

The Capital

August/September 2022

KIWANIAN

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

**Strategic Planning
for Kiwanis Clubs**

**Celebrate Community
with Service!**

**FINISHING THE
YEAR STRONG**



Kiwanis

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Volume 11, Number 6



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COVER: Kiwanis Club of Fairfax packed 72 meals for needy children in Fairfax City Community.



21st Annual Kiwanis Southeast Region Fishing Clinic was held with over 200 kids & many volunteers on the James T. Wilson/ Buckroe Fishing Pier

2021-22 LEADERSHIP INFORMATION

GOVERNOR

Elana Gardner
Eastern Branch, DC

GOVERNOR-ELECT

Jennifer Wolff
Tysons, VA

EXECUTIVE DIRECTOR

Jeffrey Wolff
Tysons, VA

IMMEDIATE PAST GOVERNOR

Dennis Baugh
Harrisonburg, VA

IMMEDIATE PAST GOVERNOR (WV)

Eric Fithyan
Wellsburg, WV

TRUSTEE - CHESAPEAKE BAY

Josh Hiscock
Ellicott City, MD

TRUSTEE - HEART OF VIRGINIA

Bill Watson
Richmond, VA

TRUSTEE - MASON DIXON

Renee Mackey
Hagerstown, MD

TRUSTEE - NATIONAL CAPITAL

Tim Gillette
Tysons, VA

TRUSTEE - SOUTHEAST VIRGINIA

Richard Pippin
Chesapeake, VA

TRUSTEE - SOUTHWEST VIRGINIA

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The information in this magazine is for illustrative and discussion purposes only. It is intended to provide general information about the subject matter covered.

Governor's Message

ELANA GARDNER, 2021-22 GOVERNOR



This time last year my article was about restoration because that was the shared path I envisioned for the district.

I applaud you for serving the children of the world through our sweat and toil and imagination, striving together, showing our dedication at a time we found ways to make the broken beautiful this administrative year.

Capital District is exceptional — by no means flawless but throughout the pandemic we have shown the fortitude to change and make life better for others. Yes, our progress has been uneven but always a forward motion, a constant expansion of the legacy of service that we share.

Would you have believed me if I told you ten months ago that restoration would include?

- Adding 300+ new members
- Having 270+ attendees at Midyear and DCON
- Reactivating 38 Service Leadership clubs
- Having a Teenager of the Year nominee from West Virginia?
- Increasing our Annual Club Giving to the Kiwanis Children's Fund by 10%
- Being visited by seven members of the Kiwanis International board

High hopes- but that's what you did. By almost every measure, the Capital District demonstrates its resilience. That's why I'm asking you to spend these last 60 days of the administrative year focusing on completion of Youth Protection training, Advisor Background checks and filing of club monthly and election reports. We are more than one-third to meeting goals for contributions to the Capital District Kiwanis Foundation for annual club giving and the Ducky Derby. In each of you we have what we need to meet any challenges.



Why is it that we serve? Not to check boxes, score points or take credit, but to make lives better. We know there will always be a need for Kiwanis hearts and hands. We can argue about how to best achieve goals, but we can't be complacent about the goals themselves. For if we don't create and seize opportunities our progress will be hampered. We also can't deny the problems we face now to ready Kiwanis for future generations. Drawing on the spirit of innovation and practical problem-solving is essential. Together we can and should collaborate about the best approach to solve problems.

Leading this year was hard but I hope I made a difference for you knowing that each of us loves this organization; that we value the hard work of this Kiwanis family; that the children of the world are counting on us, that weight has been heavy. I'm still standing because of the sacrifices of over 4,000 Kiwanians from over 160+ clubs in DC, DE, MD, VA, and WV. We're all in this together and we overcome obstacles as one.

From the 2021- 2022 year I hope you will remember, all we do depends on our engagement; on each of us accepting the responsibility of leadership, regardless of which way the pendulum of power happens to be swinging. This district needs you. Show up. Dive in. Stay at it.

To my remarkable support team— I have drawn from your energy, and every day I tried to reflect what you displayed — heart, and character, and idealism. Even when times seemed tough and frustrating, you persevered. And the only thing that makes me prouder than all the good that I've witnessed is the thought of all the amazing things that Capital will achieve from here.

Finally- to every K-family member who welcomed me, chauffeured me, fed me, called, phoned, texted, emailed, etc.— you are the best and I will be forever grateful. You've mended my world. You did! I'm asking you to believe in your ability to make all things priceless.

It has been the honor of my lifetime to be your Governor.

Elana T. Gardner



HELP  **MAKE A**

Splash of Cash

FOR PEDIATRIC TRAUMA



DUCKY DERBY

Tickets are \$5 each or 3 for \$10

Prizes: \$750, \$500, \$250, and \$50 gift cards.

Purchase your tickets online today!

 The Ducky Derby raffle is sponsored by the Capital District Kiwanis Foundation to support local pediatric trauma centers.



From the Kiwanis Children's Fund

BY PG DENNIS BAUGH, KIWANIS CHILDREN'S FUND DISTRICT CHAIRPERSON

CLUB GRANT PROGRAMS

I get asked the following question a lot – *Why should I donate to the Kiwanis Children's Fund when there are needs locally?* I will admit, that is a good question. But, I have a good answer.

The purpose of the Club Grant program is to help clubs address an unmet need that affects children in their community (or elsewhere) by supporting a project that provides long-term benefits that can be sustained by the club.

For the Kiwanis Children's Fund, a grant is a form of collaboration. When a Kiwanis club has a gap in its funding for a service project, a club grant can help fill it. Since not all Kiwanis projects are eligible for a grant, I will briefly walk through the program requirements. You will also learn more about the application process from start to finish.

1. Be Kiwanis-led. This means **at least 50%** of the work must be performed by Kiwanians or Kiwanis family members.
1. Fill a need within your community. Determine that need by completing a **community needs assessment**.
 - An assessment identifies needs that are currently unmet.
 - It also proves that your club's work will be relevant and necessary.
2. Include programming that recurs **at least once** per year. Examples include, but are not limited to:
 - Hunger relief initiatives
 - Community gardens
 - Free libraries
 - School supply and clothing events
 - Leadership develop programs
 - Health clinics
 - Literacy programs

3. Support activities within **at least one** Kiwanis cause area:
 - Health and Nutrition
 - Education and Literacy
 - Youth Leadership Development
4. At least 25% of total funding **must come from the club**.
 - This can come from individual donations, fundraisers, the club's bank account or a club's foundation.
5. Must require **no more than 40% of total funding** from the Children's Fund.
6. Have at least one **non-Kiwanis funding partner** that provides funding to your project such as
 - The funding partner(s) can be a local church, school, NGO, or other community organization.
 - Additional partners can also take on a variety of roles like provide in-kind donations (such as supplies, storage space or volunteer hours).
7. Spend the grant money **within 12 months** of when the grant was awarded.

There are 2 grant cycles a year. It starts with a letter of Inquiry (LOI). This lets our staff know that you are interested in apply for the grant and our team will help you through the next stages if your LOI is approved. Then you will be invited to fill out a full application. The Children's Fund Board then votes to make the final funding decisions.

Funding Decisions	Letter of Inquiry Due	Full Application Due
March 2023	November 1, 2022	January 1, 2023
August 2023	April 1, 2023	June 1, 2023

New Micro Grants Program

A new program called Micro Grants has recently been instituted. This may fit your needs better.

- If your club has **35 members or fewer** and is in good standing with Kiwanis International and the Kiwanis Children's Fund, you may qualify to apply for a micro grant of **US\$250- 1,000!**
- Shorter Application Process
- Less Funding required from other resources
- Faster distribution of funds
- Requirements: Project must be a service project to enhance lives of young children and youth within one of the Kiwanis cause areas.

Applications open October 1, First Award dates begin December 2022

Kiwanis Children's Fund staff is available to help or answer questions that you may have. They can be contacted for more information at:

www.kiwanischildrensfund.org/clubgrants

Email: grants@kiwanis.org

I encourage you to apply!

SUPPORT THE KIWANIS CAUSES

Your gift makes an impact at every stage in the lives of kids.

