



MICHIGAN *Builder*

Serving the children of the world | Michigan District | **FEB/MAR 2023**



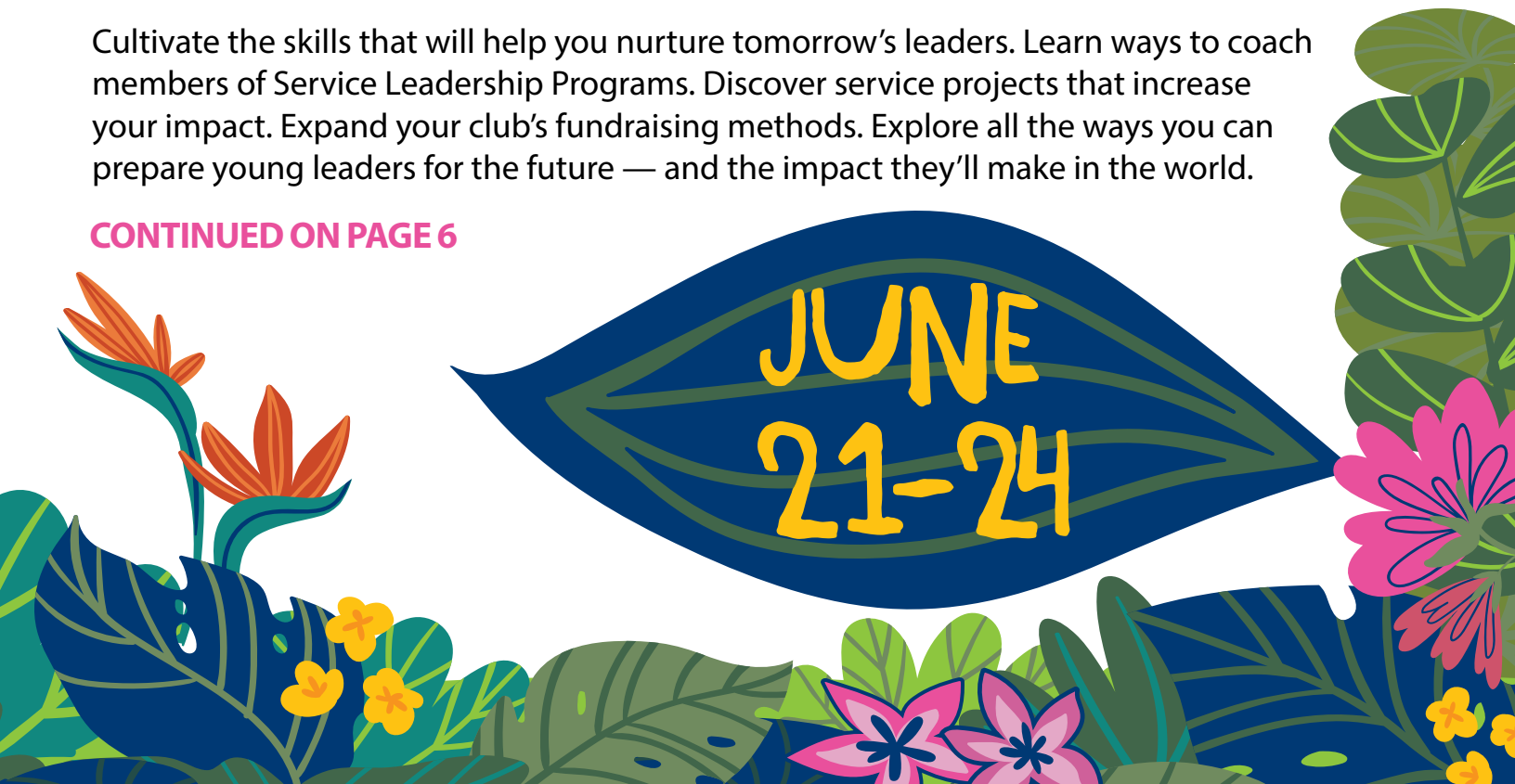
Kiwanis[®]
CONVENTION 2023
MINNEAPOLIS

RIGHT HERE IN THE USA!

Cultivate the skills that will help you nurture tomorrow's leaders. Learn ways to coach members of Service Leadership Programs. Discover service projects that increase your impact. Expand your club's fundraising methods. Explore all the ways you can prepare young leaders for the future — and the impact they'll make in the world.

CONTINUED ON PAGE 6

**JUNE
21-24**





Michigan Builder

Michigan District of Kiwanis International
(USPS344-660)

Vol. LXXXVI

February/March 2023 No. 3

Phone: (517) 676-3837

Toll Free: (877) MIKIWANIS

Fax: (517) 676-6600

E-Mail: executivedirector@mikiwanis.org
www.mikiwanis.org

GOVERNOR

Vicki Okuniewski

GOVERNOR-ELECT

Renea Callery

IMMEDIATE PAST GOVERNOR

Rosemary Robinson

EXECUTIVE DIRECTOR

Greg Smith

PUBLISHED BI-MONTHLY

Fountain Communications, Inc.

Julanne Williams

email: julanne1@me.com

DESIGN AND LAYOUT

Gerry Talarico

THE MICHIGAN BUILDER

is published Bi-monthly for \$20 per year, by
The Michigan District of Kiwanis,
P.O. Box 231, Mason, MI 48854.

