

The Capital Kiwanian

June/July 2013

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

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Tickets!**

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The Eliminate Project

*Fundraising and Service Ideas, PR Tips,
Success Stories, Online Resources, and
what you can do next to fight MNT*

Registration is Open for District Convention! *page 23*



Kiwanis



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?

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The Capital Kiwanian

The Official Publication of Capital District Kiwanis

Volume 2, Number 5

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Carolyn Richar
Fairfax, VA

GOVERNOR-ELECT
P. Scott Zimmerman
Williamsburg, VA

SECRETARY-TREASURER
Tom Varner
Ashland, VA

IMMEDIATE PAST GOVERNOR
Jeffrey M. Wolff
Tysons Corner / McLean, VA

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TRUSTEE-HAMPTON ROADS
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TRUSTEE-HEART OF VIRGINIA
Betty Bell
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TRUSTEE-MASON DIXON
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TRUSTEE-NORTHERN VIRGINIA
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Governor's Message

Carolyn S. Richar, 2012-13 Governor

As a child, I was fascinated by the cartoons and programs about super heroes! I tuned in regularly to watch Batman and Robin, Superman and Superwoman – the list goes on and on. Saturday mornings led to going outside to play with neighbors as we enacted the scenes we had watched on tv. I grew up dreaming of becoming a super hero myself – even had my own bat cape to wear as I worked to change the world by defeating evil!

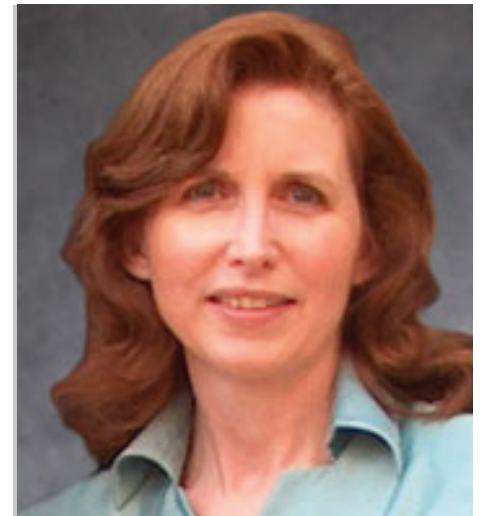
Teen years brought the dismal reality that flying through the air with a cape alone was not in my future. I was not even likely to be the proud owner of a fully functional bat car. I started to focus on other ways to change the world by defeating evil. I dreamed of becoming President or a swash-buckling archeologist (a new hero in Indiana Jones had arrived along with the heroes of Star Wars!). I studied hard in school and even considered becoming a surgeon. I wanted to be someone the world would remember for the changes I would bring.

College brought even more opportunities along with other directions in life. I began to realize where my gifts and talents would be best used and answered a strong call to go into the ministry. What I never lost was the desire to change the world by defeating evil. The good news is that I discovered Kiwanis through CKI – and I finally found the place where my desire

to change the world would become a reality.

All along the way, I thought that you had to be somebody exceptional – someone with amazing talents – someone with a ton of resources if you were going to change the world by defeating evil. The truth is that I am not an exceptional person, I don't have amazing talents and I don't have a ton of resources. Understanding this reality led to discouragement and laziness. After all, I had excuses for why I could not change the world and would not defeat evil. Luckily, the story doesn't end here for me – or for you!

Back in the late 1990's, Kiwanis decided that we would change the world through tackling Iodine Deficiency Disorder. All it took was a small handful of pennies to make sure a child received necessary iodine to prevent the evils of physical and mental disabilities. We changed the world back



Governor Carolyn Richar

then by defeating the evil of disease and disability brought on by IDD.

Two years ago, Kiwanis International announced to the world that we had not given up our fight against evil – this time we would work together with UNICEF to eliminate Maternal Neonatal Tetanus (MNT) to change the world into a better place for all children! My childhood dreams were reawakened as it became clear that I did not need to own a functioning Bat car or a cape that allowed me to fly. All I needed to change the world by defeating a form of evil was a handful of pennies, nickels, dimes and quarters - enough to equal \$1.80. With this small amount, one family would have the scourge of MNT removed from their lives. No more worries that the infant and the mother might die shortly after childbirth, no more guarding against the grief and heartbreak that such deaths bring. Now this family would be free to imagine and work toward a better future.

A Message from the Chairman

Please read the articles this edition of the Capital Kiwanian has on the Eliminate Project. You will find articles from those who have personally traveled across the world to witness the efforts that Kiwanis is funding. You will find articles sharing ways that some clubs have raised funds for the Eliminate project. But there is more to do that just read! We need to work together to change the world one child and one community at a time. For those of you who dreamed of being a superhero at some time in your life, come join me now as we soar into a better tomorrow without MNT. Are you willing to give up some of your pennies, nickels, dimes and quarters to fulfill your dream of being a superhero? Can you give \$1.80 toward this goal – and how often might you realistically be able to do so? Some can give this only a few times a year. For those with very limited resources, be proud that you can still change the world with what you have! For those with less restriction on resources, could you add your \$1.80 every week – or perhaps 2, 3, 4 or even 7 times a week – knowing that in doing so, you are changing the world? No one ever said changing the world and defeating evil would be easy. Would you please join me in offering up what you can as you can to Eliminate Maternal-Neonatal Tetanus!!

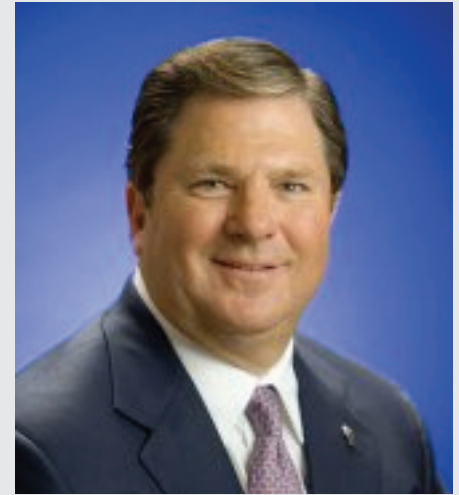
It's an exciting time to be part of the Kiwanis family. Together, we're raising US\$110 million by the end of 2015 to help eliminate maternal and neonatal tetanus.

We're currently in the Year of Participation for The Eliminate Project. More clubs and more members are coming together for our Global Campaign for Children. And the Capital District is helping lead the way by raising funds, spreading the word and inspiring others.

I am truly grateful to you for being actively involved and for your dedication and hard work all year to save or protect mothers and babies. The overall success of the campaign requires your continued support along with the support of every Kiwanis family member.

Today, we have raised more than \$30 million toward our goal.

We are making strides and continuing to gain momentum. MNT has been eliminated in more than half of all affected countries targeted by UNICEF



in just 13 years. But it remains a deadly threat in 28 countries. Gifts from your club and district provide the much-needed funds to protect the connection between mothers and babies.

Together, we are building something far more enduring than just fundraising. Thank you for being part of our transformational journey. Thank you for being part of history. We are one step closer to eliminating MNT due to your support.

Blessings,
Randy DeLay, Chairman
The Eliminate Project



Read this issue to learn more about The Eliminate Project and how you can make a difference.

Honors

Wilmington, DE Kiwanian Coleman “Corky” Bye III was named small business person of the year by the Delaware Small Business Administration due in part to his creativity in shifting the printing business’s emphasis to a new niche.

Mercantile Press, opened in 1871 by Harry and Elmer Bye, has remained in the Bye family for three centuries and four generations, including his now retired dad and fellow Kiwanian, Coleman “Coley” Bye Jr.! Both “Corky” and “Coley” are Past Presidents of the Wilmington Kiwanis Club. Congratulations “Corky”!