When you give to the Kiwanis Children's Fund, you support the three Kiwanis causes. Together, these causes create a continuum of impact. For example, your gift helps Kiwanians further the cause of education and literacy — providing kids with the fundamental skills they can develop throughout their lives.



Kiwanis[®]
CHILDREN'S FUND

**HEALTH
& NUTRITION**

**EDUCATION
& LITERACY**

**YOUTH LEADERSHIP
DEVELOPMENT**

AGE: PRENATAL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

AROUND CAPITAL



CREATING BRIGHTER FUTURES

BY JEN WOLFF, GOVERNOR-ELECT

As I prepare to lead the Capital District in 2022-23, I have to acknowledge the wonderful work of Governor Elana, and Past Governors Dennis Baugh and Dave Lurie. They lead our District through extraordinary circumstances, and we are still standing today because of their leadership.

Dennis and Dave got us through shutdowns, virtual events, fear, and uncertainty. Yes, the pandemic left our clubs weaker than before, but we persisted because our mission to service children is too crucial to abandon because "times are hard." Governor Elana and her team set out to "Mend Our World" this year -- and that meant picking up the pieces and finding a way forward. Mending our hearts, mending our spirits.

I am not going to say that this year is going to be like it was pre-pandemic. Truly the pandemic changed us. But we found both weaknesses AND strengths in it that we didn't know we had. We are more flexible because of it -- we now offer hybrid club meeting alternatives and online projects for those stuck at home or away for work. We have more grace for each other. We can see what we need to work on to make our clubs stronger, and we are putting into place the supports and resources to make them so.

It takes imagination and dedication to Create Brighter Futures for our clubs and the communities we serve, and I know that we all have it. Let's write this next chapter in our history as the one where we take the baton from those before and come out even stronger this time next year.

Club Resource Guidebook

One of our goals this year is to increase awareness of Kiwanis. A way to do this is to unite our clubs in focused service efforts for a larger impact. Clubs will soon receive our Club Resource Guidebook, which will outline a different service theme for each month. There will also be project ideas and partnership suggestions to support that theme.

We will ask club secretaries to report each month on their monthly report form if your club did a project to support the theme, and if so how many hours. The district can then issue press releases on how Capital District Kiwanis Clubs dedicated so many hours toward the particular service focus in that particular month. We will also provide template versions for clubs to plug in their own information and distribute locally.

We hope that this effort will help increase our name in the media, and support the smaller clubs that have challenges getting their name in the press.

This is entirely supplementary to the projects you are already doing. Please keep up the good work on your existing projects! any thanks to 2022-23 Service Chairperson Serena Bell for her work on this project.

In addition, the guidebook will also have a monthly values toolkit from our Human & Spiritual Values Chairperson, PG Carolyn Richar, as well a Diversity, Equity, and Inclusions considerations from Trustee Josh Hiscock and the DEI Committee. We hope that these tips will enhance the membership experience for all!

Top 5 on the 5th

Beginning in September, 2022-23 club leaders will receive an email on the 5th of each month with the top five resources and topics relevant to the month. To ensure that you receive the emails, please contact your club secretary to make sure that your email is correctly reported to Kiwanis International. Our District receives our contact lists from them.

Distinguished Criteria

Incoming officers and members can view the 2022-23 Distinguished Program criteria, where we recognize outstanding members, clubs, and divisions. [Please review the criteria here](#), so that you are prepared going into the new year of service.



Caring Corner Baskets Needed for Raffle at Convention!

The Foundation is soliciting baskets for the annual Caring Corner raffle that is conducted during the Capital District Kiwanis Convention, which will be August 19-21, 2022.

All proceeds from the raffle will benefit the eleven pediatric trauma centers that the Capital District Kiwanis Foundation will support during the 2022-2023 year!

Baskets should be brought to District Convention and turned into the Capital District Foundation starting at noon on Friday, August 19th.

The drawing will take place at 3:00 p.m. on Saturday, August 20th.

Need ideas? Check out a few examples below:





Notes from the Executive Director

BY PG JEFFREY WOLFF, EXECUTIVE DIRECTOR

*Antoine de Saint-Exupéry, the poet and author of The Little Prince” once said...
“A goal without a plan is just a wish.”*

Club Planning Retreat & Goal Setting

The most important thing your club can do before October 1 is to ensure that the newly elected 2022-23 club board of directors (those set to take over on October 1st) hold a planning meeting in August or September to decide what their goals for the club will be. Make sure these are SMART (Specific, Measurable, Achievable and Relevant and Time Bound), such as “The Kiwanis Club of Anywhere will perform at least 10% more service hours than the previous year” and not something like “We will get more members.” The work product of the meetings should be 3-4 goals (anymore is too much to focus on) in areas that are important to improving the club, such as Member Experience, Signature Projects, Community Impact and Service Leadership Programs.

Club Assessments

A precursor to this planning meeting should be an assessment of where the Kiwanis club is today. The best way to accomplish that is a [Member Satisfaction Survey](#) asking your current members to candidly answer what they want to see improved about the club. [An analysis of the impact](#) your club has through its project can also be very enlightening and is not difficult to conduct. Your planning for the year should also involve a [Community Assessment](#), making sure that the projects of the Kiwanis club still reflect the needs of the community they are serving and not simply the interests of a small number of members. There is no need to recreate the wheel, as Kiwanis International has built these tools and many others into the [Achieving Club Excellence](#) package that your club can easily use.

Budgeting

Your incoming club treasurer should prepare the 2022-2023 Administrative and Service Budgets for your new board to review during your planning meeting. At the first official board meeting of the new Kiwanis year, your club has to approve your depository (the bank you use) and officially adopt the budget.

Club Elections & Reports

At this point, clubs should have already had their 2022-2023 Club Elections and the secretary has reported this information on the Secretary’s Dashboard. If it hasn’t been done, this needs to happen immediately. The new board can’t plan for the year and set goals if they haven’t been elected. And your incoming Lieutenant Governor can’t communicate with the new club officers if they don’t know who they are.

Member Management & Dues Invoicing

Clubs should send invoices out to members in August/September so that they can collect all dues money BEFORE October 1st. This will let you know and adjust membership accordingly for any member not planning to renew in your club. Any member deletions need to occur by October 10, 2022 at the latest. All new member additions must be done by September 30th.

If you have any questions, please don’t hesitate to reach out to me at jeffrey.wolff@capitalkiwanis.org.

Looking for Capital District Key Club Adult Committee Members

BY KRISTINA DLUGOZIMA, ADMINISTRATOR

The Capital District of Key Club is looking for some additional Adult Committee members to round out our dedicated group of adult volunteers. In particular, we are looking for additional help in Divisions 2, 3, and West Virginia as well as an adult committee member to concentrate on membership (reaching out to potential charters, working with Kiwanis LTGs and Zone Admins to find sponsoring Kiwanis Clubs for new charters, working with the students to come up with recruitment materials, etc). If you have other expertise that may lend itself in another way to help the committee, please let us know that also. If you are interested, please fill out an [interest form here](#). District Administrator Kristina Dlugozima will follow up with all inquiries and any questions can be directed to kmsd512@gmail.com

Basic qualifications and duties of an Adult Committee Member:

1. Live within the limits of the Capital District
2. Be a member of a Kiwanis Club within the Capital District
3. Attend Key Club board meetings, both virtual and in-person
4. Attend and participate in the success of District Convention
5. Mentor and support student members of the Capital District Key Club board through support in their role as Lieutenant Governors and/or District Committee members
6. If assigned a zone, be the point of contact between Key Clubs and Kiwanis Clubs within the zone

7. Be familiar with Youth Protection Guidelines, the Key Club Code of Conduct and the Key Club Bylaws and Policy Code
8. Be engaged during District Board Meetings, Committee Meetings, and other Key Club events

Working with our service leadership programs can be one of the most rewarding positions within Kiwanis



Leadership Development & Education

BY KRISTA LATCHAW, LEADERSHIP DEVELOPMENT & EDUCATION COORDINATOR

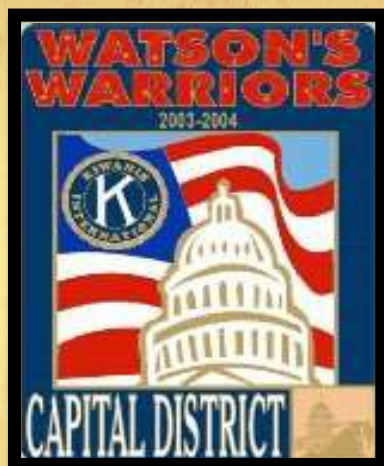
Club Leadership Education (CLEs)

On behalf of the Education Committee, I want to thank the 2022 - 2023 incoming leaders for participating in Club Leadership Education (CLE) sessions throughout the District this year. We held 12 in-person CLE sessions with approximately 135 incoming leaders instructed.