Articles are due to the editor by the 5th of the month
prior to the month of publication.

Builder Publication Schedule

Issue	Deadline	Issue	Deadline
Feb/Mar	Jan. 5	Aug/Sept.	July 5
Apr/May	Mar. 5	Oct/Nov.	Sept.5
June/July	May 5	Dec/Jan	Nov. 5

Attention: Club Presidents, Secretaries & Bulletin Editors;
Lt. Governors and District Chairpersons. Submit all articles, photos and
video to districtoffice@mikiwanis.org. All photo and artwork must be sent
as either jpg or bmp files. Video must be sent as mpeg files.



February

- 4 Circle K Snowpia Adrian
- 11-14 Charity Poker - Saginaw
- 15 Deadline for ALL CLUBS filing IRS 990
- 25 KiwanisONE Divisions 5 & 6
- 27-28 Club Opening - Grass Lake
District Convention Planning Meeting

March

- 1 Deadline for ALL CLUBS annual report of club elections
- 4 KiwanisONE Divisions 1 & 2
- 5-11 Aktion Club Week
- 11 KiwanisONE Divisions 13 & 14
- 17-19 Key Club- District Convention- Bay City
- 25 Circle K- District Convention - Mason
- 25 KiwanisONE - Divisions 16 & 18



Vicki Okuniewski
2022-23 Governor
Michigan District
Governor@mikiwanis.org

Happy New Year and Happy February!

We are well into our second quarter of the Kiwanis year here in the Michigan District.

I hope all of your clubs had successful club fundraisers and parties and service projects over the holiday months! I am still seeing great photos of your projects on the internet!

In the next few weeks, we will be moving into our newly named "KiwanisONE" season (formerly Spring Divisionals) in our District! We are all making plans for successful meetings in all of our Divisions. Some of you will be seeing new locations! Sue Petrisin is developing plans for new ways to present our Club Leadership Education! There will be a new format for the CLE's, but we are still holding CLE's on the same date as our KiwanisONE event!!

The Foundation will be holding a 50/50 raffle, and possibly a silent auction of gifts and gift baskets.

Lunches, for the most part, will be on simple side: a box lunch, a pizza or sub sandwiches.

We want to see as many clubs attend as possible and as many club members from each club as possible! We always have a great time seeing our neighboring clubs. If you have never attended, you may be interested in seeing what "KiwanisONE" is all about and help us celebrate the accomplishments of each club represented! Past Governor Rosemary Robinson will be passing out awards for 2021-22!

The invitations with the lunch orders will be mailed or emailed soon. The First "KiwanisONE" will be at the end of February. So, let's get ready to celebrate your club's successes!

I look forward to greeting all of your clubs at each "KiwanisONE" in the next few weeks of Spring!

Vicki Okuniewski



Renea Gallery

2022-23 Governor-Elect
Michigan District

Governor-Elect@mikiwanis.org

During Christmas I was Blessed to be able to spend a few days with my kids in California.

While sitting there with my 50 year-old daughter (average age of a Kiwanian) who is a District Manager of Aramark HealthCare+ working in 10 hospitals, this very important question was asked.

"What would you need to become a member of Kiwanis?"

She said, well, I know you spend a lot of time doing community service, but as a very busy professional, WIIFM?

This is a simple, but basic question we all need to know how to respond to. And we know that there are many more. What is the basic fit or need for others?

She understands the community giving participation but as a full-time worker, how would she have an opportunity to give back to the community?

Are we only about the Community Giving? What do you tell people you invite to a meeting about understanding all that Kiwanis does and the VALUE we give to so many.

Is it just the community service – who do we give that to? The Senior citizens, the little kiddos, the high schools or college students? How about the adult challenged areas.

W.I.I.F.Y.

What's In It For Me/You

In answering that question, the answer would be YES – ALL of the ABOVE. But wait... there is so much more.

Have you looked or thought about the Education and Leadership opportunities? Have you gone to a District or International Convention lately?

Sue Petrisin, Past International President and our Education Director, puts together an outstanding group of education and leadership opportunities that are available at conventions, Club Leadership Education and online pages.

I went to Governor training and the VALUE of education and leadership I received was priceless. But you don't need to be a Governor to get this value, as we offer it to you in many ways.

Have you ever received training through your work, or other organizations and received it for FREE, or even \$100? I know I can say I have paid thousands of dollars through my leadership positions at work or my other organizations I belonged to and NEVER received the education I have received from Kiwanis in my last five years.

What about the Connections you make, whether it's for your job or just new friends? In Kiwanis we all have friends that we have known for years and still stay in touch with.

Have you looked in to the 2 for 2 Program? This is a great way to go out with a partner because it's sometimes easier to do when talking to businesses. While meeting with potential members, the 2 for 2 Program is a great tool and literally walks you through the process of securing a new member.

As you are talking to a new potential member, remember to ask yourself: What's In It for Them? Share your experiences of being part of a family, an organization that puts children first and is always giving back to the community. Share your Story with them. Your passion as to why you are a member of your club.