Special Guests



The Kiwanis Club of the Peninsula at Oyster Point in Newport News, Virginia, is a partner in education with a local elementary school. Recently, the Club welcomed their mayor, **McKinley Price**, who spoke on educational achievements in the City during this school year. During the meeting, Leslie Wilson, a representative from Palmer Elementary School, presented volunteer awards to Club members who had

participated in the Terrific Kids project during the year, and who had visited the school to present new dictionaries to all fourth grade students. Pictured (L-R) are Leslie Wilson, Mayor Price, and Club President Dru Bowman.



UVA Women’s Head Basketball Coach Joanne Boyle spoke to the **Charlottesville Kiwanis Club** on May 20 and received a replica of the Kiwanis bell from President Bob Pflugfelder.

Weddings



Carla Morin (Kiwanis Club of Toano) married Roger Diehl (Kiwanis Club of Toano) on April 26th in Newport News, VA. The couple resides in Newport News.

Our Growing Family

Key Club of Robert E Lee High School

In Memoriam

Dallas Brown, Marion
Thomas Captain, Mt Airy
Bankhead Davies Sr., Arlington
Allen Floyd, Accomack, Onancock
Tim Meadors, Danville
Carolyn Pociask, Middlesex-Saluda

District Foundation

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

Mildred Ridgley-Gray, Mitchellville

Happy Anniversary

June

Richmond.....	1919
Alexandria	1921
Danville	1921
Cumberland.....	1924
Pikesville	1935
Williamsburg	1958
Chester.....	1972
Churchland, Portsmouth.....	1974
Olney.....	1974
Greater Landover	1979
Calvert County.....	1981
Clinch River, Richlands	1988
Midlothian	1990
Charles County	1992
Tysons Corner /McLean	1998
Toano.....	2006

July

Suffolk.....	1947
Christiansburg.....	1949
Rockville.....	1950
Shenandoah Valley, Staunton	1981
Southwest Waterfront DC.....	2001

ADOPTION CERTIFICATE KIWANIS DUCKY DERBY

Sponsored by the **Capital District Kiwanis Foundation** and local Kiwanis Clubs. All proceeds go to the Seven Pediatric Trauma Hospitals located in the Capital District.

DRAWING DATE: Afternoon, August 17th, 2013

Cash Prizes: \$500, \$400, \$300, \$200 & \$100
Many additional prizes will also be awarded.



Donation: \$5.00 per ticket or 3 for \$10.00

Checks payable to: CDKF "Capital District Kiwanis Foundation"

Return Donations and this ticket to:

Marion S. Allen, II - P.O. Box 6545, Richmond, VA 23230,
by Aug. 2, 2013. After Aug. 2nd bring to the Ducky Derby Sales Booth no later than noon, August 17th. (Also, please turn in any unsold tickets.)

(Name – Please Print)

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(City) (State) (Zip)

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Eye On KI

News from Kiwanis International

Get a fresh, new look for summer



Are your t-shirts tired, your banners starting to sag? Update your club's look with the new Kiwanis logo, colors and typefaces just in time for your summer fundraiser. These key parts of our organization's brand are all new and now's the time to make the change.

Check out the Kiwanis Family Store for product ideas like the streamer flag adversail and the outdoor flag, both guaranteed to grab attention at your next event; all you need is a breeze.

Here's an inexpensive way to outfit club members at your next community event. With the personalized club T-shirt, we'll screen-print your club name on the back of a traditional navy t-shirt. Consider ordering these for big events such as Kiwanis One Day in April.

Get tips on how to personalize Kiwanis' latest look and make your own billboards, brochures and banners with the new brand elements beginning on page 20 of the Kiwanis brand guide. There are new fonts and brighter colors plus tips on working with vendors to achieve a crisp, updated look for summer success.

Extend your Kiwanis impact; watch your mail



The Kiwanis International Foundation extends your Kiwanis impact to children near and far. For members of the Kiwanis family, that's what makes our foundation special, that we work together to change children's lives at home and around the world.

Watch your mailbox for a special letter from Kiwanis International Foundation President Peter J. Mancuso showing just what your generous gift will do. It's the first mailing this year under the direction of Kiwanis' new

alumni and annual giving administrator, Jereme Grinslade, and there are more on the way to once, current and future donors. He's eager to hear your thoughts about the foundation's efforts at jrgrinslade@kiwanis.org and at 1-800-KIWANIS (549-2647), ext. 157. Use the letter's enclosed reply form to give your gift or save a stamp and donate online. Your loyalty to the Kiwanis International Foundation is a gift, and your gift makes a continuing impact—from your own hometown to communities around the world.

Playground winner coming soon



Thanks for voting for your favorite community project in the Make a Difference Through Play contest sponsored by Kiwanis International and our Vision Partner, Landscape Structures.

The jury is now choosing from among the top 10 finalists that you and other Kiwanis-family voters "liked" on the

PRINT *and* DISTRIBUTE *at* MEETINGS *and* PROJECTS

Kiwanis International Facebook page more than 27,000 times. Landscape architects, playground designers and a Nickelodeon executive will award the winner US\$25,000 in equipment from Landscape Structures' diverse line of products, which includes inclusive-play experiences, nature-inspired structures and themed designs.

After June 30, you can find out who the winner is at www.kiwanis.org. And as thanks to Landscape Structures for supporting Kiwanis' efforts, consider their options for your next playground project at www.playlsi.com.

Fighting hunger at home and in Haiti



On April 6, hundreds of Kiwanis-family members from the California-Nevada-Hawaii Division 13 gathered at Downey High School in Southeast Los Angeles County to participate in Kiwanis One Day, a worldwide day of service.

The winner of the 2013 Kiwanis One Day contest, Division 13 packaged 50,000 meals for Haiti, held a jog-a-thon to raise money for hunger relief and collected more than 700 canned

goods and other nonperishable items for the local food bank.

Find out more about the winning project by watching the 2013 Kiwanis One Day video: <http://www.youtube.com/watch?v=nE4GJurghzM&feature=youtu.be>

Aktion Club TLC registration is open



Does your club sponsor an Aktion Club? Don't forget the 2013 Training and Leadership Conference in Indianapolis, September 6-8.

Registration is open now for Aktion Club's third annual event, where members participate in workshops for leadership training and personal development, get involved in service projects and enjoy fellowship with other Aktion Club members.

The 2013 TLC will be hosted by Jameson Camp, one of the most popular places for conferences and gatherings in Indianapolis. Thanks to Jameson Camp, attendees' registration covers more. The fee for each TLC attendee is US\$100, which pays for food and lodging during the conference, as well as events and transportation at the camp.

For more details and contact information, go to www.aktionclub.org/tlc.

ELIMINATE

maternal/neonatal tetanus



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[Youtube.com/
TheEliminateProject](https://www.youtube.com/TheEliminateProject)



[Twitter.com/
@EliminateMNT](https://twitter.com/EliminateMNT)



Official site
www.TheEliminateProject.org

Front and Center



Kiwanis vs. MNT:
OUR BIGGEST FIGHT YET.

ELIMINATE

maternal/neonatal tetanus



With The Eliminate Project, Kiwanis International and UNICEF have joined forces to eliminate maternal and neonatal tetanus. This deadly disease steals the lives of nearly 60,000 innocent babies and a significant number of women each year.

The effects of the disease are excruciating — tiny newborns suffer repeated, painful convulsions and extreme sensitivity to light and touch.

To eliminate MNT from the Earth, more than 100 million mothers and their future babies must be immunized. This requires vaccines, syringes, safe storage, transportation, thousands of skilled staff and more. It will take US\$110 million — and the dedicated work of UNICEF and every member of the Kiwanis family.