If you did not get to attend the sessions, you are in luck! There are 2 additional opportunities that you can take advantage of:

1. CLE Session at DCON - DCON attendees can register for a 'Make-up' CLE session at the District Convention (Friday, Aug 19th at 1:30pm - 4:30pm). Please sign-up here: <https://k03.site.kiwanis.org/2022-dcon-workshop-sign-ups/>
2. KI Virtual Club Leadership Education - Register to watch the Kiwanis International recording. Sign up here: <https://kiwanis.formstack.com/forms/virtualcle22>

Past Governor Linwood "Nat" Watson
And the
Kiwanis Club of Shepherd Park
Washington, DC supports
Dancing By The Power Ministries, Inc.



Kiwanis





Kiwaniis
CLUB OF WASHINGTON, D.C.

Congratulations

Serena Bell



Empowering LGBTQ Youth

The Kiwanis Club of Washington, D.C. is proud to sponsor our Signature Service Project with SMYAL to provide free, affirming, mental healthcare to LGBTQ Youth in the District of Columbia.



Serving the Children of D.C.

Our Club is proud to celebrate historic membership growth, community engagement, and service in the nation's capital.

30 new members

750+ volunteer hours

1,000+ books for Little Free Libraries

\$75,000 in scholarships

1,000+ youth and families served





IT TAKES A VILLAGE — OF VALUES — TO BE IN COMMUNITY!

BY PG REV. CAROLYN RICAR, HUMAN & SPIRITUAL VALUES CHAIRPERSON

This year, Governor Elana has identified 12 human and spiritual values to help our clubs and our members join together. These values: Communion, Grace, Neighbor, Service, Fellowship, Joy, Friend, Family, Acceptance, Favor, Gentleness, and Peace are each a part of a monthly tool kit to give your club ideas!

In the months of August and September, our values are gentleness and peace. Below are some quotes and prayers to use at meetings:

Jewish Prayer

We are a link in as golden chain of love that stretches around the world, we will keep our link bright and strong.

We will be kind and gentle to every living thing and protect all who are weaker than ourselves.

We will think pure and beautiful thoughts, say pure and beautiful words, and do pure and beautiful deeds.

May every link in the chain of love be bright and strong, and may we all attain perfect peace.

- Rabbi John Rosove

Buddhist Prayer

Let me cultivate a boundless love for all beings in the world, above, below, and across, unhindered, without ill will or enmity. Standing, walking, seated, or lying down, free from torpor, let me as far as possible fix my attention on this recollection. This, they say, is the divine life right here.

Taoist Prayer

If there is to be peace in the world,
There must be peace in the nations.
If there is to be peace in the nations,
There must be peace in the cities.
If there is to be peace in the cities,
There must be peace between neighbors.
If there is to be peace between neighbors,
There must be peace in the home.
If there is to be peace in the home,
There must be peace in the heart.

- Lao Tsu's Peace Prayer

Christian Prayer

Grant, O God, that we lie down in peace, and raise us up, our Guardian, to life renewed. Spread over us the shelter of Your peace. Guide us with Your good counsel; for Your Name's sake, be our help. Shield and shelter us beneath the shadow of Your wings. Defend us against enemies, illness, war, famine and sorrow. Distance us from wrongdoing. For You, God, watch over us and deliver us. For You, God, are gracious and merciful. Guard our going and coming, to life and to peace evermore.

Hindu Prayer

Let us be united;
Let us speak in harmony;
Let our minds apprehend alike.
Common be our prayer,
Common be the end of our assembly;
Common be our resolution;
Common be our deliberations.
Alike be our feelings;
Unified be our hearts;
Common be our intentions;
Perfect be our unity.

Islamic Prayer

Muhammad's Prayer of Light
O God,
give me light in my heart
and light in my tongue
and light in my hearing
and light in my sight
and light in my feeling
and light in all body
and light before me
and light behind me.
Give me, I pray Thee,
Light on my right hand
And light on my left hand
And light above me
And light beneath me,
O Lord,
Increase light within me
And give me light
And illuminate me.



BE MORE IN **BALTIMORE**

Capital District Kiwanis Convention 2022

2022 Capital District Kiwanis Convention

Save the Date: August 19th – 21st, 2022

Sheraton Inner Harbor, Baltimore MD

Let's keep our Kiwanis train rolling into Baltimore, Maryland for the 2022 Capital District Convention coming in August 2022. Save the date and look for more information coming to your station. Tell the Conductor that your next stop is the Inner Harbor. Get ready to 'Be More' in Baltimore, Hon!



VOTE FOR ERIC LAMB

GOVERNOR ELECT 2022-23



ERIC@KIWANISCVILLE.ORG

**WE MUST EMPOWER OUR
NEXT GENERATION TO
TRANSFORM KIWANIS INTO
THE VEHICLE THEY NEED
TO CHANGE OUR WORLD
ONE CHILD AND ONE
COMMUNITY AT A TIME.**

**WE MUST MAKE
TOMORROW TODAY!**

Dual Membership in:



Kiwanis
CLUB OF CHARLOTTESVILLE



Kiwanis
CLUB OF THE JACKSON RIVER AREA

- Distinguished Club President
- Distinguished LT. Governor (twice)
- Confidante to two Governors
- Certified Kiwanis Club Opener (3 clubs opened)
- Certified Kiwanis Club Coach
- Certified Kiwanis Club Educator
- Key Club Advisor
- CKI Advisor to UVa
- Diversity, Equity and Inclusion Chair (2019-2021)
- District Public Relations Chair
- Regional Membership Coordinator
- DCON Chair 2020
- Numerous Mid year and DCON committee appointments
- 30 years Leadership Experience
- Professional Trainer in Change Management and Board/Team Building



Will H. Nathan Jr

For 22-23 Governor-Elect

"Reaching the next level of success"



Home Club

Kiwanis Club of Greater Landover & Kiwanis Club of Washington, DC

Number of years in the K family: 12 years

Current Positions

Kiwanis Club of Greater Landover
Immediate Past President

Kiwanis Club of Greater Landover
Membership Chair

Kiwanis Advisor for Bowie State
Circle K International

Zone Administrator, Capital
District Key Club Adult Board

Previous Positions

Kiwanis Club of Greater Landover
President

Kiwanis Club of Northwest, DC-
President

Inspire

We must inspire members, friends, and family to grab the gauntlet and press forward to create a safe and prosperous future for our youth

Connect

Our world is continuing to change and grow. It is pertinent that we harness and nurture innovation that will allow Kiwanis to continue supporting and mentoring the children of the world.

Grow

Together we can look for ways to bridge the gap between our Kiwanis family in the hopes to increase membership.



Membership Minute

BY PG JOHN MORRIS, CAPITAL DISTRICT MEMBERSHIP COORDINATOR

Making Your Club Stronger

Do you want your club to be stronger? Do you want your club to grow? Of course you do. A stronger club provides more meaningful service and benefit to the community and has enough hands to provide that service without burning out its members. There are two major components of making your club stronger: retention of existing members and recruiting new members.

Retention

If all your members are active and excited about Kiwanis, you are incredibly lucky. However, most of us have members who are not active and are likely at risk of resigning. The first thing to do to strengthen your club is to re-activate those members. That sounds simple but it involves effort. You must find out why they are not active. They must have a better and more meaningful experience. To do that, you need to reach out to all members to find out how well or poorly the club meets their needs and expectations.

Perform a club survey. Pay attention to all responses. Remember, you also want to keep your active members happy. Have a club discussion about suggestions that members make and what changes would mean to the club. Don't let "we've always done it this way" prevail. Make changes consistent with the feedback you receive. Come up with ways for more service, hands-on if possible.