It's the stories that sometimes hit the heart for people. We can give them all kinds of stats, that are very helpful – but it's about the Connection, the Heartfelt desire to want to help others. It's the passion to work with our K-Kids - Builder's Club – Key Club – Circle K and Atkion members by giving them the opportunity to learn and grow.

This is something I learned to talk about when describing the many VALUES that Kiwanis offers:

R.O.A.R.

Recruit - Orientate - Activate - Retain

- Access to powerful leaders/ local & international
- Build confidence & self-esteem
- Business opportunities
- Delegation skills
- Good speaker program
- Instant resources
- Mentoring - coaching
- On job training
- Planning skills
- Problem solving

These are just a few of the many opportunities and VALUE that a membership in Kiwanis has to offer you,

So, let's do the 2 for 2 and ROAR.



Greg Smith

Executive Director
Michigan District

executivedirector@mikiwanis.org

Pare, Pair and Pear

Ah, February. Welcome to the shortest month of the year. We're glad it's the shortest month because we are soon going to be ready for winter to be over. **How are you going to spend your time this month? Going to a warmer climate? Planning your spring outdoor projects? Preparing for the year ahead? How about your Kiwanis plans?** Your club is now starting its 5th month of the Kiwanis year. It might be a good time to review what's working and what's not. That's where the first word on our list comes in.

PARE: *Are the efforts of your club still making an impact in the community? Are there too many little items your club continues to do that prevents you from exploring new ideas? Are there so many items that your members are getting stretched?* It could be time to take a look at this and pare down what you are doing. This can open up the club to new ideas and focus on what your club is all about. Look at this way. Can you make a greater impact giving \$100 to 10 different organizations or \$500 to 2 organizations? What do you want to be known for? Once this review is complete it's time to consider the next word on the list.

PAIR: Now that you know what your club wants to accomplish and how you want viewed in the community, you have a great message to share with everyone. It's now time to use the TWO for TWO program to get new members in your club. Each month two members go out and talk to two prospects about Kiwanis. You go out in PAIRS because it is more effective. **Do you think if your club talked to 24 people over the course of a year, 5 or 6 would want to join?** All the details of the entire program are on the Michigan District website at mikiwanis.org under Club and Member Resources and then Membership Club Notes or you can speak with anyone on the District membership team.

Finally, the third word in this Builder issue.

PEAR: Since a pear is a fruit, it brings to mind the saying "Ye shall be known by the fruits of one's labor". The result is the outcome or rewards of one's work or efforts. Note it is not the fruits of one's talking or thinking or always planning. It requires effort, doing, labor, engagement, etc. **How is your club known in the community? Are you satisfied with how your club is perceived or even known?**

Now that you have determined the focus of your club and have a method to go talk to prospects, you can use this new message to create the image you want. Go out and talk to people, spread the word, go where the people are you want to recruit. By the end of this Kiwanis year, the fruits of your labor will be abundant.



A SNAPSHOT OF WHAT YOU CAN EXPECT:

WEDNESDAY

WELCOME TO MINNEAPOLIS RECEPTION

Explore the Kiwanis Marketplace to pick up some new ideas and swag from exhibitors and connect with other Kiwanians.

TOUR A LANDSCAPE STRUCTURES PLAYGROUND

THURSDAY

MORNING GENERAL SESSION:

2023 KIWANIS CONVENTION KICKOFF The opening session features Clint Pulver. The Emmy Award-winning presenter.

AFTERNOON GENERAL SESSION:

KIWANIS LAUNCHPAD: CULTIVATING COMMUNITY

Keep a notebook handy for this Kiwanis Launchpad — these speakers will have your brain overflowing with ideas. From running a club more efficiently, to convincing prospects to join Kiwanis.

A VARIETY OF SESSIONS TO EDUCATE AND ENTERTAIN.

From “How to Build a Little Free Library” to Leadership, Membership Growth, Discovering Grants and How to Apply, Diversity, Equity & Inclusion, Two for Two - 2.0, Youth Protection, Creating Inclusive Clubs, Secret Sauce of CKI, Mentorship, Fundraising and so much more!

FRIDAY

More incredible Sessions.

KEYNOTE SPEAKERS & ENTERTAINMENT



Come for the entertainment and stay for the sessions. Clint Pulver has been a professional drummer for more than 20 years. He’s played with some of the biggest names in music in some of the biggest venues around the world. You may recognize him from the movies “School of Rock” and “Napoleon Dynamite.”



Andrew Zimmern knew from a young age that he wanted a career in food. After attending college, he cooked in and then managed a dozen New York City restaurants. On Friday, June 23, Zimmern will show Kiwanians how it’s possible to

positively impact the lives of others one meal at a time.



THE OAK RIDGE BOYS

The four-part harmonies and upbeat songs of The Oak Ridge Boys have spawned dozens of country hits, and a pop smash earned them Grammy, Dove, CMA and ACM awards.

Kiwanis[®]

CONVENTION 2023

MINNEAPOLIS

LEARN MORE

[VIEW CONVENTION CATALOG](#)

REGISTRATION

3-DAY PACKAGE

June 22-24

\$375 (Feb. 15-May 15)

\$475 (May 16-June 19)

ANNUAL MEETING ONLY

Saturday, June 24

\$199 (Feb. 15-May 15)

\$249 (May 16-June 19)

VIRTUAL ADMISSION

Thursday & Friday

\$59 (Feb. 15-May 15)

\$79 (May 16-June 19)



Message from Governor Vicki

I hope all of you will consider and plan to attend the International

Convention this Spring.