Kiwanis and UNICEF joined forces to tackle iodine deficiency disorders, achieving one of the most significant public health successes of the 20th century. Now, they are eliminating MNT from the face of the Earth. And in doing so, the project will reach the poorest, most neglected mothers and babies with additional lifesaving health care. The end of this one disease means the beginning of better health for so many families.

The Eliminate Project campaign team came together on May 23 for the campaign's third Worldwide Report

Day—allowing nearly 6,000 volunteers to share their districts' commitment to save women and their future babies. Thanks to their participation, Kiwanis now has a roadmap to help us reach our US\$110 million goal. Campaign Chairman Randy DeLay also discussed Model Clubs commitments, the district-per-member average and percent of club participation during 10-minute calls with each district coordinator.

“The calls reflected Kiwanis’ passionate and persistent commitment to save lives and reach our goal of raising US\$110 million,” DeLay said. “I am grateful for everyone who shared their goals, watched the progress and helped ensure our success.”

To date, we have 429 Model Clubs, a US\$137.63 district per-member average and a 59 percent district club participation average. Additionally, we have 173 pending Model Clubs. The average Model Club commitment is US\$24,000. The 173 pending Model Clubs at US\$24,000 equals approximately US\$4.1 million in total funds pending for Model Clubs.



Sometimes the babies come too quickly, and there is no time to travel to a hospital. A beautiful, healthy baby comes into the world. The village midwife pulls some bamboo from the ground, and cuts the umbilical cord. The damage is done. Thanks to MNT, that baby will not live another week.

Front and Center

Capital Kiwanis Members in Action

By PG John Tyner II
District Coordinator
The Eliminate Project

As we were with the Iodine Deficiency Disorder (IDD) Worldwide Service Project, Capital District is heavily involved with The Eliminate Project, saving mothers and babies from maternal neonatal tetanus. Our members and our clubs have understood the essential need to raise funds to provide immunizations and safe birthing practice education to many of the countries in which tetanus remains a problem.

Our Eliminate Project team in Capital consists of 158 club coordinators within our 162 clubs (with four more to be appointed), 17 division coordinators and six regional coordinators. This last group of persons can lead you through the Kiwanis comprehensive fundraising process to save children's lives. They are, by region, Southwest Virginia: David Heppner; Southeast Virginia: Penny McClellan-Siggins; Heart of Virginia: Gus Lamond; Mason-Dixon: Fred Lohnes; Chesapeake Bay: Tom Fallon; and National Capital: John Tyner.

As a result of the efforts of our great volunteer team aided by our MNT staff liaison in Indianapolis, our District has regularly achieved our benchmarks, raised more than US\$670,000 in cash and pledges as of May 16 and



saved 370,000 lives. This is part of more than US\$30 million raised to save 17 million lives by the Kiwanis Family. Kiwanis has raised funds to eliminate MNT in eleven countries since 2011, with the latest being Iraq and the Ivory Coast in May.

In Capital, we have been making presentations to all clubs requesting one. This is in order to have our members completely understand the importance of The Eliminate Project from public health and cultural points of view in those countries that remain on the endangered list. Our effort has been to make sure our members are able to plan their pledges as best they can within the constraints of their other local community efforts. Pledging is very important from the perspective of UNICEF's ability to plan future

country immunization campaigns as it takes about six months for our donated funds to reach the to-be-immunized arms of the mothers. Your MNT Team encourages each club and member to consider what is possible from within its resources. So far, we have nine of our fellow clubs which have become Model Clubs: Tysons Corner/McLean, Rockville, Greater Westminster, Westminster, Fort Lee, James River, Fort Eustis, Peninsula at Oyster Point and Lynchburg, with several more considering their pledge. We have two major donors: Gus Lamond and John Tyner, and Capital has more than 138 Walter Zeller Fellows.

Our goal for our District Convention in Williamsburg is to be able to announce that we have 12 Model Clubs, two more Major Donors and be able

Service Leadership Programs Join the Fight

to present at least 13 Zeller Fellows on stage during our activities. I would ask each of you to consider how best you will support The Eliminate Project this administrative year—there are many avenues open to you. I would particularly ask those remaining 40 clubs within Capital that have yet to make any donation to the cause, to do so by Williamsburg through having at least a “happy-dollar” or “loose change” collection at your next couple of meetings to make sure your club joins the rest of us working for The Eliminate Project.

Be sure to attend our district convention and hear our two Capital district members who made field trips for MNT talk about their in-country experiences. Our Saturday luncheon program features Tysons Corner / McLean’s member Immediate Past Governor Jeffrey Wolff, who went to Cambodia, and Botetourt County, Troutville’s member Dr. Robert Allan who traveled to Conakry, Guinea in West Africa. You will discover exactly how successful our efforts and our funds have been for the people of the world in true Kiwanis fashion. Your Team and I are available to assist you in any way we can in your pursuit of eliminating MNT from the world as we develop a solid foundation for success over the next two and a half years.



By Jeffrey Wolff
Vice Chairman, SLPs
The Eliminate Project

Our Service Leadership Programs are playing a very active part in Kiwanis’ Global Campaign for Children. Through the combined efforts of our CKI, Aktion, Builders, K-Kids and Key Clubs an impressive \$1.8 million dollars has been raised towards their total goal of \$7 million.

Key Club and CKI Districts everywhere have engaged The Eliminate Project in many cases as their district projects, thereby mobilizing their clubs to fundraise for our efforts to eliminate maternal neonatal tetanus worldwide. Right here in the Capital District, over \$100,000 has been raised in the past two years by our Key Clubs alone.

This past February, Circle K International clubs started a new signature fundraiser for The Eliminate Project called “Show your love, save a life”. The event was focused around Valentine’s Day where CKI clubs had the opportunity to hold events like Eliminate, a speed-dating fundraiser or a Dance to Eliminate. Some CKI clubs did bachelor/bachelorette auctions or Valentine’s Day themed dinners with the proceeds going to MNT.

Our Aktion, Builders, K-Kids and Key Clubs banded together last month to

Continued on page 31

Front and Center

Don't Forget the Dads

Marketing materials for The Eliminate Project feature images of mothers and their children, but they are not the only ones affected by this tragic disease.

Jeffrey Wolff, The Eliminate Project vice chairman overseeing Service Leadership Programs for the campaign, reflects on his recent trip to Cambodia, a small country in Southeast Asia, to witness the efforts of UNICEF and the government to improve child health.

If you look through the images we use to promote The Eliminate Project, you'll notice they revolve around the mother and child, naturally, because that is the connection we are protecting. However, this isn't the complete story. What we don't see has been cropped out—the fathers, brothers, grandfathers and uncles.

In February, I was extremely fortunate to be part of a delegation that visited the Kingdom of Cambodia. We were given the rare opportunity to see many UNICEF programs throughout the country.

On our second day, we visited the Veal Ang Popel Health Center in the Kampong Speu province.

While visiting the health center, I noticed that most of the men were clustered together under a tree, off to the side of the facility. With an interpreter, I spoke with these men to find out their thoughts. Most were husbands, but there were also some



brothers and uncles. Some had traveled long distances by motorbike or taxi (few people in Cambodia own cars) from their villages to ensure that their wives' or sisters' needs were being met. They were very thankful that organizations like UNICEF were helping ensure that babies were being born with a healthy start. Many of the men were taking time off from work to make sure that the women received the necessary care.

As a relatively new dad myself (I have two daughters under 3 years old), memories of the prenatal visits to the OB/GYN are still pretty fresh. I vividly remember the concern I al-

ways felt in the back of my mind that the pregnancy was progressing along safely and that both my wife and baby were healthy. These men were no different. It was clear to me that they had similar concerns about their wives and the health of their children.