In particular, reach out to your unengaged members and find out what they would like the club to be doing and how their membership

can be made more meaningful. They are the least likely to respond to a survey, so plan to contact them directly if they do not respond. Learn why they are not more active. Listen carefully to their responses and act on their suggestions. Consider starting projects that they suggest. Get them engaged.

Don't just assume your members know the needs of the community. Do a community survey, seeking feedback from community leaders. These include but are not limited to people like the mayor or county supervisor, police chief, school superintendent and/or principals, business leaders, non-profit leaders and heads of government agencies that serve the community. Ask them what the club can do to make a bigger difference in the community. This kind of feedback is important to making sure your club and the service performed by your members is more meaningful.

Don't just read these surveys and file them away. Act on the feedback you receive from your members and community leaders and analyze your club's reaction to the feedback regularly.

Recruiting new members

The second component of strengthening your club is to grow your membership. If you do the work recommended to retain existing members, you will be off to a good start to seeking new members. Your club survey may identify issues with your club that may inhibit your ability to recruit new members. Use the community survey to determine projects that will help sell your club to prospects.

Develop a plan to recruit new members. Don't rely on just asking your members to invite their friends. Create a list of potential targets. Referrals from the community leaders would be a great start. Focus on the type of person who would be a good fit for your club. For instance, if you have projects that involve your local schools, look for recently-retired teachers and educators who may have much more time on their hands coupled with a love of students. Recent retirees or empty nesters may be looking for something meaningful to fill the newfound free time in their lives. Look at the list of occupations on Kiwanis' Roster Analysis Worksheet (<https://www.kiwanis.org/clubs/membership>)

and <https://www.kiwanis.org/clubs/member-resources/training/division-leader/club-strengthening>) to give you ideas of additional members who will complement your membership.

Start new projects that you can “sell” to your recruits. For example, start a reading program at a local elementary school. Ask non-Kiwanians to help you with that project by reading to one of the classrooms. Most people want to make a positive difference and, if you show them how they can do that, you will likely have a new member. Kiwanis International has a description of several types of single emphases for new clubs. Those ideas would also apply to projects you may want to use for your club’s retention efforts. Check them out under Club Opening Resources at [Kiwanis.org/Clubs/MemberResources/Membership](https://www.kiwanis.org/Clubs/MemberResources/Membership) and Education/Club Opening to develop ideas for ways to provide for more meaningful service.

Be strategic in your recruiting. If you are looking for younger members, find out what works for them and do it! The types of meeting used by many of our clubs may not appeal to younger prospects. If your club is predominated by aging members, consider the “decade rule”: recruit prospects who are about 10 years younger than you. That way, your prospects will reduce your average age while bringing in members that are more likely able to relate to your existing membership.



Consider using Kiwanis’ new Two For Two approach (www.kiwanis.org/Clubs/Membership/two-for-two-membership-strengthening/). This is a strategic recruitment method that involves two club members being assigned to focus on recruiting each month. The concept is simple and provides a workable plan for growth with accountability.

If you have prospects that cannot come to your meetings because of work or family obligations, create a club satellite that will accommodate their schedule or meet electronically. Not only would that avoid the conflict, those prospects might appreciate a Kiwanis experience that does not include so many meetings yet enables them to serve the community. This option might also be attractive to existing members who have not been active lately because of the difficulty of attending your meetings or projects.

Membership Chair

Your club should have a membership chair or director. This is someone who is in charge of leading the club in its membership efforts and makes it a priority to keep the club focused on membership issues. This person is not expected personally to retain or recruit all your new members, but rather to organize, lead and manage the club’s strengthening efforts and membership growth plan. It’s acceptable to split this job between retention and recruiting.

The Capital District has Divisional Membership Coordinators whose mission is to work with club membership chairs. Make sure your club has a membership chair and that she or he is listed as such on the club’s secretary’s dashboard under Club Elections. In addition, the District has trained Club Coaches who will help you develop a growth plan and provide other assistance in strengthening your club.



The Finish and the Start

BY ERIC LAMB, DISTRICT PUBLIC RELATIONS CHAIRPERSON

As we come to the last quarter in our Kiwanis year, let us think about what we can do to add some Public Relations push to our local club.

Can we end the year strong making amazing strides publicizing our good works in our community? Can we highlight members who have done exceptional things this year? Can we begin a PR campaign that leads us into our new Kiwanis year? I think the answer is, we should be trying to all these things.

Who else is going to spread the word of the amazing work our Kiwanis family does but the Kiwanis family? We need to be our own best PR team. Contacting Radio, Television, Newspapers, online publications, Blogs, Facebook, Instagram and many other streams can help us tell the world about what we do. Share updates on projects, highlight milestones, talk about special moments and so much more. Brag on yourselves. Don't be scared to "toot" your own horn!

When using social media, consistency is key. It is more important to post on a regular basis about something than to only post about amazing things. The amazing things are important, but posting once or twice a week on the same day and time will help you to capture more followers/viewers.

Our membership are remarkable people and we should tell the world about them. Why not highlight a member each and every month? Many of our clubs have members who have been Kiwanians for over 40 years, WOW, lets celebrate that and share details about them. What a testament to the power of Kiwanis it is that members stay engaged for so long. These posts could also double as a membership push. Ask these long-term members what brought to Kiwanis, what makes them stay, what do they think the future of Kiwanis should be? Let them share their Kiwanis story. Also look for members who were Key Club, CKI Members and interview them about their K Family experience. These member highlights will lead to inquires from the community, a win-win for the K Family.

Does your club have a project that is planned for next year or a project that you are in the middle of that will extend into the next Kiwanis year? Use these projects to welcome others from the community to participate. Inviting the community will do two important things. 1) Highlight an amazing project an awesome club is doing 2) Encourage membership. Let's try hard to let our communities know about what we are doing and why. The Why as is important as the project. Are you doing this project to partner with a certain organization? Are you doing this project to raise money? What will the money be used for? This list of questions could continue forever, but we want to make sure our projects are useful to the community, are highlighting our work and our mission.

As we begin our next Kiwanis year, think about a few things:

- Setting up a regular PR schedule (social media, Monday, Wednesday, Friday at 10 am for example)
- Having a PR team, especially If posting on social media (multiple folks each posting once a week is easier on everyone)
- Take LOTS of pictures, Did I mention take lots of pictures? Use these pictures for PR opportunities now and in the future.
- Get to know your local Radio, Television, Online Media people. Sending press releases is awesome but having a one-on-one relationship will also get more done for you.
- Take time to look at what others are doing to publicize themselves. Do this so you can see what is working well for them and also what you might change.

Begin simple, Tell the community what Kiwanis is and why they should join and build your PR campaign starting there. You can do this and always remember why we exist. WE EXIST TO CHANGE THE WORLD, ONE CHILD AND ONE COMMUNITY AT A TIME. Kiwanis is a VERB, do the work to show others why Kiwanis is a true Superpower!!!



YOUTH PROTECTION STARTS WITH YOU.

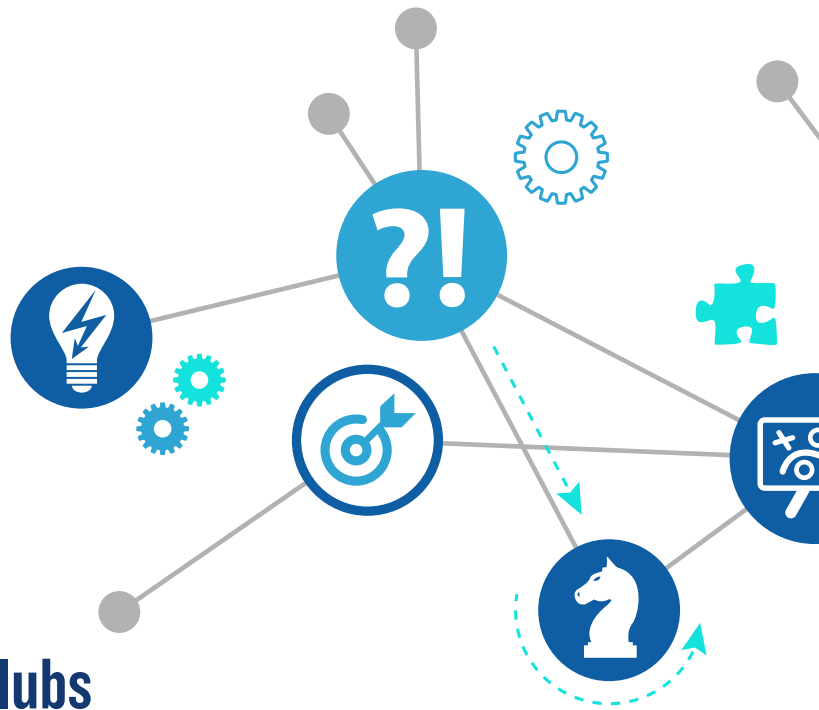
Keep Your Club Compliant.