It is an experience that you will never forget and an opportunity to meet other Kiwanis leaders and members from around the World! The opening ceremonies are very heartwarming when you see all of the various countries who are participating in the ICON and hear the opening speeches from President Bert West and others!

I hope you will join me and other club members and leaders from around our Michigan District at this year's Convention!!! You will have an enjoyable time! You can come early and stay over to enjoy all that Minneapolis and St. Paul MN have to offer!

Kind regards,

Victoria Ann "Vicki" Okuniewski

Governor of the Michigan District of Kiwanis International

Bus Trip to Kiwanis International Convention

We are considering chartering a bus to take us to the Kiwanis International Convention in Minneapolis from June 20-25. We would leave on June 20 and return on June 25.

We would need at least 50 people to go to cover the cost. With that number the cost would be \$280 per person.

Let me know by the end of February if you are interested and I can give you more details.

Greg Smith

586-530-5174

executivedirector@mikiwanis.org

100 Years

Thank You From The Kiwanis Of Michigan Foundation

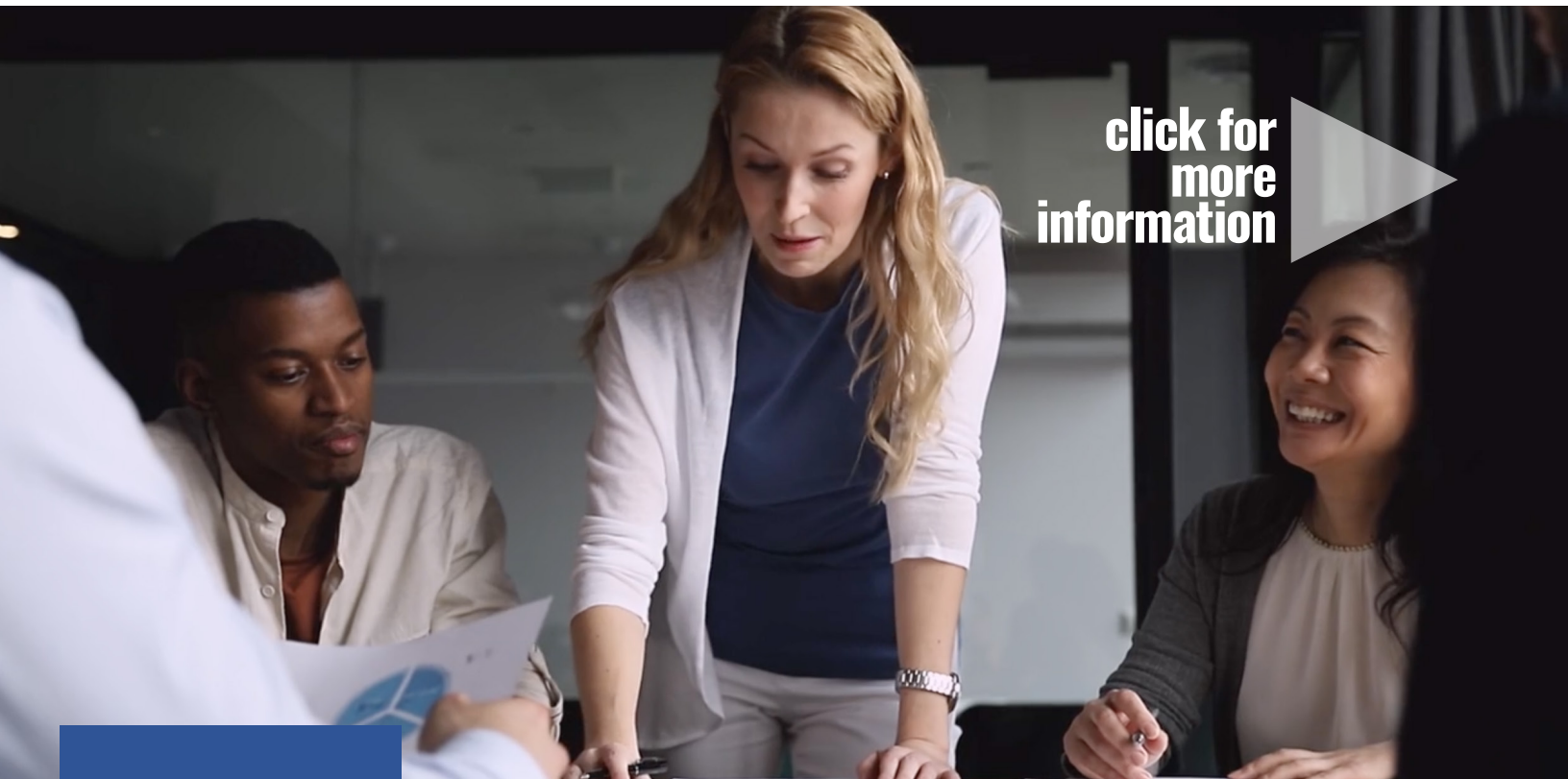
A HUGE thank you to all who helped us celebrate 100 years of partnership between the Kiwanis of Michigan Foundation and Child and Family Life Services at Mott Children's Hospital since 1922. Your donations will go to the Foundation's Endowment Fund so that we can ensure that this partnership will continue for many more years.