Health centers like this one are where women come to receive prenatal care and—now even more often—to deliver their babies with a trained birth attendant. In 2007, only one in five women in Cambodia would travel to a health center where a trained professional would deliver their

Continued on page 31

THE ELIMINATE PROJECT WALTER ZELLER FELLOWSHIP



Imagine more than **690** lives full of possibility

One Zeller pledge can save or protect more than 690 women and their future babies from MNT. If those 690 women each gave birth to just one child, their children could:

- Receive **251,850** goodnight kisses per year
- Give their parents **1 million** hugs a year
- Form **62** soccer teams
- Fill **27** kindergarten classes

One pledge of US\$1,250 to The Eliminate Project will save or protect more than 690 lives from maternal and neonatal tetanus.

JOIN A NOBLE GROUP

Become a Walter Zeller Fellow

You can become a Walter Zeller Fellow by making a one-time gift or two-year pledge of US\$1,250 to The Eliminate Project: Kiwanis eliminating maternal and neonatal tetanus.

The Walter Zeller Fellowship is named for Walter Zeller, who made the first gift to establish the Kiwanis International Foundation in 1940. By becoming a Zeller Fellow, you too can make history.



MAKE A SIGNIFICANT IMPACT

Maternal and neonatal tetanus is at last on the brink of elimination. With a gift of US\$1,250, you have the power to keep more than 690 women and their future babies safe from this deadly disease.

THE ZELLER MEDALLION, A SYMBOL OF THE HIGHEST REGARD

The Walter Zeller medallion is an exclusive award, unique to The Eliminate Project. Walter Zeller Fellows receive a medallion, along with a commemorative lapel pin, certificate and other forms of recognition.

ACT NOW TO CHANGE 690+ LIVES

Make an online gift or pledge using our secure form for The Eliminate Project—or, if you prefer, fax or mail your completed gift or pledge form to:

The Eliminate Project: Campaign Office
Kiwanis International Foundation
Attn: Walter Zeller Fellowship
3636 Woodview Trace Indianapolis, IN 46268 USA

Or call 1-800-549-2647, ext. 267 (U.S. and Canada), or +1-317-217-6267 (worldwide) to make your Walter Zeller Fellowship gift by phone.



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GET SOCIAL

ELIMINATE
maternal/neonatal tetanus
 **Kiwanis** |  **unicef**

With an Internet connection and the click of a button, sharing information about The Eliminate Project and other Kiwanis projects has never been easier! Read further to learn the different social media outlets available for communicating your club's projects, plus ready-made messages available by The Eliminate Project Campaign team. You can also download the official Social Media Brochure here: http://sites.kiwanis.org/Kiwanis/Libraries/Eliminate_-_New_resources/Social_media_brochure.sflb.ashx?download=true

SHARE

Share

When you hear about something happening with The Eliminate Project, share it with your friends. Feel free to promote anything we publish.

What to share?

- News, resources, links, photos and videos



JOIN TELL

Join

Connect with The Eliminate Project online. We're on Facebook, Twitter, YouTube and Kiwanis International's Flickr account. Subscribe to any or all of these accounts so you can stay in the loop on the latest news.



www.TheEliminateProject.org



www.Facebook.com/TheEliminateProject



www.Twitter.com/EliminateMNT



www.YouTube.com/TheEliminateProject



www.flickr.com/KiwanisInternational

Tell

Now you're ready to tell your own stories and inspire others to get involved with The Eliminate Project. Your voice matters!

Ideas for posts on Facebook or Twitter:

- What does The Eliminate Project mean to you?
- What have you learned about The Eliminate Project?
- How do you plan to raise funds to support The Eliminate Project?
- Why did you give to The Eliminate Project?

Try these templates too.

Just fill in the blanks with your own information. Think about including content that's relevant to your own local community.

- I support The Eliminate Project because _____.
- I plan to donate _____ to The Eliminate Project.
- US\$1.80 covers three doses of lifesaving tetanus vaccine, which will save or protect one woman and her children from MNT. US\$1.80 = a cup of coffee = _____.

Say it your way

It doesn't matter how you tell your story. Just get the word out. Email your friends. Post updates on Facebook. Start your own blog, or make comments on posts to The Eliminate Project blog at www.TheEliminateProject.org/blog.

Tip

Pay it forward: It's fun to share videos on email or Facebook. Find them at www.YouTube.com/TheEliminateProject.

Tip

Spread the word: Sharing is as easy as clicking the "share" button on Facebook. Find stuff to share at www.Facebook.com/TheEliminateProject.

Tip

Sign up: Subscribe to our blog at www.TheEliminateProject.org. It only takes a sec!

service + fundraising ideas

1

Flower pot fun

BEST FOR: ALL KIWANIS-FAMILY CLUBS

Timeline: 2–4 weeks for preparation;
2–3 hours on day of event

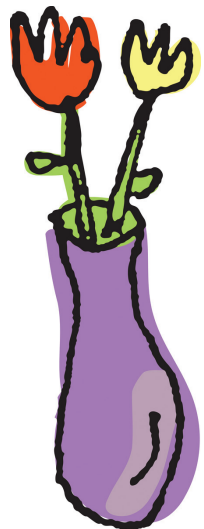
Give away hand-decorated flower pots in exchange for a donation, or donate them to a local hospital or women's shelter to raise awareness.

TO-DO LIST

- Select a site
- Buy supplies
- Choose time for painting
- Recruit crafters
- Protect painting surfaces
- Paint pots
- Price pots
(Suggested donation: US\$5 to \$10)
- Plant flowers
- Collect donations or donate flowers

THINGS TO THINK ABOUT

- Be sure there's a sink and soap nearby for cleanup.
- Lay a tarp if you're working inside.
- Ask before you donate live flowers.
- Share examples to inspire the painters.



SUPPLIES

Small clay flower pots
Acrylic paint
Paint brushes
Wipes and soap for cleanup
Newspapers to line tables
Aprons
Disposable gloves
Tarp
Trash bags
Extra potting soil
Prepotted flowers (mums work well)
Packaging
Money box and change

Flower pot fun

2

Walk to Eliminate

BEST FOR: ALL KIWANIS-FAMILY CLUBS

Timeline: 6–8 weeks for preparation;
3–4 hours on day of event

Plan a walk that will parade through town to raise funds and awareness.

TO-DO LIST

- Choose a venue
- Plan a scenic route
- Get approval from the property manager
- Check with local police for regulations
- Hire security for any street crossings
- Set a registration fee (maybe US\$35)
- Create registration and donation forms
- Look for sponsors and notify local press
- Recruit participants
- Order T-shirts and bib numbers
- Get your event on community calendars
- Recruit registration and course volunteers
- Mark the course with arrows, cones and flags
- Create a start area and finish line
- Provide water
- Set up tables and tents for registration
- Give participants bib numbers
- Recognize top finishers or fundraisers

THINGS TO THINK ABOUT

- Base the walking distance on the fitness level of participants.
- Walkers dressed in event T-shirts get noticed.

SUPPLIES

Street or course map
Flags, arrows, cones, paint
Bullhorn
Money box
Small bills for change
Registration forms
Donation envelopes
Pens
Bib numbers
Safety pins
First aid kit
Water source
Cups
Trash bags



Walk to Eliminate



3

Cook-off

BEST FOR: KIWANIS CLUBS, CKI CLUBS AND KEY CLUBS

Timeline: 6–8 weeks for preparation; 8–10 hours on day of event

Host a cooking competition featuring a local favorite food—barbeque, chili, jambalaya—and charge tasters for the opportunity to sample and vote for a winner.