Kiwanians serve children around the world. It is our job to ensure the safety of the youth we interact with in our local communities. Be sure that your club and its members understand the Kiwanis Youth Protection Policies & Procedures.

To learn more, please visit: www.kiwanis.org/youthprotection



Kiwanis
CAPITAL DISTRICT



Strategic Planning for Kiwanis Clubs

BY BILL WATSON & TIM GILLETTE, DISTRICT LONG RANGE PLANNING COMMITTEE

Benjamin Franklin is quoted as saying, perhaps apocryphally, “By failing to prepare, you are preparing to fail.” Taken as it relates to Kiwanis clubs, preparation, in the form of strategic plans, will not necessarily insure against failure, but will provide a clear path to success. In short, strategic planning is the road map that guides our journey.

Strategic planning for Kiwanis clubs should be long-term and goal oriented. In setting Kiwanis club goals, the defining statement of Kiwanis should be the guiding principle – “Kiwanis is a global organization of volunteers dedicated to improving the world, one child and one community at a time.” We are, after all, an organization focused on children. In many Kiwanis clubs, you may find members who have experience in planning in the corporate world both with successful plans and plans that did not pan out. If they are available, use this institutional knowledge to assist in strategic plan development.

So, what are the elements of a successful Kiwanis club strategic plan? We like to count five:

- **Member buy in** – The best chances of success are realized when the members are given the chance to voice their desires of what they want from their club. For small clubs, this can be a relatively easy task, taking place at a meeting designated for that purpose. For larger clubs, a more efficient way to do this is through a member survey or canvass.

- **Focus** – Once the members have registered their thoughts and ideas, the focus begins to develop, again with the overarching defining statement and objects of Kiwanis as the guiding principle.
- **Set realistic goals** – While allowing your goals to be about fulfilling wishes, they should be in the realm of reality. One way to stress test goals for realism is to ask other clubs what they have been able to achieve.
- **Simplicity** – There are unlimited stories of elaborate strategic plans that were developed with great enthusiasm. Once they were brought to the light of day, they failed to be implemented because they were too complicated to implement. The KISS (Keep it simple, stupid) principle is a good one to follow here.
- **Flexibility** – Things change – and most often unexpectedly. Be prepared to make mid-course adjustments in plans as changes in circumstances dictate. As an example of the need for this, we have had to deal with the unanticipated effects of the Covid pandemic on our club projects and meeting schedules.

Kiwanis clubs come in all sizes. The average club membership in the Capital District is around 32 members with roughly 2/3 of the number of clubs at or below this average and 1/3 above. This means that although the principles of planning remain consistent regardless of size, the actual plan itself may need to be tailored to the club size. That said, we are going to look at a strategic plan adopted by a large club in the district that incorporates all of the elements that are discussed above and can be a template for all clubs. This particular plan was developed



by an appointed committee of nine members after a club membership survey to determine the desires of the membership.

The plan is a multi-year plan which adopts 4 overall simply stated, realistic goals in support of the Kiwanis mission. These goals are:

1. **Membership and Engagement** – To build, retain and support a growing and diverse Kiwanis membership
2. **Community Impact** – To perform meaningful service, with service to children as our priority.
3. **Our Kiwanis Image** – To enhance the Kiwanis image in our community.
4. **Financial Viability** – To insure financial viability and responsible stewardship.

The meat of the plan is the strategies that are embedded in each goal. **Membership and Engagement** has four strategies that focus on attracting new members (the catalyst for all the other goals), developing leadership, working with partners and celebrating accomplishments. **Community Impact** has five strategies that focus on Service Leadership Programs, alignment with community needs and encouraging hands-on involvement, including a signature project. **Our Kiwanis Image** has five strategies all focused on getting Kiwanis out into the community consciousness. **Financial Viability** has five strategies that focus on budgeting, fundraising and fiscal transparency.

For smaller clubs, the immediate strategic plan should be focused on increasing membership. All clubs, especially

smaller ones, need to take a look at the member experience as a whole. Does the club mistake traditions for requirements? Is the club inclusive to new people and accepting of new ideas? Does the club foster an inviting culture that makes all feel welcome? Kiwanis clubs will sometimes wrongly categorize declining membership as a problem. In truth, declining membership itself is not a problem, rather it's a symptom of a larger problem that has either been ignored or hasn't been identified.

So, with all that, how do you ensure that these strategies will be implemented in a manner that allows for flexibility? This club's Strategic Plan assigns one of its committees the responsibility to implement the strategies with the committee chair tasked with oversight. For smaller clubs, this may necessitate one person taking on the responsibility without the benefit of a committee. The committees assigned to each strategy are tasked with developing an action plan with budgets, target dates and task assignments. Finally, committee chairs are asked to submit progress reports to the club Board so that the last piece of the puzzle – general oversight and follow-up– can be accomplished. Any mid-course corrections can then be made as plans become (or do not become) reality.

We wish your club success in developing and implementing a planning process to make the Kiwanis experience more impactful and are more than willing to share our experiences.

Please contact:

Bill Watson wfwatson924@gmail.com

Tim Gillette tgillette1981@yahoo.com

Celebrate Community With Service!



BY DAVE ROTHBERG, SERVICE COMMITTEE CHAIRPERSON

Once again in 2022, Kiwanis International will offer two opportunities for joint service. Is your club participating?

For the second year, [Celebrate Community](#) will give Kiwanis clubs a chance to work with other organizations. From September 11 –17, this weeklong initiative promotes collaboration with Lions International, Optimist International and Rotary International.

The organizations — Kiwanis, Lions Clubs International, Optimist International and Rotary International — collaborated during the past 18 months to share ideas for future projects. This first public effort encourages local clubs to reach out to one another for collaboration on projects that improve and benefit their communities.

Kiwanis clubs are encouraged to reach out to local Lions, Optimist and Rotary clubs using their club locator tools.

Clubs are encouraged to work together on service projects in the following areas: “Environmental”, “Food Insecurity/hunger”, “Health and Wellness” and “Education and Literacy”.

On October 22, the Kiwanis family will celebrate [Kiwanis One Day](#). That’s the day Kiwanis family clubs around the world get together for a day of service in their communities. October is traditionally the month for [Kiwanis One Day](#). On the fourth Saturday of October, Kiwanis family clubs of all ages work together to improve communities — while showing the organization’s international strength.

Start planning projects now with other service clubs — inside and outside the Kiwanis family!

A news release template or Sample Proclamation can be obtained by clicking [HERE](#), scrolling to the bottom of the new page, and clicking on the words “news release” of “proclamation”.

Recognition Program Reminder

BY PG DENNIS BAUGH, ACHIEVEMENT COMMITTEE CHAIRPERSON

Hello Fellow Kiwanians! As we come down to the end of the administrative year – I just wanted to again remind everyone about our Capital District 2021-2022 Recognition Program. We hope that we will have many clubs and members participate this year.

The question that comes up is how do we apply? Well, it depends on which award you are talking about so I thought I would run through the awards list one more time:

- **For club and member recognition** – clubs may nominate through the District Website under the Recognition section. Applications are due no later than October 31, 2022. It is recommended that the Club Secretary take care of this since they will have most of the data required to apply for the award.

- **For membership growth awards** – no application is required – just recruit new members and have your club secretary report the new members no later than September 30, 2022, on the Secretary Dashboard. Once the club membership numbers are final in October, we will be able to calculate the winners and recognize the clubs at our 2023 Midyear Conference.