Individual donors will receive a pin and club donors will receive a banner patch at spring divisionals. Thank you to our donors...

Kiwanis Club of Addison
Kiwanis Club of Allen Park
Richard Arnst
David Babbage
Fran Babbage
Bonnie Bartlett
Kiwanis Club of Brighton
Kiwanis Club of Brooklyn
Denise Browning
Sue Caulkins
Kiwanis Club of Coldwater
Kiwanis Club of Dearborn
Kiwanis Club of Detroit #1
Dennis Dimoff
Kiwanis Club of Downriver West
Dennis Dudley
Louisa Elsey
Paul Elsey
Larry French
Kelly Fusinski
Kiwanis Club of Garden City
Karen Gerow
Kiwanis Club of Gladwin
Fred Gray
Scott Greenlee
Lourdes Gunjab

Kiwanis Club of Hillsdale
Kiwanis Club of Hudson
Dee Hudson
Kiwanis Club of Jackson
Donald Killion
Pat Korloch
Phil Krauss
In memory of Richard Luther
Ann Mattson
James Mattson
Hugh McNichol
Peggy McNichol
Allen Medwick
Kiwanis Club of Metro North – Troy
Kiwanis Club of Mt. Pleasant
Karen Moore
Vicky Okuniewski
Kiwanis Club of Onsted
Janet Ott
Mark Ott
Gary Patterson
Shirley Pittsley
Ben Probert
Rosemary Robinson
Kiwanis Club of Saginaw
Kiwanis Club of Saginaw/Thomas Twp

Kiwanis Club of Saline
Margie Schleicher
Gordon Schleicher
Kiwanis Club of Shelby Golden K
Kiwanis Club of Shorewood
Kiwanis Club of South Haven
Kiwanis Club of South Lansing
Kiwanis Club of Southgate
Sally Springer
Cliff Stone
Cathy Stone
Bev Surratt
Gary Surratt
Krista Surratt
Lawrence Tyrchniewicz
Charles Walker
Kiwanis Club of West Branch
Steve Witt
Joe Wolfe
Kiwanis Club of Woodhaven
Kiwanis Club of Wyandotte 1000



**click for
more
information**

BECOME THE LEADER YOU WERE MEANT TO BE

Everyone can identify a great leader. But what makes a leader great? It takes education and training. Kiwanis International is training the next set of great community leader through Kiwanis Amplify, a new on-line leadership development program for those who want to amplify their team-leadership skills.

Participants learn how to improve more than their Kiwanis club. They gain skills to improve careers, communities, schools and the lives of adults and children everywhere. More than 1,100 Kiwanians from 41 districts on five continents have participated in Kiwanis Amplify.

Registration for the next class is open until March 24, 2023. The program starts April 3.

"I've had the opportunity for leadership training with companies like American Express, Hilton Hotels and Disney," said Kelly Pena, a Kiwanis Amplify graduate from the California-Nevada-Hawaii District. "And I will tell you that Kiwanis Amplify rates up there with these top companies' leadership programs."

More than 85% of those who responded to the post-program survey said they learned at least one new thing from

every module. "This program has given us the opportunity to invest in our own club members in providing leadership knowledge and training," said Jean Long Manteufel, another graduate from the Wisconsin-Upper Michigan District. "And it is awesome."

Kiwanis Amplify is conducted online. Participants can complete their assignments at a time that's convenient for them. Eight leadership topics are covered in the course:

- The qualities of a good leader.
- Methods of communication.
- Planning engaging events.
- Promoting diversity, equity and inclusion throughout a team.
- Working with others.
- Sharing a message.
- Strategic planning.
- Self-care.

The participation fee is US\$200 for members of Kiwanis International. The fee is \$600 for non-members.

It's Back

Canada / U.S. Goodwill Dinner



What: Eastern Canada Division #3 Clubs, Seaway, Sarnia Lambton Golden K, Forest Kiwanis Club and Petrolia & Area Kiwanis Club, are holding the CanAm Banquet

When: April 28th 5:00PM

Where: Royal Canadian Legion Branch 62, 286 Front St N, Sarnia, ON N7T 5S7

What's to Eat: BUFFET for 200 guests: Ham and roast beef, mashed potato, salad, mixed veggies, rolls, pie, coffee/tea

Cost: \$35 CDN, \$30 USD

Program:

Speaker topic: COVID successes:

1. Brianne Machan/first anywhere virtual Key Club
2. Forest Kiwanis: Kineto make-over
3. Seaway Kiwanis: review 60 years of service
4. Petrolia and Area Kiwanis Club: Introducing our new Kiwanis Club

Entertainment

We will have payment methods, a hotel list with special rates and more information on payment methods soon.

Contact:

Richard C. (Dick) Felton
Lieutenant Governor
EC&C Division 3
1-519-464-6134

Greg Smith
Executive Director,
Michigan District
586-530-5174

In my view...



