

Start Strong at the Great Lakes Conference



Friday 10am

New to the Great Lakes Conference? Join us for a quick and friendly orientation designed just for you. Get tips on navigating the schedule, making connections, and getting the most from your experience. Meet fellow first-timers, ask questions, and leave feeling ready and confident to dive in!

Education Block 1

Friday, August 15

Connecting the K's

Discover how building strong connections with our SLPs can strengthen the Kiwanis family. This workshop explores meaningful ways to engage student leaders—through service projects, meeting interactions, and officer collaboration. Key Club and Circle K members will share how to build partnerships that support their growth and inspire Kiwanis involvement.

Demystifying How to Secure your Social Media

Tips and tricks on securing social media to reduce fraudulent posts on fundraising events and account takeovers.

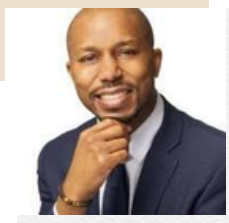
Three Foundations.

Learn about the differences between the Kiwanis of Michigan Foundation, Kiwanis Children's Fund and the MDK Foundation. Find out each of these foundations are positively impacting youth in Michigan.

Opening Session Keynote Speaker

Marc Alexander is back from KiwanisONE's to help us kickoff the 2025 Great Lakes Conference.

**Marc
Alexander**



Extending your opportunities with MSU Extension

Are you always looking for guest speakers? Are you itching to incorporate more volunteerism? Or maybe you're looking for more engagement in the communities you serve? Michigan State University Extension has experts and offices in every Michigan county that help you meet your goals. Learn how Extension professionals engage with Kiwanis already, and then participate in a brainstorming activity designed to help you find ways to work together with this statewide organization for the common good.

Making Meetings Fun and Inviting

Have you ever really listened to what your members say about your club meetings? What about complete strangers? Yes, your guests! Think about the things that happen from gong to adjournment that make no sense to a guest. Learn how to build a positive membership campaign in your community just by tweaking how your meeting is conducted

Education Block 2

Scroll, Post, Impact: Social Media by Gen Z

Want to make your club shine online? Led by a Gen Z social media pro, this workshop dives into tips, tricks, and tools for creating eye-catching, effective content. Learn how to boost engagement, share your impact, and keep it fun—straight from someone who grew up with a phone in hand!

Kids Coalition Against Hunger - The best hands-on service project ever.

This service project will help bring your Kiwanis family and community together. Explore how to fundraiser for the event, how to prospect for volunteers and how to find a local organization to take the food. Get a preview of the packaging day. Get tips on how to involve your Service Leadership Program.

Kiwanis Engage

The new Kiwanis platform, Kiwanis Engage, gives members, clubs and districts expanded capabilities and enhanced insights. Learn about the current and upcoming resources available to clubs, so you'll be equipped to use Kiwanis Engage like a pro - and to set up your club or district for success.

Traditional approaches to volunteerism and community engagement

Participants will learn how to embrace youth from the traditional teachings given by Saginaw Chippewa Tribal Elder Joseph Sowmick. Cultural examples of how family is "all part of the circle" will be shared with explanations of the Medicine Wheel and Seven Grandfather Teachings. Traditional approaches shared with Mt. Pleasant Kiwanis will highlight how volunteerism and community engagement is utilized in their service projects.

Build. Nurture. Retain.

This session will give members an overview of the membership initiative and how each member plays a vital role in membership efforts. We will explore proven recruitment strategies and tactics clubs can begin using now. Each pillar of Build. Nurture. Retain. will have its own workshop on Saturday.

Friday Night Special Event - Night at Kalamazoo Valley Museum

Enjoy an evening in Kalamazoo at the Kalamazoo Valley Museum.

Tickets are \$25

Education Block 3

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Club Presidents

Club President Education equips incoming Kiwanis club presidents with the knowledge, tools, and confidence needed to lead effectively, foster member engagement, and support club growth. The training emphasizes goal setting, communication, and collaboration to ensure a successful and impactful year of service.

Hear To Serve: Empowering Communities Together

Emphasize the importance of actively listening to the voices and needs of clubs, enabling them to better understand their communities and make a more meaningful impact. By fostering open communication, collaboration, and empathy, clubs can align their efforts with the unique challenges and opportunities in their local areas.

Build. – More communities need Kiwanis

Does your club have a nearby community that needs Kiwanis? What should you look for in a viable club site? Have you ever thought about opening a club as a service project? Why does everyone believe being a sponsoring Kiwanis club is expensive and difficult? Get the answers to these questions and more during this workshop.

Education Block 4

Healing The Foster Child Within

The voice of a foster child. Learning the importance of hearing a foster child.

Gaming for Good: Using Charitable Gaming to Raise Funds for Your Community

The Michigan Charitable Giving Gaming Association (MiCGA) is a statewide association that educates on charitable gaming and advocates for the charities that use it to raise funds for their communities. Join Kate Hude, MiCGA Executive Director and Kiwanis Club of East Lansing member for an introduction to charitable gaming in the state of Michigan.

Club Secretaries & Treasurers

Club Secretary and Treasurer Education provides vital training on the administrative and financial responsibilities essential to successful club operations. Participants gain the knowledge and tools needed to maintain accurate records, manage budgets, submit required reports, and ensure compliance with Kiwanis policies and procedures.



Shhh -- why Kiwanis is the Best Kept Secret in Town!!

This workshop helps clubs strengthen their recruitment strategy by focusing on community visibility, effective branding, and strong partnerships. Participants will learn how to attract new members by showcasing their impact and deepening community connections.

Nurture. – Foster strong clubs and engaged members

Whether you are mentoring a new club, helping an existing club refocus, or sponsoring a new member, understanding how to nurture clubs and members is key to greater community impact and increased member engagement.

Kiwanis of Michigan Foundation

This workshop will provide an overview of the Kiwanis of Michigan Foundation, including its mission, impact, and how clubs can support hospitalized children through Foundation contributions. Attendees will learn practical ways to engage their club members and communities in supporting the Foundation's vital work.

Education Block 5

Identify and Nurture Future Club Leaders

Strong leadership is the backbone of any successful club or organization and great leaders don't just appear; they're developed. This webinar will explore how to proactively identify emerging talent within your club and create intentional pathways for leadership development. Through practical tips, real-life examples and proven strategies, participants will learn how to empower members, encourage growth and build a strong leadership pipeline that ensures the club's continued success and sustainability.

Make an Impact! How Kiwanis clubs are changing kids' lives with support from the Children's Fund

The Kiwanis Children's Fund is impacting children all over the world by supporting Kiwanis-led service projects. Hear inspiring stories from club service projects that are creating better futures for children around the globe. Your club has the opportunity to help Kiwanis reach 10 million children who need Kiwanis the most by supporting our newest campaign- The Possibility Project.

Retain. – Keep members coming back for more

Attracting new members is essential, and retaining existing ones is equally—if not more—crucial for long-term success. There are hundreds of ways to keep members engaged and improve your membership retention rate. This workshop will discuss effective tactics for your club and options that allow a member to remain in your club and “Kiwanis differently” from their traditional counterparts.