All the information about the awards is also on our District Website under the Recognition section. If you have any questions, please just let me know.

Educate Your Members on Kiwanis Youth Protection

BY JOSH HISCOCK, YOUTH PROTECTION MANAGER

Every year, Kiwanis clubs are required to educate their members about the [Kiwanis Youth Protection Policies & Procedures](#). Why does this requirement exist? Kiwanis International cares about the youth we serve in our communities and in our service leadership program (SLP) clubs. It is our job as leaders to protect the children and teens we work with and to ensure that we follow best practices that prevent harmful situations from arising. These policies also protect Kiwanis members and Kiwanis clubs from unnecessary and avoidable liability.

The Kiwanis Youth Protection Policies offer expectations on working with youth inside and outside of a school setting, at overnight events, and during off-site field trips and conventions. The guidelines provide best practices on how Kiwanis members should interact with youth on social media. There are even instructions on reporting suspected sexual or physical abuse that club members may become aware of – even incidents that occur outside of a Kiwanis family setting. Kiwanians are the first line of defense in keeping our youth safe. Knowing the Youth Protection Policies and understanding them is essential.

While only Kiwanis Advisors must undergo required criminal background checks, EVERY club member is expected to participate in the annual Youth Protection Policies education requirement. What are some ways your club can complete this requirement?

- Distribute a copy of the current [Youth Protection Policies & Procedures](#) to each club member in hard copy at a meeting, as well as electronically.
- Conduct a program at a club meeting where a club officer reviews the Youth Protection Policies and answers questions from club members. You can even [share an informational presentation](#) created by Kiwanis International's Youth Protection team that goes into greater detail about each part of the policies.
- Invite your Lt. Governor, Trustee, or the Capital District Youth Protection Manager to a virtual club meeting or event to educate members on the Youth Protection Policies and best practices in working with youth.
- Invite your SLP club faculty advisors and other school administrators to join you during the educational session. They must understand the commitment Kiwanis has to youth protection. Sharing the expectations of our members with them opens important lines of communication.

Club secretaries must indicate that all club members have participated in Youth Protection Policies training by checking the box on the Secretary Dashboard in the Kiwanis Connect reporting system. The requirement resets each October 01, so please ensure that your club's status is updated and correct on the Dashboard.

How are we doing for 2022-2023? Here is an update on our progress by division.

Division	Number of Clubs	Number of Clubs Completing Annual Member Education Requirement	Percent Complete
1	7	3	43%
2	11	6	55%
3	9	5	56%
4	5	3	60%
5	11	7	64%
6	7	4	57%
7	4	1	25%
8	7	5	71%
9	7	5	71%
10	7	1	14%
11	4	2	50%
12	10	8	80%
13	9	4	44%
14	11	6	36%
15	9	3	55%
16	8	4	50%
17	12	6	50%
18	5	2	40%
19	9	3	33%
20	14	4	29%
	166	82	49%

If your club has not already fulfilled this obligation for the current administrative year, please make this a priority. We want to achieve 100% club compliance by September 30, 2022. Completing this task is a criteria point for a Kiwanis club to qualify for 2021-2022 Distinguished Club status. Do not delay further in addressing this important annual requirement!

For more information or to ask a question, please contact the District Youth Protection Manager Josh Hiscock at hiscockj@gmail.com.



ALEXANDRIA KIWANIS PROVIDES \$37,000 IN SCHOLARSHIPS

The Kiwanis Club of Alexandria, VA, has provided scholarships to local high school students for decades. This year, the Kiwanis Club awarded \$37,000 to 12 local students. Kiwanis, a volunteer-run nonprofit organization that supports the youth of Alexandria, sponsors three Key Clubs at Edison, Alexandria City, and John R. Lewis High Schools. Key Club is an international service program for high school students. It is a student-led organization whose goal is to encourage leadership through serving others.

Key Club members both present and past of these high schools are eligible to apply for a college scholarship from the Kiwanis Foundation each year. The Club aims to reduce the financial burden of pursuing a 2- or 4-year degree. This year, recipients are going to 10 different schools including the University of Virginia, George Mason University, the University of North Carolina at Chapel Hill, Virginia Tech, and more.

Each year, the application opens in March. A scholarship committee reviews the applications and awards varying amounts based on academic merit, financial need, and service to the community. The application period ends in April and awardees are notified in May.

"I am so grateful for this scholarship, it means the world to both me and my family. I have been so lucky to be a part of key club throughout high school and I am so grateful for all the lessons it taught me! I cannot wait to carry my passion for community service onto my time at Virginia Tech!" – Maddy Glanz, 2022 Receiptent

Welcome to Kiwanis

Ben Hsu, Tysons, VA

In Memoriam

It is with great sadness that the Capital District of Kiwanis International announces the passing of 2001-2002 Governor and 2009-2012 Kiwanis International Trustee **Jerome Peuler**.

No service will be held, at Jerry's request. Internment will be held at Arlington National Cemetery at a later date. Jerry was committed to and stayed involved in Kiwanis until his very last day.



Happy Anniversary

August

Clarksburg, WV.....	1920
Mercer County, WV	1924
Hinton, WV	1925
Bassett, VA	1926
Reisterstown, MD	1935
Front Royal, VA.....	1945
South Arlington, VA.....	1947
Peninsula at Oyster Point, VA.....	1959
Virginia Beach Town Center, VA	1973
Greater Hilton, VA	2010
Dinwiddie, VA.....	2015
Carrollton, VA	2018

September

Wheeling, WV.....	1918
Alleghany Highlands, VA.....	1923
Georgetown, DE.....	1935
Abingdon, VA.....	1942
Montgomery County-Blacksburg, VA..	1946
Wise, VA	1946
Keyser, WV.....	1950
Mount Vernon, Fairfax County, VA	1953
West Charleston, WV.....	1959
Denbigh, Newport News, VA.....	1967
Poquoson, VA.....	1974
Shepherd Park, Washington, DC.....	1976
Smithfield, VA.....	1976
Tuckahoe, Richmond, VA.....	1979
Lynnhaven-Virginia Beach, VA.....	1983
Welch, WV	1985
Greater Millsboro, DE.....	1989
Williamstown Area, WV	2013
Giles County, VA.....	2018

Service Showcase



Division 9

Six hardy Kiwanians from the Kiwanis Club of Charlottesville unfurled the big tent displaying our banners and oodles of PR-type information alongside a bowl of candy and a bead-making activity. It was all in the hopes of showing off Kiwanis as an energetic partner for 100 years with the wonderful community agency Ready Kids at their 100th Birthday Bash held on Saturday, April 30 at their headquarters at 1000 East High Street. Upwards of a hundred kids and families strolled through the grounds visiting dozens of tents and tables staffed by Ready Kids staff who explained the multi-faceted activities of this organization and dozens more of community partners who entertained all visitors with a tremendous variety of games and activities from a bounce house to a sandbox scavenger hunt to mention a few. Pizza from Domino's and scrumptious baked goods from KrissyCakes kept the crowds happily fed. There was even a shiny red fire truck for the kids to explore, courtesy of the Charlottesville Fire Department. Both Kiwanis and Ready Kids pledge to continue working together as we both enter our second century of service to the children of the world.

Kiwanis in the News



Kiwanis Kids Idea Studio: Where Innovation, Fun, And Books Meet

WRITTEN BY DESIREE PARKER, MARKETING & COMMUNICATIONS MANAGER, WILLIAMSBURG REGIONAL LIBRARY
PUBLISHED BY [THE UNCOMMONWEALTH](#)

Folks popped into the James City County Library to grab materials, but they didn't always stay long. All that changed in 2021 with a pioneering new project that improved how people used our space, attracted more visitors, and increased checkouts significantly, too.

The idea that became the Kiwanis Kids Idea Studio began with Williamsburg Regional Library (WRL) Director Betsy Fowler's gut feeling that it was time for a fresh approach to integrating play and reading that would make people want to spend more time in the library – specifically in the children's area.

The James City County Library branch is spacious and more modern than the system's other building, but it was not getting as much traffic as the smaller downtown branch. Assistant Library Director Sandy Towers and

the WRL staff worked together to help reimagine the children's area as an engaging space focused on the twin literacy skills of reading and play by adding elements of a modern children's museum to the existing collection.