Cook-off

SUPPLIES

- Paper for ballots
- Signage for instructions
- Money box or envelope
- Small bills for change
- Hole-punches, table and outlet/power for each cook
- Bowls
- Spoons
- Napkins
- Pencils
- Ballot boxes
- Prize for winner

TO-DO LIST

- Select the featured food
- Pick a date and location
- Invite your favorite cooks
- Pour on the promotions
- Set a price to taste and vote
- Create the punch-card ballots
- Buy paper products
- Recruit volunteer servers
- Sell the ballots
- Announce the winner
- Sell bowls of the winning recipe

THINGS TO THINK ABOUT

- Ballots will list cooks, leaving a place to punch the card once the voter has tasted that product. Each voter then circles his or her favorite.
- Holding the cook-off at halftime of a sporting event or in conjunction with another event will give you a built-in crowd.
- Cooks could be club members, school staff or local celebrities.



4

Golf scramble

BEST FOR: KIWANIS CLUBS

Timeline: 10–12 weeks for preparation; 8–10 hours on day of event

Invite teams of golfers to participate in a fun format of play, competing for prizes and glory.

SUPPLIES

- Registration form
- Scorecards
- Event advertisements
- Sponsor signage for each hole
- Prizes
- Drinks
- Coolers
- Ice
- Other refreshments
- Change (if selling food)
- Calculator

TO-DO LIST

- Form a committee with golf knowledge
- Select a course and a date
- Pick a scramble format
- Determine your max number of teams
- Search for sponsors
- Solicit/purchase prizes
- Post event signs at the course
- Invite teams of four golfers
- Collect money and registrations
- Put sponsor signs at each hole
- Sell “mulligans” or other advantages
- Load up a cart with refreshments
- Tally scores
- Announce winners and proceeds

THINGS TO THINK ABOUT

- Weekdays will attract business people; weekends will attract families.
- Buy prizes at the Kiwanis Family Store.
- Increase the fun by hosting a raffle or contest and letting golfers purchase mulligans, kicks and throws.
- Avoid handling cash by tracking golfers’ purchases and settling up at the end.



5

Dining for donations

BEST FOR: ALL KIWANIS-FAMILY CLUBS

Timeline: 4 weeks for preparation; 2–4 hours on day of event

Encourage patrons to visit a new or favorite restaurant in exchange for a portion of the proceeds from purchases.

SUPPLIES

- Paper for fliers
- Signage
- Informational brochures

TO-DO LIST

- Pick a restaurant
- Approach management about details
- Choose a date and time period
- Establish how patrons will identify themselves
- Create an event flier
- Distribute fliers to all potential participants
- Have club reps there to welcome others
- Hang a sign to identify The Eliminate Project
- Follow up with staff to receive your check
- Reward classroom/group with biggest turnout

THINGS TO THINK ABOUT

- Popular chain restaurants have established policies while local eateries may need to work out details with you.
- Some restaurants also offer gift-card matching. Ask about it and how it might benefit your event.



Dance, baby, dance!

6

Dance, baby, dance!

BEST FOR: K-KIDS, BUILDERS CLUBS, KEY CLUBS AND CKI CLUBS

Timeline: 4–6 weeks for preparation; 8–10 hours on day of event

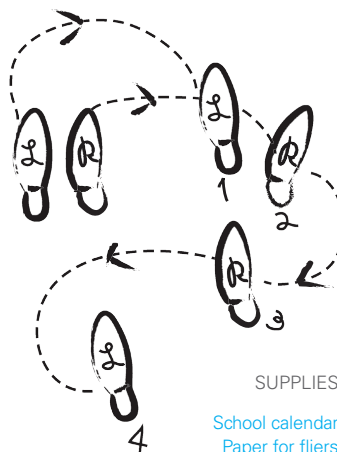
Host a fun-filled event for participants willing to collect pledges, and dance, dance, dance all night long.

TO-DO LIST

- Pick a date, venue and times
- Get approval from the administration
- Set minimum pledge amount
- Hang posters and fliers
- Distribute pledge forms with a due date
- Order T-shirts
- Hire a DJ or band
- Purchase refreshments
- Recruit volunteers for setup and cleanup
- Find volunteer chaperones for younger groups
- Decorate your venue
- Set up The Eliminate Project area
- Plan alternative activities (e.g., games, karaoke)
- Collect pledges

THINGS TO THINK ABOUT

- Collect money from dancers on the day of the dance.
- Rotate groups of dancers to allow breaks.



SUPPLIES

- School calendar
- Paper for fliers
- Poster board for signs
- Money box or envelope
- Snacks
- Drinks
- Cups
- Paper products
- Alternate activities (e.g., games, karaoke)
- Prizes, giveaways
- Computer to show video
- Video projector

Dining for donations

Golf scramble

Tasting party with a purpose



7

Tasting party with a purpose

BEST FOR: ALL KIWANIS-FAMILY CLUBS

Timeline: 2–4 weeks for preparation;
2–3 hours on day of event

Offer a sampling of beverages, chocolate or cheese while you educate people about The Eliminate Project.

TO-DO LIST

- Find an appropriate venue
- Schedule a date and time
- Ask vendors to provide products for tasting
- Solicit merchants to provide other foods
- Decide what else your evening will include
- Hire a band or other entertainment
- Set ticket amount
- Advertise as soon as details are set
- Print and sell tickets
- Recruit an emcee
- Create a handout listing products to sample
- Purchase supplies and decorations
- Recruit volunteers to distribute samples
- Decorate with The Eliminate Project materials
- Set up video

THINGS TO THINK ABOUT

- Offer a wide variety of samples.
- Set aside time to show the video.
- Add a raffle or silent auction.
- Let vendors sell sampled products.

SUPPLIES
 Decorations
 Glassware
 Plasticware
 Plates
 Napkins
 Paper for handouts
 Audio equipment
 Video projector
 Computer to show video

8

Dress down day

BEST FOR: K-KIDS, BUILDERS CLUBS, KEY CLUBS AND KIWANIS CLUBS

Timeline: 4–6 weeks for administration approval;
2–3 hours on day of event

Collect a donation in exchange for the privilege to dress down or wear jeans one day at school or work.

TO-DO LIST

- Pick a date
- Get approval from school or office administration
- Set a donation amount (a multiple of US\$1.80)
- Decide how donations will be collected
- Hang posters or fliers
- Use newsletters and email promotions
- Promote the event at an assembly
- Decorate your collection/education area
- Give a receipt or pass

THINGS TO THINK ABOUT

- This project will only work in a school where uniforms or a strict dress code are required.
- Help teachers identify who has permission to dress down with some sort of “receipt,” either a printed pass, a label to wear or a wristband.
- Create The Eliminate Project T-shirts for volunteers.



SUPPLIES
 School or office calendar
 Paper for fliers
 Poster board for signs
 Money box or envelope
 Small bills and change
 Receipts of some sort
 Computer to show video

Dress down day

9

Karaoke talent show

BEST FOR: ALL KIWANIS-FAMILY CLUBS

Timeline: 4–6 weeks for preparation;
3–4 hours on day of event

Collect monetary donations from audience members as “votes” for their favorite contestant.

TO-DO LIST

- Select a site
- Borrow/rent a professional karaoke machine
- Compile a collection of song choices
- Recruit contestants
- Decorate donation jars for each singer
- Ask vendors to donate prizes
- Decide whether you’ll charge admission
- Set up The Eliminate Project materials
- Announce winners and proceeds
- Award prizes

THINGS TO THINK ABOUT

- If the machine can record, create and sell CDs of performances.
- Collect donations to hear the principal sing.
- Consider teams (e.g., cheerleaders vs. basketball players).



