



International Convention 2022





Overall Experience

- Great speakers on various topics
- Helpful to hear from other clubs about fundraising and other ideas
- Definitely believe it is worthwhile to attend again next year in Minneapolis
- Focus on mental health, literacy and healthy eating
- Kimberly focused on Membership, Finances/Foundation Management, Fundraising
- Cathi focused on SLPs, Grant Writing, and Marketing/Public Relations
- Nicki focused on Fundraising, Special Projects, and Mental Health



Kimberly's Breakout Session Summary

Membership, Public Relations and Partnership Committees

- Look at all events from three lenses
 - Membership growth and retention
 - Partnership possibilities
 - Public relations opportunities
- Look for partners with similar mission/passion
- Partners can also become members
- Cultivate relationships with local media for PR – papers, magazines, radio, TV, social media



Kimberly's Breakout Session Summary

Managing Your Club Foundation

- Tax returns and financial information should be available on website for potential donors
- Should have a professional investment advisor - pro bono if possible
- Investment professional should NOT be voting foundation Board member
- OK to move money from Club accounts to Foundation but not other way
- Many have different process where net funds raised at all fundraisers go to Foundation (and thus are tax deductible for individuals) and then the Foundation does an annual grant to club for services
- For most Clubs, the foundation manages the funds and the club does fundraisers and determines how funds are spent in the community



Kimberly's Breakout Session Summary

Raising Money for Club Clauses

- Be cautious not to make specific designations for fundraising... shared our pillars as a solution and many clubs liked the structure
- When you ask for donations, ask for HELP and remember you are the voice of the kids in your community that cannot ask for themselves
- You are not asking them for money... you are asking them to JOIN OUR CAUSE
- Keep in mind success is funds raised, but ALSO can be new donors, more money from previous donors, new club members, community awareness, and member engagement / pride
- Keep trying for the “big win” – often 10% of donors will give 90% of the \$ so keep trying to identify and engage the 10%
- Note that for games that are NOT games of chance (and require a skill or knowledge) usually do not require a permit / license to execute



Kimberly's Breakout Session Summary

Fundraising ideas generated from the Convention

- Interesting ideas other clubs do already:
 - Best of Contests - Pizza, Fish Fry, etc.
 - Matching Funds for partner organizations to help them raise more money
 - Donation jars in local stores and restaurants
- Interesting ideas for our club as a result of listening to other clubs
 - Can we create a coupon book to sell at AWT Pancake Breakfast / Booth / Race that is a “bonus” for business that sponsor us and as a way to get AWT visitors to go to other businesses in the area
 - Books (Little Libraries) at laundry mats and other places kids have to hang out and need entertainment
 - Partner with other like-minded organizations to amp up an existing... for example partner with the Moose Club for spaghetti dinner so we have more folks to sell tickets and more volunteers to help at the event



Cathi's Breakout Session Summary

- **Social Media**

- Use short, friendly copy that is useful, inspirational & entertaining
- Have a clear call to action (share it, like it)
- Tag everyone in the club
- Request and designate Social Media Advocates to "Share" posts from Kiwanis page
- Share article from the Kiwanis Magazine that is online
- Twitter is vital as that is where media and press hang out
- Create event for meetings that might join causes and people
- Have members do a 40 second video for social media on Why did you become a Kiwanis? Inspire others to want to be great
- Have members do a testimonial about a recent "Kiwaniis Moment"
- Have members do a 40 second video for social media on What is your legacy? Inspire others to want to do more and be more.



Cathi's Breakout Session Summary

- **SLP Ideas (Builders Club, Key Club)**
 - Add a K-Kids program to an elementary school. The new KI President will focus on that in the upcoming year.
 - The SLP Kiwanis Advisor and Faculty Advisor should schedule a meeting with the school principal to develop a bond
 - Local clubs pay for the SLP Faculty Advisors Kiwanis membership from the Admin Account
 - Use K-Kids members in fundraising projects! Makes great pictures
 - Ask a Key Club member or members to be a speaker at a club meeting/social
 - Use all SLP family of clubs to focus a membership drive of their parents/guardians
 - Have a few fun events during the year with all the Kiwanis Family members that doesn't involve anything but relationship building
 - Do membership drive for Kiwanis and SLP members at a PTO meeting describing the benefits of SLP participation



Cathi's Breakout Session Summary

- **Grant Writing**
 - Solid Project Plan with a budget is first
 - Identify the highest need and ASK THE CLUB - "Do we have the capability and interest in doing this project?"
 - Grants focus on long term goals of a project that is sustainable
 - Grant funds should only total approximately 12% of the project
 - Use Community College to assist with grant writing
 - Quantitative data is important



Nicki's Breakout Session Summary

Fundraising

- Do something that gets the most members involved that you will be the most known for.
- Most clubs do one big fundraiser a year and 3-4 small ones
- Large fundraisers (pancake breakfast) should have multiple access points
- Include a follow up plan to contact your donors and update them.
- Should be sustainable with long term growth.



Nicki's Breakout Session Summary

- **Service Projects**
 - Do something that gets the most members involved that you will be the most known for.
 - Give kids a coupon to the Scholastic Book Fair
 - Start a garden (kidsgardening.org giving 50 hydroponic gardens away)
 - Story time in the summer with members of your community (police, fire, paramedics)
 - Red Cross blood drives has an Ambassador Program that gives scholarships to schools.



Nicki's Breakout Session Summary

- **Relative Statistics**
 - Math skills are down by 27%
 - Reading skills down 18%
 - 70% of our children are in learning poverty
 - Suicide in 18–24-year-olds is the second largest cause of death
 - 7.2% of NC teachers quitting after 2022 school year (3.5%-4% in 2018 and 2020)
 - 2/3 of teachers polled in a recent survey by NPR said that a student or parent has come to them requesting mental health assistance
 - More than half the teachers polled said they weren't prepared to serve students effectively in their area.



Conclusion

- 2022/23 will be focused on three areas.
 - Mental health in our local school
 - Literacy
 - Food scarcity

**YOU WERE BORN
WITH THE ABILITY TO
CHANGE SOMEONE'S
LIFE, DON'T EVER
WASTE IT.**



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