Betsy mapped out the space with an eye for creatively blending the collections and hands-on, interactive play elements. When the Kiwanis Kids Idea Studio had its grand opening in June 2021 (delayed due to the pandemic), WRL became the first library system in Virginia to have items like its interactive digital play table and Awesome Air Tubes. Other hands-on learning features include an interactive floor projection play area; a giant, illuminated pixel peg wall; a LEGO wall; a moveable magnetic gear wall; and a ball wall that allows for exploration of advanced concepts including kinetic energy, friction, and inertia.

[READ THE REST OF THE STORY HERE.](#)

Family Ties

Key Club IZZA AHMAD, GOVERNOR

Hi Kiwanis!

I hope everyone has been enjoying their Summer this year. In early July a group of board members and other members of the Capital District went to ICON. The host committee, which consisted of 8 key clubbers from the Capital District board, assisted Mr. Matt Ellis, the Key Club International Director, and Ms. Laura Holloway, the Program Specialist, with any tasks to make ICON great. We all had a blast attending workshops, keynote speaker sessions, and being able to see the old International Board retire and the new board being elected.

By the end of ICON, we knew what our District Project for the 2022-2023 Key Club year was. We are supporting the new Key Club International Project, Early Childhood Development in Zambia. Board members have already begun advertising the new District Project alongside the new Governors Project for this year. The Governors project focuses on reaching out to the other branches on the Kiwanis Family in your are, building connections with them, and creating service projects with them.

In mid-September, we are getting ready to go the Kiwanis Family Weekend on September 16-18th. Everyone from the Capital District Board is very excited to go and make greater connections with the Kiwanis Family. The Conventions and Events Committee has begun planning for our annual Fall Rally that will occur in the fall.

I cant wait for the new school year to start and having even more passionate key clubbers join this amazing organization and have the best year ever as Key Clubbers, as servant leaders, as a family.

Yours in Service,



CKI AKILAH RICHARDS, GOVERNOR

Hello Capital Kiwanians!

As the Kiwanis year comes to a close, I'd like to offer my gratitude for the support you all have shown to Capital District CKI. The support and encouragement we received is incredibly important to the success of our organizations and I look forward to seeing this continue in the upcoming Kiwanis year.



At the end of July, 5 members from the Capital District traveled to Austin, Texas for our International Convention. Three members attended a pre-convention leadership conference, Next Up and we all engaged in educational workshops which covered leadership, service initiatives, and international updates at ICON. Our first-time attendees all participated in caucusing and the House of Delegates where they voted on bylaws amendments and elected the new International Board. While in Austin, the Capital District received awards/recognition including Serena Bell awarded Alumni of the Year, and Bowie State receiving 1st place in the Ruby division of Growth Enhances Membership award. American University and West Virginia University received recognition for their contributions to the W.A.S.H campaign which has ended. Our members left Austin feeling empowered as leaders and geared up to come back to their clubs in the Fall semester!

In just a few weeks, I will attend Kiwanis DCON where we will host a workshop to talk about CKI 101 and how to charter and successfully engage with CKI. In September, we will be at Kiwanis Family Weekend alongside the Key Club and Kiwanis District Boards where we look forward to fellowshiping and learning together. In October, we will be holding our Fall Membership Rally where we will focus on recruitment and fellowship for all clubs in the District. We are really looking forward to these upcoming events to unite the district and engage with the greater Kiwanis Family!

Warmest Regards,



Eye on KI

News from Kiwanis International

UNITY AND THE LESSONS OF HISTORY

BY STAN SODERSTROM,
EXECUTIVE DIRECTOR,
KIWANIS INTERNATIONAL

Google the term “greatest U.S. presidents.” You’ll find online articles that rank America’s 47 presidents from best to worst. Now click on several links. In almost every case, you’ll see the same two names at the top: George Washington, the nation’s first president, who usually comes in at No. 2, and the 16th president, Abraham Lincoln, who comes in first.

What did they have in common? Both led at a time when the future was extremely uncertain. Washington headed a young nation that had no guarantee of survival. Lincoln lived with uncertainty about restoring the American union. Both had passionate critics, and both had times of doubt and even despair.

Both leaders were also lifelong learners despite lacking formal education. And each led largely through relationships with others. In each case, I think those qualities persuaded both men toward unity as a solution to the tumult of their times.

Washington helped a young country whose motto was *e pluribus unum* (“out of many, one”) to realize its aspirations — because of, rather than despite, a population that had come from many parts of the world to form many communities in 13 very different colonies.

Lincoln, known for many of his oratorical performances and historic speeches, delivered one to a country on the brink of civil war — two years before he was elected its president.



“A house divided against itself cannot stand,” he said in an 1858 address, rephrasing a verse from the Bible to express his own vision for the nation.

In today’s world, it’s easy to find leaders whose style is to divide. And people easily become polarized or splintered. Too often, our first inclination is to think in terms of winning and losing. And we all hate to lose.

But we have big challenges to overcome — together. Whether it’s the global pandemic, the resulting economic turbulence, racial injustice or whatever crisis may be just over the horizon, solutions come only when people pull together.

That’s where leadership comes in. When you analyze the histories of Washington and Lincoln, you see constant effort toward uniting people. They had their critics, and they surely weren’t perfect. But the power of unity overcame the appeal of division — not by magic or mere hope, but because of the framework they created. And both are viewed among history’s winners because of that.

In turbulent times, it can be easy to get caught up in the back-and-forth of public debate. After all, leaders are individuals too — and we all have our own perspectives and experiences. But our responsibility

as leaders is to bring different perspectives and viewpoints together for a common purpose. And since the essence of leadership is to create other leaders, we should also look for and mentor other people who have that commitment and talent.

After all, it was good enough for Washington and Lincoln — so I’m confident it’s the best long-term approach for us too.

USE THESE 12 STEPS TO EXCITE MEMBERS, PROSPECTS

The key to keeping members engaged is making them feel valued and appreciated. Assess your club experience by asking members questions such as:

“What do you enjoy most about being a member of our club?”; “What is our club’s greatest strength?”; “If you could change one thing about our club, what would it be and why?” [Here are 12 steps](#) to excite your members, impress your prospects and enhance everyone’s Kiwanis experience.

TAKE TIME TO UPDATE YOUR CLUB’S VIRTUAL PRESENCE

It’s important to think about what visitors want to know and need to know when you’re creating or updating your club’s website. Use these tools and tips to build or update your Kiwanis club or district website.

The Power of PARTNERSHIPS

BY KIWANIS INTERNATIONAL



Partner Connections is a quarterly email that shares valuable resources for you and your club from Kiwanis International partners. We also want to support you — with new member benefits that bring you more from your membership. Here is the latest:

Club resources

NEW! [KidsGardening](#): Youth gardens are a perfect way to deepen the connection to local food systems — and help youth grow, thrive and prosper through interaction with nature. Clubs have access to a tailored toolkit for supporting new and existing youth garden programs.

NEW! [Little Free Library](#): Expand book access around the world. The partnership supports the Kiwanis cause of education and literacy, helping clubs with the implementation and stewardship of Little Free Libraries. Clubs receive a 10% discount on products and a 20% discount on co-branded charter signs.

[Landscape Structures](#): Now is the time to plan your playground project. This partnership can help your club make an epic impact on your community. Get resources for a new playground and watch for Legacy of Play to return in August 2022.

[Reading Is Fundamental](#): Looking for literacy resources to support your community? Reading Is Fundamental features an array of free resources: suggested reading lists, read-aloud videos, reading logs, puzzles, coloring pages, word searches and more.

[Kiwanis Warehouse](#): Powered by DollarDays. Contact local schools to find out how you can provide school supplies and hygiene kits for children in need, especially those learning from home. Supplies can be purchased at rock-bottom pricing.

[Office Depot](#): Flip your thinking — bring service projects to members' homes! Call schools and ask what supplies they need, then deliver them to homes for "stuffing" parties. Purchase from Office Depot using your Club Savings Program.