Karaoke talent show

SUPPLIES
 Karaoke machine
 Song discs (depending on system)
 Song lists
 Fliers
 Donation jars
 Money box
 Small bills, if charging admission
 Prizes

Download the Service + Fundraising Ideas Booklet here:

http://sites.kiwanis.org/Kiwanis/Libraries/Eliminate_-_New_resources/Fundraising_idea_booklet.sflb.ashx

Get more ideas and share your own here:

www.theeliminateproject.org/ideas

My Kiwanis Moment

Brian Cofrancesco

Kiwanis Club of Charlottesville

In June 2010, I was given the life-changing opportunity to travel to the Philippines with a team of Kiwanis family members to learn about our soon-to-be-announced Global Campaign for Children, The Eliminate Project. A rising senior in college serving as Capital CKI Governor, little did I know that this experience would be my Kiwanis moment.

Before learning about The Eliminate Project, I only knew tetanus to be associated with rusty nails and metal – I had not heard of maternal/neonatal tetanus (MNT) nor the reality that it kills a baby every 9 minutes and a mother every 20 minutes. I learned quickly of the devastation of MNT upon reaching the Philippines when, on our first day, we came face-to-face with an infant whom had contracted tetanus. We watched as the baby writhed in pain, jolting on the hospital bed from the muscle spasms and lock jaw; we stood observing from behind a glass wall, beside the baby’s mother who could not be in the room to comfort her own child.

In contrast to witnessing the suffering of infants and the agony of on-lookers, I witnessed a vaccination day at a regional health center where swarms of women and children packed the entrance lobby. The women were incredibly candid



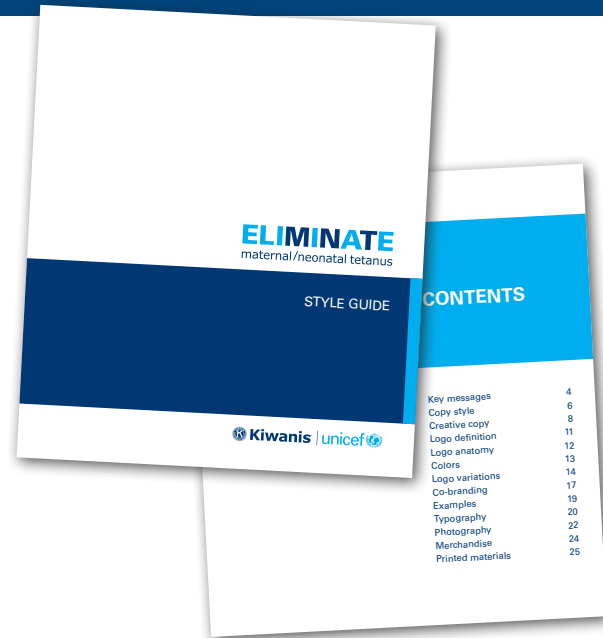
with us and even allowed us to sit in the room as they received their tetanus vaccines. As I watched one young, pregnant mother, I noticed she was nervous, although she was smiling. I asked her how she felt, and she replied that she was scared of the needle but very happy to be protecting her future child from tetanus. It then became clear what The Eliminate Project was about—keeping families whole across the world.

“Though thousands of miles away from home, we had found friends who shared the same core value and mission as us: serving the children of the world.”

Towards the end of our trip, on the streets of a rural village, we ran into the President of the local Kiwanis club who “saw Kiwanis on your shirts and knew these were my friends.” He invited us to a pig roast with his club members and although he did not know which international project Kiwanis had selected, he asked that we support the campaign for tetanus—he knew the prominence of the disease in his country and across the world. The conversations with his fellow club members helped me realize the trip as my Kiwanis moment. Though thousands of miles away from home, we had found friends who shared the same core value and mission as us: serving the children of the world. The Eliminate Project is an opportunity for Kiwanis family members across the world to unite to combat a single disease and change the course of history. Together we will eliminate maternal/neonatal tetanus, and no doubt create countless Kiwanis moments for members everywhere.

Serving with Style

Before you begin your promotion of The Eliminate Project, please take a moment to review The Eliminate Project Style Guide for some tips on fine tuning your message, working with logos and images, and more! You can download the entire guide here: http://sites.kiwanis.org/Kiwanis/Libraries/Eliminate_-_New_resources/The_Eliminate_Project_Style_Guide.sflb.ashx



Tips from the Style Guide:

Eliminate Project, The

Refer to the project as “The Eliminate Project.” Never use the word “Eliminate” without “The” in front of it and “Project” after it. Do not type the word “Eliminate” in all caps (ELIMINATE).

No one, other than Kiwanis International, has the authority to change the name of the project in any country.

Kiwanis blue



Print Pantone:
PMS 295

Print CMYK:
C 100
M 70
Y 0
K 40

Screen RGB:
R 0
G 47
B 95

Web-safe color (HEX):
003366

UNICEF cyan



Print Pantone:
Process cyan

Print CMYK:
C 100
M 0
Y 0
K 0

Screen RGB:
R 0
G 153
B 255

Web-safe color (HEX):
0099FF





95TH Annual

Kiwanis Capital District Convention

August 16 – 18, 2013

The DoubleTree by Hilton Convention Center
50 Kingsmill Drive, Williamsburg, VA 23185

NEW WORKSHOPS

- Board of Directors Training
- First-Time Secretaries Training
- Returning Secretaries Training
- SLP Advisor Training
- "K"- Family Feud
- Update on the New Buy-laws Form

FREE Registration

Choice of "All Inclusive Meal Package" or A LaCarte' Selection

Register by July 25
To Avoid Late Fee

Friday

District Committee Meetings
Exhibitors & Vendors

Come to Rio Carnival

6:30 – 9:30 pm

Fun-filled Evening with
Music, Dinner, Dancing & Fun
*Dinner will be a wide selection of
Latin & American Fare*

**Vendor & Exhibitor
Tables Available**

Check the website for
pricing & information

Saturday

Exhibitors & Vendors
Awards Breakfast

*Elizabeth Miller from The College of Williams & Mary is
our Guest Speaker*

- Training & Break-out Sessions
- Fellowship Luncheon
- Jeff Wolff & Robert Allen, Jr.*
- Their experiences of their Eliminate Trip*
- Ducky Derby
- Delegate Sessions
- Governor's Banquet

Sunday

- Delegate Session
- Inspirational Breakfast
- Alan Penn, Imm. Past President,*
- Kiwanis International, Guest Speaker*
- Installation of 2013-2014 Capital District Officers

All inclusive five-meal package ONLY \$135.00

Visit the Website for More Details

Hotel Registration Online

www.thewilliamsburghotelcc.com

757-220-2500 DIRECT ONLY

Mention Kiwanis & Use Code 375980

Let Us Be Your Guide

We'll take a bus trip
across the famous
James River on the
Jamestown Ferry to
Bacon's Castle, then
visit Historic
Smithfield. Lunch
voucher will be
provided. Visit shoppes
on your own.

Enjoy Safe, Secure & Easy
on-line Registration
On our Website

@KiwanisPathwaystotheFuture

www.KiwanisPathways2013.com



ELIMINATE
maternal/neonatal tetanus

HOTEL ACCOMMODATIONS

The DoubleTree by Hilton &
Conference Center

Room Rate is \$99.00++/Night
(Free Parking)

Rates apply for reservations made
BEFORE July 18, 2013



Service Showcase

News From Capital District Kiwanis Clubs


Division 9

The Frederick Kiwanis club recently held a drawing for a signed miniature of a picture commemorating The Great Frederick Fair's 150th Anniversary. The original painting was done by Rebecca Pearl. The club sold tickets for a chance to win this picture. Total monies raised for The Eliminate Project was \$810.