Peter Mancuso
Trustee-Counselor
for the Michigan District

As Kiwanis members, we strive to make life better for children of the entire world so that future generations will thrive, prosper and grow. We provide them with vaccines, food, books, safe playgrounds, leadership development and many other important life necessities. Until I traveled the world as international president last year, I never fully understood how vital a role we play in children's lives.

We all share a responsibility to ensure that Kiwanis is strong and growing — through new members, new clubs and new ways of extending our service in communities. A growing membership means more service. It also gives us greater fellowship; solves financial problems at every level of our organization; and provides us with more outstanding leaders who are willing to serve.

On average, more than 26,000 people join Kiwanis each year — proving that people see value and worth in the Kiwanis experience. Whether a member joins a new club or an existing club, each new member provides assistance to an estimated 206 children by actively engaging in club service and fundraising efforts. If more of us invited more people to our meetings, to our events and service projects, the Kiwanis membership ranks would grow, and we would be able to help more children. That's why we need everyone now to invite family, friends, colleagues and others to join us, whether or not recruiting members is your strong suit or your principal passion.

It is also very important that we "close the back door"; that we retain and engage the members that we have, and work to keep existing Kiwanis clubs prosperous and growing, to be able to have even more ambitious service projects over time. When was the last time you checked with a member of your club who hasn't been to a meeting in a while to see how they were doing and let them know how much they are missed?

Opening new clubs is also vital to building Kiwanis in communities worldwide — so that Kiwanis can remain positioned to meet the needs of children for years to come. We have seen over and over again that districts do not increase in membership unless they meet their new club opening goals and that they do so with clubs that are built to last. Clubs that have been opened in the past three years especially need continued nurturing. Sponsoring clubs and new club coaches play a vital role in this, and they greatly deserve our thanks for their service.



Happy New Year!

**THE SALVATION
ARMY BELL RINGING
REPORTS ARE STILL
COMING IN, BUT HERE
ARE THE TOTALS TO
DATE:**

**REPORTS RECEIVED
FROM 24 OF 133
CLUBS IN THE
DISTRICT**

**IN 500 HOURS OF
SERVICE TIME,
OVER \$33,000 WAS
COLLECTED.**

**KUDOS TO DIVISION 14
WITH THE GREATEST
PERCENTAGE OF
CLUBS PARTICIPATING,
AND THE GLADWIN
CLUB, OF DIVISION 19,
WITH NOT ONLY THE
GREATEST NUMBER
OF HOURS, BUT THE
LARGEST COLLECTION
AMOUNT.**

GREAT WORK TO ALL!

**IF YOU ARE
INTERESTED IN BEING
A PART OF THIS
COMMITTEE I WOULD
LOVE TO HEAR FROM
YOU!**

Hi! I'm Krista, a professional science educator, mother of two teenagers and eight furbabies, and the daughter of not one, but two, lifelong Kiwanians. I am happy to be serving in my first district position as your chair for the Human and Spiritual Values committee. Since first hearing of this committee I was excited to be a part of it, only to find that beyond a few invocations and tallying Salvation Army bell-ringing reports, very little is known. (more on those great bell ringers later) In fact, I've encountered many that have not even heard of the Human and Spiritual Values (HSV) committee, so if that's you...you're not alone.

Considering the relative obscurity that has become of this committee, it seems that there's no time like the present to spend this first set of articles having some unpacking discussions. As Kiwanians "The Objects of Kiwanis guide our organization. They are our values. Our beliefs. Our core. (<https://www.kiwanis.org/about/values>)". Our Object #1 is "To give primacy to the human and spiritual rather than to the material values of life". My first understanding was that as the first object, it was also the most important, but upon investigating the other Objects it seemed that they all joined and overlapped to create a basic format for what it is to be a Kiwanian without specifically defining what one is. I ask you to keep this in mind in consideration of "values". While there is a picture into which one's values will fit if they are acting as a Kiwanian, the specifics may not be identical. I'm not sure if this was intended almost 100 years ago when delegates approved the six permanent Objects of Kiwanis at the 1924 Kiwanis International Convention in Denver, Colorado. A lot has changed in our societies in the past 100 years. Well written documents can stand the tests of time, especially when we revisit them and make explicit how those words of old best translate to a modern society. International took a great step in making attentiveness to diversity, equity, and inclusion (DEI) explicit; "Kiwanis International believes that opportunity and dignity are essential to making the Kiwanis experience as fulfilling as possible for members, partners and others in the communities where we serve. Learn more about our continuing commitment to diversity, equity and inclusion (<https://www.kiwanis.org/about/values>)". While at the international level, DEI is its own committee, in the Michigan District DEI will be part of HSV for now.

All this being said, there's a lot to talk about! I look forward to speaking to you and with you about what not only has been historically attended to as human and spiritual values, but other definitions and considerations, how these values can and should show up in our activities, and how to think and act more inclusively as individuals and as Kiwanians.

I would also like, as part of my article series, to answer questions that you have regarding human and spiritual values or diversity, equity, and inclusion. Discussion is a powerful tool toward growth and excellence. Contact me any time with questions about how to better understand and work with both HSV and DEI.

Krista Surratt

kdamery36@gmail.com



Kiwanis®



Using Social Media as a Membership Recruitment Tool for your Club

Since the mid-2000's, social media has been one of the most widely used communication channels in the world. You might be using social media to stay connected with family and friends, catch up on current events, or share adorable animal videos.