[Colonial Flag Foundation](#): Rethink club fundraisers. Healing Field and Field of Honor Display fundraising programs are designed to help clubs close the gap on lost fundraising projects. Team up with local businesses to sponsor your events. Successful fundraisers can bring your club five figures!

[ShopWithScrip](#): With fundraising by ShopWithScrip, simply buy gift cards from more than 750 of your favorite brands for use with your daily purchases. Even better: Sell these cards to friends and family to watch your fundraising grow exponentially.

Member benefits

[PerkSpot](#): Skip the in-person shopping and gain access to a one-stop online shop — with exclusive discounts on items from more than 1,250 brands.

[Kiwanis Travel](#): In partnership with Collette, members can choose from 160 guided travel destinations to all seven continents. Kiwanis members save US\$50-100 per person on any tour. Plus, use offer code KIWANIS to learn about special savings of up to \$500 per person.

[Emergency Assistance Plus](#): Considering traveling again? Be extra safe: Pay one annual fee to receive coverage that your health insurance wouldn't normally provide when you travel outside your home state.

[eHealth](#): Many of us are tweaking our retirement plans to ensure the best coverage possible. Turning 65 soon? Learn about your Medicare options.

[Kiwanis Visa® Rewards](#): Carry Kiwanis with you wherever you go. Apply for a Kiwanis-branded affinity card and upon approval and after first purchase, receive a \$30 gift card to the Kiwanis Family Store. Plus, a portion of every purchase benefits the Kiwanis Children's Fund.

Do you have a partner that would be useful to your club or bring value to your membership? Contact [Elizabeth Warren](#) with your ideas.

MEMBERS CELEBRATE ANOTHER YEAR OF SERVING THE CHILDREN OF THE WORLD

BY KIWANIS INTERNATIONAL

More than 2,500 Kiwanis members from about 30 countries around the world celebrated another year of service to kids and communities at the 2022 Kiwanis International Convention, June 8-11, in Indianapolis, Indiana, U.S. Kiwanians heard from revolutionary speakers in science and education, elected Kiwanis' new leaders and renewed their commitment to help even more kids in their communities whether they joined the party in person in Indianapolis or from the comfort of their own homes.

Featured speakers included Dr. Mae Jemison, the first woman of color in the world to go into space, and Jimmy Casas, whose leadership and commitment to a culture of excellence earned his school the title as one of the Best High Schools in the nation by Newsweek and U.S. News & World Report. But the inspiration didn't stop there. Sessions ranging from early-childhood development to fundraising for causes, as well as diversity, equity and inclusion, left attendees equipped with the tools to make bigger positive impacts for children worldwide.

Delegates voted on amendments to the Kiwanis International Bylaws and elected the 2022-23 Kiwanis International Board. Bert West of the Rocky Mountain District will be the 2022-23 Kiwanis International president. Other elected leaders for 2022-23 are President-elect Katrina Baranko of the Georgia District and Vice President Lee Kuan Yong of the Malaysia District. Three United States and Pacific Canada trustees were also elected to the board:

Steven R. Ingram of the Indiana District, Gary Jander of the California-Nevada-Hawaii District and Jackie Sue McFarlin of the Pacific Northwest District. Also joining the board will be Vincent Salembier from the Belgium-Luxembourg District and Trinidad "Toto" Panimtuan Gonzales from Philippine Luzon District. Salembier was elected during the Kiwanis International-Europe Convention in May. Gonzales was elected at the Kiwanis Asia Pacific convention in April.

Also at convention, Kiwanis announced the creation of the Dr. Wil Blechman Fellowship in honor of the 1990-91 Kiwanis International president. The fellowship will recognize gifts of US\$2,500 to the Kiwanis Children's Fund. During convention, more than US\$300,000 was raised through Dr. Wil Fellowships that will support the Kiwanis causes of health and nutrition, education and literacy and youth leadership development.

In-person attendees enjoyed a night out at Victory Field, the home of the Indianapolis Indians baseball team, where 2021-22 Kiwanis International President Peter Mancuso threw the opening pitch. Attendees at the Celebrating Kiwanis Gala were entertained by Broadway's Michael Cavanaugh.

Save the dates for the 2023 Kiwanis International Convention in Minneapolis, Minnesota, United States, June 21-24.



Capital members enjoyed the International Convention, especially the district dinner at Fogo de Chao and supporting Art Riley as retired from the International Board.

BEYOND THE CALL

BRIAN BELL CELEBRATES A HALF-CENTURY AS A KIWANIAN

BY JOHN A. MONTGOMERY

The fall of 1972 was an era of a distant time. The Vietnam War was winding down. President Richard Nixon was running a successful re-election campaign. The Miami Dolphins ran the NFL table, ultimately winning all 17 of their games and emerging as Super Bowl champions the following January.

What else was going on?

- Direct deposit (electronic funds transfer) made its debut;
- Elton John released “Crocodile Rock,” his first single to reach No. 1 on the Top 40 charts;
- “The Godfather” was all the rage at movie theatres;
- ...and on October 1, 1972, Brian Bell became a Kiwanian, joining the Air Academy Kiwanis while he was on the Air Force faculty.

Brian served 21 years in the Air Force, retiring as a Lt. Colonel. Professionally, Brian has made good use of his undergraduate degree in physics and two masters in engineering space physics and systems management. He has a broad background in the development of signals intelligence and sensor technologies and space system engineering and design.

But his true passion has been Kiwanis – and that has never waned.

A half-century after joining Kiwanis, Brian is as active with the organization as he has ever been. He’s done it all

over the years – belonging to clubs in three states (Colorado, Massachusetts and Virginia), serving as Woodbridge club president five times over the past 38 years, secretary for eight years and Lt. Governor six times, earning distinguished status in all of those jobs.

He served as Capital District Governor in 2014-15, the year Kiwanis International celebrated its centennial, and – to no one’s surprise – became class president. He has earned fellowships as a Hixson, a Zeller and a Blechman (just this past June), and has been honored with the centennial Award, the Capital District Kiwanis Foundation Founder’s Society Legion of Honor and Tablet of Honor.

He’s chaired numerous Capital District committees, been a Certified Leadership Education (CLE) trainer, a district trustee and a district foundation director. He’s been a chief advisor and campaign chair for his close friend Art Riley, another Capital District linchpin, who is currently Kiwanis International’s Immediate Past President.

Brian has been a member of the Centennial Internet Kiwanis Club since its 2015 inception, a club chartered by the class of district governors during the 100th anniversary of Kiwanis International.

Brian’s not exactly slowing down, either. This year he has held the jobs



as club secretary, club committee chair for four projects, assisted on two district committees and has served as a certified club opener and coach.

But then, Kiwanis has always been a natural fit for him. Brian was born into Kiwanis. His father Joe was a charter member of Circleville (Ohio) Kiwanis Club with 55 years of perfect attendance. Brian delivered “Charity Newsies” in the community, helping his father in the late 1950s. Brian belonged to the Circleville High School Key Club from 1959-62.

Brian's brother Bruce has also been a longtime Circleville Kiwanian.

Brian credits his high school sweetheart who became his wife, Diana, for steadfast support through his Kiwanis odyssey. "Although I have never been able to convince Diana to join Kiwanis," he says, "she has been an integral part of my Kiwanis journey. She was at my side throughout my year as District Governor and at numerous DCONs and ICONS. I am grateful for her patience and support over these past 56 years of marriage."

Brian and Diana have two married daughters and three grandsons.

Brian likes the philosophy of current Kiwanis International President Peter Mancuso. "I joined Kiwanis to serve and enrich the lives of others," Brian says, "and I am proud to have done so. However my experiences in Kiwanis have enriched my life far more, and for this I am humbled and extremely grateful."

Brian says his Kiwanis friends are among his best friends, and fellowship is one of the greatest benefits of being a Kiwanian. He hopes his experience might serve as a path for others to follow.

"We each have unique talents and skills to offer," Brian says. "Build your own legacy and have fun along the way!"



Opposite page: Brian serves peanuts for Kiwanis Peanut Day.
Below: Brian's father, Joe Bell, receives Tablet of Honor with sons Bruce, Brian, Brent, and Brock; Brian with his wife Diana after his election as Governor; At his Kiwanis club's playground in Dumfries Merchant Park



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