Division 11

On April 27, 2013, the K-Kids from the Oak Orchard Boys and Girls club, sponsored by the Greater Millsboro Kiwanis, had a "Bounce for Babies" fundraiser to benefit The Eliminate Project. Members of the Club, who collected pledges for their exercise ball routines, raised over \$166 towards the effort to fight maternal and neonatal tetanus. Kiwanis members Meri Jo Montague and Millie Charnick gave the K-Kids, and an audience of parents and concerned citizens, an overview of




Kiwanians Jo Montague and Millie Charnick educate young students about The Eliminate Project.


this worldwide effort to save millions of lives.

Division 12

The Kiwanis Club of Towson-Timonium, MD, hosted a hamburger-hot dog stand at the annual May Festival, in downtown Towson on May 4 and May 5. Members of the Towson Univer-

sity CKI Club served the customers along with members, while other Kiwanians handled the money and cooked all those delicious hamburgers and hot dogs! The location of the booth was great – between the two courthouses and directly opposite the music stage. This year's groups were all tribute bands, so the music was even better than usual – U2, Journey, and The Beatles. The crowds were great, the weather was perfect, and all the music fans and their families came out for the fun. The club was delighted with the help from CKI, and they enjoyed serving the public! They are very grateful to Andy Haag for all his planning and coordination for




Towson-Timonium Kiwanians pose with CKI members from Towson University at the annual Towson Town Festival.



SLP members came out to support the Kiwanis Club of Severna Park's Bowling Tournament for The Eliminate Project.

this fundraiser event. The club plans to give two Walter Zeller Fellowships this month from the funds that were raised.

Division 14

Severna Park Kiwanis' 2nd Annual Kiwanis Bowling Tournament was held at AMF Southdale Lanes in Pasadena on Saturday March 23rd.

The event included bowling (prizes for high-score, secret frame, etc.), a silent auction with items donated from local vendors, door prizes, a 50/50 raffle, plus a bake sale. They raised about \$1,400 with \$1,000 going towards The Eliminate Project as well as the John's

Hopkins Miracle Network. They had great participation from their Key Clubs and CKI Club. Everyone had a great time and it was a good way to get people involved and interested in what we do.

Division 20

The Mount Vernon Kiwanis Club is accumulating proceeds from their twice-weekly 50-50 raffles to donate to The Eliminate Project. Mount Vernon Kiwanis is a strong supporter of The Eliminate Project and participates in other regional clubs' fundraising efforts.

The Kiwanis Club of Tysons Corner/McLean, VA held their first annual

Kiwanis Bowling Day, which benefited The Eliminate Project. The event was held on March 24th at AMF Bowling in Annandale. Over 75 bowlers from Kiwanis and the community were in attendance for a fun day of bowling for a good cause! Over \$1,500 was raised for The Eliminate Project from the registration and raffles. The club is proud to be considered a Model Club and is also raising funds with their 2nd annual Mother's Day Card project.

Division 23

The Kiwanis Club of Toano sponsored a Jazz Concert on May 11 in support of The Eliminate Project. It collected \$2,700 for the project. There were no expenses involved. The band offered the concert free of charge and the theater offered its facility at no cost. With this new money, the grand total of contribution by the Toano Club to The Eliminate Project has now exceeded \$9,100. The club's Eliminate Project Committee is considering other fundraising activities and hopes to raise more money for this very worthy cause.



Tysons Corner/McLean Kiwanians bowled to raise funds at their first annual Bowling Day for The Eliminate Project.

Getting the Word Out

Want to Promote The Eliminate Project in Your Club?

By Jack White, Chairman
District Public Relations Committee

This is a tricky question because, first, the club must decide how it wants to support this worldwide Kiwanis project. Only then, can you decide how best to promote it.

Supporting The Eliminate Project, of course, means raising money. Where can a club get those funds? I suggest we have four primary sources. Which of them you are pursuing at a given time will determine how to go about promoting it. These are the sources:

1. CLUB GIFTS

Every Kiwanis club I know has fundraising projects from which money is earned to be spent for charitable purposes. If you would like to use some of your club's charitable funds for The Eliminate Project, the members -- particularly the Board -- need to be convinced. How can you do this?

First, with a meeting program. Any club members already sold on The Eliminate Project can give testimonials. The KiwanisOne website has a large gallery of short videos, one or two of which should be shown as part of this program: <http://sites.kiwanis.org/Kiwanis/en/theeliminateproject/newresources/videos.aspx>



KiwanisOne also has fliers and other printed materials that can be handed out to club members and leaders. This link has resources for use by people who will be making presentations to clubs with different levels of knowledge: <http://sites.kiwanis.org/Kiwanis/en/theeliminateproject/newresources/howtogetstarted.aspx> At the website, simply click on any of the Online Resources to download that document.

2. CLUB MEMBERS

This is a variation on the above. If properly educated and asked, many club members will want to make individual contributions to The Eliminate Project as part of their own charitable

giving. The same meeting program that encourages the club to spend some of its fundraising dollars on The Eliminate Project can encourage members to make individual gifts.

At these programs, in addition to The Eliminate Project literature, members should receive gift envelopes and pledge forms. Someone then must follow up to be sure all gifts and pledges are collected. Remember, many members will not want to commit to personal giving until it has been discussed with their spouse or other financial partner.

Many clubs have members with financial resources that indicate they could make a large gift to The Eliminate Project. For these people, a different

type of solicitation probably is in order. Option 4, below, has suggestions for doing this.

3. COMMUNITY FUNDRAISERS

Many clubs will count on getting a large share of their funds for The Eliminate Project from people in their communities. This is essentially fundraising like clubs always have done – except, this time, it is for a specific purpose.

An Eliminate Project fundraiser should be easy to promote. “Our Kiwanis Club is sponsoring a pancake supper (or rummage sale or street party, whatever) and the proceeds will be used to save children’s lives by eliminating maternal/neonatal tetanus worldwide.”

A statement of this type should be on every promotional flier and sign, and in every article and press release that you write. Include The Eliminate Project logo and a photo of a child or a mother being inoculated (KiwanisOne.org has many such photographs).

For a typical \$7 per person pancake supper, if you anticipate a \$4 profit to the club, your promotions could say the money our Kiwanis Club will make from each meal served will protect two mothers and all of their children from this dreadful, deadly disease. Be specific and be graphic.

To get the story out, choose a club member who is a natural sales person to visit the news department of each media outlet serving your community. Be sure to call ahead for an appointment with a specific reporter or other employee. At the meeting, tell that person about The Eliminate Project and the fundraiser your club is planning. For this visit, your club member should be armed with The Eliminate Project literature and, in advance, send the news person an email with links to short explanatory videos, and photos that print or online media could use. In the email, say “I have an appointment to discuss this with you at 3:30 pm., so please save these links.”

After The Eliminate Project is explained, ask that person for help getting information about your event to the community. Then say you hope the news department will be there and cover the event with an article, photos, video -- whatever they use. Give your news contact a press release or an informative fact sheet. With a fact sheet and information they get from you, they can write their own news article.

Promise to have people available who can be interviewed about The Eliminate Project and tell how you hope the proceeds of this one event will protect the lives of more than 500 mothers and their children from maternal/neonatal tetanus (assuming the club makes \$1,000 and each mother’s vaccine costs \$1.80). If you make this offer, be sure you are prepared when the news people show up.

