a CKI Club at Emory & Henry College.

Key Clubs, Builders Clubs and CKI Clubs

are part of the larger Kiwanis Family and — like their adult parents — provide opportunities for service, leadership, and fellowship. The Abingdon High School Key Club was the first in this Kiwanis District, which includes Virginia, Maryland, Delaware and Washington D.C.

Abingdon Kiwanis also helps young people with a program that began some two decades ago — the Children’s Summer Reading Program of the Washington County Public Library. With Kiwanis funding, this six-week program has expanded beyond the central library in Abingdon to the branch libraries in Damascus, Glade Spring, Hayter’s Gap, and Mendota. Amanda Bailey, a Kiwanian, is Youth and Branch Services Librarian and she plans and directs the Summer Reading Program

To celebrate its 75th Anniversary, the Club held a special dinner in November at the Higher Education Center. Club President Robert Copeland, a local attorney, presided. Kiwanis Lt. Governor John Lentz, DDS, a Club member, gave a capsule history of organization. Capital District Governor Jon Rife of Grundy was the featured speaker.

At the dinner, Abingdon Mayor Cathy Lowe presented the Club a framed resolution that the Town Council had adopted. It recites many of the Club’s accomplishments and recognizes its prominent leadership role in the community.

What is the club doing to prepare for its next quarter-century and 100th anniversary? The Board of Directors is developing ambitious plans to grow its membership and invite interested people to contact President Robert Copeland or any Club member for information. The Board also has been given a plan to redesign the Club for the 21st century and the coming age of the Millennials – while continuing its mission of serving children, youth and the community.



DUCKY DERBY AND CARING CORNER

August 17-19, 2018 Capital District Convention, Reston, Va

WE'RE ON OUR WAY TO THE CONVENTION!

Buy your Ducky Derby tickets and get ready to win a prize or 2.

Visit the Caring Corner to buy chances on the Basket Raffle. There will be numerous theme baskets being raffled – from coffee, teas, chocolates, wine, movie theme to a grilling basket.

All proceeds benefit the 8 Pediatric Hospitals in the Capital District. Raffle winners will be drawn on Saturday, August 18, 2018 following the House of Delegates