But are you using it to your advantage to share the achievements and activities of your Kiwanis Club, and to make your club more inviting to potential members & guests?

Your club may already have a Facebook page, or may be posting on Instagram, Twitter or even TikTok. However, if you're not seeing the success you were hoping for with these platforms, it's time to revisit your social media strategy and optimize it for your club's success.

Here are 5 social media best practices to make the most of your online communications:

1. Show your club members (and their impact) in action.

Your club likely has a core group of active members and community partners who dedicate their time and energy to support the club. Obviously, this group of members and partners don't need a lot of convincing to get involved in each service project or opportunity you offer.

But for inactive or "potential future members", it can take more encouragement to convince them to volunteer. There are plenty of barriers to getting involved with volunteering, from not having enough free time to feeling self-conscious. Some of your inactive or future members might be worried they don't have the skills required or that their individual support won't make a major difference in your club's mission.

These potential members need proof that their actions will make a difference. So be sure to use your social media pages to highlight your members and partners in action, along with their specific accomplishments. This can provide the reassurance that your less-involved and potential members need to make the leap and sign up for an opportunity.

Share posts such as:

1. Videos and pictures of club members in action. Whether they are building a house, cooking meals for seniors, or planting trees, be sure to take photos and share them on your social media pages. This helps volunteers get a sense of what they'll be doing ahead of time.
2. Club impact summaries. Post statistics and results on your club's accomplishments. For instance, share how volunteers at your last opportunity were able to pack 40 backpacks full of new school supplies for local students, or packaged 100 homeless care kits for the local homeless shelter. Doing so shows prospective volunteers that if they do decide to get involved, their work will make a tangible difference in the community.

A great tip is to find a "social-media-savvy" member and have them livestream your service projects on Facebook or Instagram during the event to give your audience a "live" look at what your volunteers are working on. These actions help reassure any prospective members who are curious about what your volunteer opportunities consist of and the positive impact your club is making.

2. Maintain a professional, unified image.

Just because social media is seen as a more casual, off-the-cuff, communication channel doesn't mean your social media strategy should be equally as spur-of-the-moment. When your organization's volunteer program has a strong, unified brand, you show potential members that your organization is professional and legitimate. Here are some ways to portray your club in a professional but community-minded light:

- **Images:** People are drawn to social media posts that include images. Facebook posts with images receive 2-3 times more engagement than those without. Visuals have the power to capture your audience's attention, so you should choose your images wisely. Find photos that capture emotion and display your club members in action. Also, ensure any logos or branding uses your official fonts and colors.
- **Videos:** If your videos look too homemade, you'll encourage followers to scroll past without engaging. Ensure your videos are professionally designed, with your brand colors and uniform fonts throughout. In addition, include captions in your videos for hearing impaired individuals and those who are watching with the sound off.
- **Tone:** When it comes to social media, tone refers to the way you write any posts and messages. Whether you're seeking to be an information source or strike a warm, familiar tone, ensure you adhere to the same tone throughout all your posts.

Even if multiple people are posting from your social media accounts, you can still present a unified front by ensuring the same tone, phrases and hashtags are used in each post (i.e., #kidsneedKiwanis, #yourclubname, linking your club's FB page in the post, etc.).

3. Adjust your content and messaging depending on the platform.

Don't take a "one size fits all" approach to your social media posts. Each platform is unique, so the content you post on each channel should be tailored to it.

For instance, consider the following aspects of each social media platform:

- Instagram is photo and video-focused.
- Facebook is popular for text posts, photo albums, videos, livestreams, Events, and Groups.
- Twitter is text-focused and has a 280 character limit. Images and videos are also popular on this platform.
- TikTok is fully video-focused.

Social media is a powerful communication tool, but the average user will continue to scroll unless your post convinces them to stop. For example, Facebook should showcase the amazing things the club does so potential members can learn about Kiwanis and current members can reconnect with the reasons they love the club.

It's important to develop a strategy for each of these platforms, but ensuring these tactics work together with a multichannel communications approach is recommended. With a multi-platform strategy, you can ensure you're reaching different segments within your overall prospective audience. For instance, your younger audience might prefer communicating via Instagram, while your older audience prefers Facebook.

4. Make it a two-way conversation.

Your social media strategy shouldn't just focus on communicating to potential members, but also with them. Your social media interactions should be a two-way street that leaves the door open for volunteers and potential members to contribute feedback and get their questions answered.

Showing potential members that you care about their feedback encourages satisfaction and loyalty. Plus, when you design your volunteer opportunities with their feedback in mind, you can boost attendance. People will be more willing to come if they know the experience will appeal to their interests and preferences.

Use social media to send short surveys after each service project or event to assess participants' satisfaction levels and ask specific questions about aspects of each project, from check-in to the actual work volunteers did, and any challenges that need to be addressed before the next project or event.

For a more comprehensive understanding of how your club fits into the community and serves its needs, you should be completing the Kiwanis Community Needs Assessment. This step-by-step tool will lead you through the survey process. Along the way, it will reveal information about your club's service impact, partnership opportunities and possibilities for expansion. Schedule this survey annually — or any time the club has experienced significant changes in its membership or service interests.