The Eliminate Project Official Resources:

GETTING STARTED

<http://sites.kiwanis.org/Kiwanis/en/theeliminateproject/newresources/howtogetstarted.aspx>

VIDEOS

<http://sites.kiwanis.org/Kiwanis/en/theeliminateproject/newresources/videos.aspx>

FUNDRAISING IDEAS

<http://sites.kiwanis.org/Kiwanis/en/theELIMINATEproject/newresources/Fundraisingandserviceideas.aspx>

PR TOOLKIT

http://sites.kiwanis.org/Kiwanis/Libraries/Public_relations_toolkit/Public_relations_toolkit.sflb.ashx

BANNER DISPLAYS

<http://sites.kiwanis.org/Kiwanis/en/theeliminateproject/newresources/Bannerdisplays.aspx>

SIMPLE FUNDRAISER

http://sites.kiwanis.org/kiwanis/en/theeliminateproject/blogs/13-04-28/A_simple_fundraising_idea_with_large_potential.aspx

Getting the Word Out

Finally, Kiwanis International has developed a package to help clubs organize, promote and present a specific type of fundraising event. Take a look. Even if you choose to sponsor a different type of fundraiser, the publicity resources will be helpful: http://sites.kiwanis.org/kiwanis/en/theeliminateproject/blogs/13-04-28/A_simple_fundraising_idea_with_large_potential.aspx

4. COMMUNITY DONORS

Done properly, this group could be your best source of Eliminate Project funds. What do I mean?

Most communities have individuals who, if properly approached and motivated, can and will make substantial gifts to causes such as The Eliminate Project. Keep in mind that they will likely be tough sells because others in the community regularly ask them for donations. So how should you go about it? Let me offer a few suggestions:

First, tap the collective knowledge of your club members for a list of these prospects. Then, a simple one-on-one approach may be best. Actually, two club members should make each visit. If a club member knows a prospect well, he or she should be one of the callers. Otherwise, choose people who talk well, can make a brief, targeted presentation, and will represent your club and The Eliminate Project in the best manner possible.

Always call ahead for an appointment. Say you are from the Kiwanis Club of Anytown and have a matter to discuss with [the potential donor] that will take no more than ten minutes. If you want to see them at work and someone in the club knows how their office operates, get suggestions on which person to call for the appointment.

I would prepare a brief (2-3 minute) slide presentation that can be shown at an office desk or in a living room, preferably on an iPad or other tablet device. It could include a brief Eliminate Project video. And since it must look good, get help from a specialist. Otherwise, have a small number of printed items to give the prospect, but choose them carefully. The club representatives should be dressed appropriately and rehearse their presentation in advance before a small test group. Actual presentations are called “show time” – which is NOT a time to look for the right iPad button, or fumble through papers to answer a common

question. Be sure to ask the test group for their comments and suggestions – and take heed of them.

Give the prospect a gift envelope and pledge card. If he or she does not make a decision during the visit, be sure that a proper follow-up is made. Also, keep in mind that many large donors want to remain anonymous – so every other group in town will not be on their doorstep the next day. Assure them their Eliminate Project gift will not be made public.

High-dollar prospects also can be approached in small groups. Stage an invitation-only event, either in a small meeting room or in a home that can comfortably accommodate the group. Begin with beverages and snack food, then have your best presenter offer a program similar to what you would make to your club – but shorter. You could show a short Kiwanis video and have a testimonial (or two), but leave enough time for Q&As. Depending on

I'm talking to a club that knows about the campaign and wants more information.



the size of the group, the video could be watched on a desktop computer screen or even projected onto a plain wall. And be sure to leave time to close the sale, that is, in a very low-pressure way ask your prospects for their financial support.

To add extra zing to the event, query the local medical community for a doctor who knows about neonatal tetanus and is willing to talk to this group about the disease -- how it is transmitted, the painful death it causes, and how vaccinations can prevent it.

Finally, for large-dollar prospects in your club, the same two approaches should work. However, if you approach them as a group, it should be a special Kiwanis group and if they already have been told about The Eliminate Project, keep that part of the presentation brief.

Is this a challenge? You bet it is, but great things require great efforts. Let's go to work!

EASY CLUB FUNDRAISER →

Print this label and place it on a container to collect funds to support The Eliminate Project.

ELIMINATE
maternal/neonatal tetanus
Kiwanis |  **unicef**




© UNICEF/NYHQ2010-0655/Asselin

Protect the connection between mother and child. Make a gift and help eliminate maternal and neonatal tetanus.

Beyond the Call

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

Ronald G. Cunningham Kiwanis Club of Charles County, MD

Career educator and Charles County Public Schools Deputy Superintendent Ronald G. Cunningham was on the Board of the United Way of Charles County when he met John Harris, Jr., a long-time member of Kiwanis in Charles County. Ron was a great believer in community service and it did not take much convincing for him to join the Charles County Kiwanis Club. Upon joining, he set as a goal to encourage student-led clubs through Kiwanis—seeing another opportunity for students at all levels to be involved in school and community service.



With the support of Ron and Superintendent Richmond, “Junior” Harris invited high school principals to breakfast to inform them of the benefits of forming Key Clubs in their schools. Within a couple of years, middle school principals were invited to their own breakfast to hear about Builders’ Clubs, and in the last few years the focus was on elementary schools.

Mr. Cunningham passed away unexpectedly on December 31, 2011. His love of the Kiwanis Family and assistance in its growth throughout the Charles County Public School System is a lasting legacy that has touched many children.

Superintendent James E. Richmond said of Ron, “Mr. Cunningham was

my colleague and personal friend. He was the person who handled the day-to-day operations of the school system and supervised the principals. Most of all, he was student-centered. He loved children and made sure that the best interest of children was at the core of each decision.”



Send us stories or advertise your events
in *The Capital Kiwanian*!

Email editor@capitaldistrictkiwanis.org

Deadlines

August/September Issue: July 7th

October/November Issue: September 7th

SLPs

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celebrate Eliminate Week from May 6-10 leading right up to Mother's Day. Each individual SLP had unique fundraising and awareness activities that were tailored to their program and clubs were encouraged to do something for the campaign each day in their schools or communities.

In addition, Key Clubs worldwide have been donating the proceeds of Trick or Treat for UNICEF for the past two years to The Eliminate Project totaling over a million dollars to date. This past October, tens of thousands of collection boxes were ordered from the Kiwanis Family Store by Key Clubs.

Kiwanis clubs are strongly encouraged to involve the SLP clubs that they

sponsor in the planning of Eliminate Project fundraisers, rather than just execution. If your Key Club or CKI club is at the table for discussions leading up to the event, they will feel greater ownership and be more likely to involve their friends and family. Don't forget that all SLPs track their donations separately from their sponsoring Kiwanis clubs and are eligible to receive their own forms of recognition.

The Dads

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child. Instead, they would deliver at home, often in unsanitary conditions and by an unskilled traditional birth attendant. These babies and mothers would be at risk for tetanus and other diseases. Now, thanks to the efforts of UNICEF and its partners, four out of five babies are being born at health centers, and their mothers are receiving vaccinations and prenatal care.

Even though the state of prenatal care has improved and more babies are being born healthier in Cambodia, there is still a long way to go. We need to work together as a global community to ensure that children everywhere have a healthy start in life.

Communications

The activity of conveying information through the exchange of thoughts, messages, or information.

Public Relations

The practice of managing the flow of information between an individual or an organization and the public.



Are you a professional in either of these fields?

If not, do you have experience that would let you help our Kiwanis clubs communicate with members and tell their communities about their good work?

If you answer "yes" to either of these, the District Communications & Public Relations Committee would like you to become a volunteer member of our team.

What will be involved? First, a short training session (or two), by video, from your home or office. Then, you will help clubs – mainly by video conference and email – become proficient in these two areas.

To maximize results, we will try to match your skills and experience to the needs of the individual clubs.


To learn more, with no obligation, contact the committee chair

Jack White • Abingdon VA • 276-619-3831 • jackwhite@whitelawoffice.com



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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