[Click this link to the Kiwanis Community Needs Assessment](#)

5. Post member and volunteer recognition regularly to show appreciation.

Your volunteers help your club drive its mission forward and achieve its goals. Therefore, your volunteer engagement strategy is not complete without appreciation efforts that thank your volunteers (members AND non-members) for all the hard work they do to help your organization.

I recommend a variety of member and volunteer appreciation ideas that you can incorporate into your social media posts, such as:

- Posting "volunteer of the month" shoutouts that highlight the contributions of a dedicated club member, community partner, or volunteer.
- Recognizing guests that show up at your meeting, event or project. Give them a minute or two to tell everyone about themselves and make sure they are engaged in conversations with other club members throughout the meeting or event. Take a photo of them working on a project, or with club members at your meeting, and tag them on your social media pages. Follow up with a "Thank you for visiting our club" snail mail card or email, but be sure to FOLLOW UP!
- Tagging members, partners, and volunteers in your photos so they can easily share them on their pages. This gives your club more exposure with people who may be interested in what your club is doing.
- Host a "Partner Appreciation Dinner" at one of your weekly meetings or as a special event. Invite the leaders of those organizations that you've partnered with in the past year, such as Toys 4 Tots, Rotary, your local food pantry or homeless shelter, Gleaners, Habitat for Humanity, etc. Make certificates of appreciation and frame them, then recognize them at the dinner or event; you can also add a small gift and/or pay for their dinner. Again, be sure to take photos and tag the organization when you post the photos on your social media pages.
- You can also choose a "member of the month" to win a special prize, such as a free t-shirt or coffee mug, and post a photo of them posing with their award.



I hope these tips were helpful and that your club will bring in new members through the energy and efforts you put behind your social media presence.

I look forward to working with YOUR club in the coming year!

Barb Duran || Public Relations Chair

313-300-1710 || barbduranmikiwanis@gmail.com

In the meantime,
if you have some specific questions about public relations that you need answered, please send an email

2022-23 OFFICER INFORMATION CHANGES

MORENCI

K03921 (1952)

Sec: Rosemary Dickerson, c/o Premier Bank,
211 W. Main St., Morenci, 49256-1420

Phone: (517) 231-2047

Email: rdickerson49256@gmail.com

LINDEN

K03791 (1952)

Division 17

Shiawassee Shores Club House,
1515 W. Rolston Rd.,
1st & 3rd Wed., 6:15 PM

Sec: Deborah Brindle,
4380 Ray Rd., Grand Blanc, 48439

Phone: (810) 869-5870

Email: dbrindle@lindenschools.org

KALKASKA

K10460 (1981)

Pres: Nelson "Jerry" Cannon,
8656 M 66 SW Fife Lake MI 49633

Phone: (231) 369-2464

Email: kalkaskaso@yahoo.com

Sec: Jodi Magee

Phone: (231) 258-5030

Email: jmagee@kalkaskacounty.org

EASTPOINTE

K01385 (1925)

Pres: Sue Todd,
15872 Trumbull Dr., Macomb 48044-5021

Phone: (313) 881-5328

Email: todds@libcoop.net

Sec: Mary Furi,
22803 Englehardt St., St. Clair Shores, 48080

Phone: (313) 608-4472

Email: marylfuri@gmail.com

LIVONIA EARLY RISERS

K10316 (1981)

Pres: Brian Weiss,
14265 Norman St., Livonia 48154-4730

Phone: (734) 788-6945

Email: brianpatweiss@gmail.com

YPSILANTI

K00462 (1921)

Sec: Gerald Jennings,
333 Edison Ave. Ypsilanti, 48197

Phone: (734) 434-0117

Email: gjenning@emich.edu

2022-23 Meeting Information Changes

FLINT

K00042 (1917)

Division 17

Food Bank of Eastern Michigan,
1939 Howard Ave.,

2nd & 4th Thurs., Noon

LAPEER

K02468 (1941)

Division 17

Lapeer Country Club
3786 Hunt Rd, Lapeer, MI 48446

Wed., 12:15 PM

MOUNT MORRIS

K05006 (1958)

Division 17

Smokey Butts

372 N Saginaw Rd, Mt Morris, MI 48458

Wed., 12:15 PM



●

SAVE THE DATE

Kiwanis of Michigan

GREAT LAKES

Conference

AUGUST 17-20

BAVARIAN MOTOR LODGE

FRANKENMUTH

2023

2022-23 GOVERNOR'S MEMBERSHIP TROPHY

Boyne City	+7
Metro Detroit YP	+6
Metro North-Troy	+6
St. Joseph/Benton Harbor	+5

Net gain is from 10-1-22 thru 9-1-23 and includes clubs only with at least a net gain of +5 based on official membership numbers supplied by Kiwanis International.

as we go to

PRESS

Active Clubs	133
District Beginning Membership	3298
Reporting Members January 1, 2023	3349

Net Gain +70 members

In Memoriam

Ken Joiner
Utica-Shelby Township



SLP MEMBERS

	CLUBS	PAID MEMBERS
K-Kids	8	-
Builders Club	31	-
Key Club	91	2870
Circle K	8	116
Aktion Club	14	72