

*The Capital*

February/March 2023

# KIWANIAN

The Official Publication of Capital District Kiwanis | [www.capitaldistrictkiwanis.org](http://www.capitaldistrictkiwanis.org)

**Facebook Ads for  
Membership Events**

**Division Realignment  
Approved for 23-24**

**KIWANIS CONTINUES  
TO GROW IN THE  
CAPITAL DISTRICT**



**Kiwanis**

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*COVER: The Kiwanis Club of Ellicott City puts together meal-filled "Backpacks for Breaks" so that students won't go hungry.*





Al Sibert, president of the newly chartered Kiwanis Club of Haymarket-Gainesville, conducts the club's first official meeting on January 12. The club was organized in December, the first of seven planned for the 2022-23 year.



## 2022-23 LEADERSHIP INFORMATION

### GOVERNOR

Jennifer Wolff  
Tysons, VA

### GOVERNOR-ELECT

C. Eric Lamb  
Charlottesville, VA

### EXECUTIVE DIRECTOR

Jeffrey Wolff  
Tysons, VA

### IMMEDIATE PAST GOVERNOR

Elana Gardner  
Eastern Branch, DC

### TRUSTEE - CHESAPEAKE BAY

Josh Hiscock  
Ellicott City, MD

### TRUSTEE - HEART OF VIRGINIA

Jamie Moore  
Chester, VA

### TRUSTEE - MASON DIXON

Roger Diehl  
Westminster, MD

### TRUSTEE - NATIONAL CAPITAL

Tim Gillette  
Tysons, VA

### TRUSTEE - SOUTHEAST VIRGINIA

Richard Pippin  
Chesapeake, VA

### TRUSTEE - SOUTHWEST VIRGINIA

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### TRUSTEE - WEST 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

JENNIFER R. WOLFF, 2022-23 GOVERNOR



*Disney's Newsies is a show written about the newsboys' strike of 1899. It tells the story of the boys that unionize against newspaper mogul Joseph Pulitzer, as he raised their rates for newspapers.*

These boys knew nothing about organizing, or publicity. They knew that unionizing was a threat to their livelihoods – but the mission was too important. Children were forced to work for unfair wages all over New York City and beyond.

*"Now is the time to seize the day  
Stare down the odds and seize the day  
Minute by minute, that's how you win it  
We will find a way..."*

I've been on two club opening teams so far this year, and the beauty of a club opening is that you go into a community without a Kiwanis Club. We see the potential that is there and we share it with community leaders and citizens, and as the enthusiasm increases for what Kiwanis stands for and what we can bring to the community, it culminates in a brand-new, organized Kiwanis Club.

Club openings involve smaller teams of Kiwanians with different responsibilities leading up to the event. We have a group that creates a contact list of individuals, organizations, and businesses to call. There's a group that calls those contacts to make appointments for us to meet with them during opening week. We have a social media team to communicate with folks that see the new club site's Facebook page. And then we have the appointment team.

The appointment team is a group of Kiwanians that volunteers to go on appointments in pairs to speak about the community's needs and how that person or organization could be a great part of the new club. They obviously love Kiwanis, but I'll be honest here, at our first meeting at the beginning of the club opening week – there are a bunch of nervous Nellies in the room. Because as much as they love Kiwanis, many of them have never spoken to strangers about why Kiwanis is important. As one member put it, "I am not a salesperson."



During the meeting, we outline how a conversation should go during a 15-20 minute appointment (many of you that participated in our membership bootcamps last year may remember this). We try to pair people by experience, so a newer person can learn from his partner.

What the members of the appointment team learn over time is that there are two important things when speaking to a potential member about Kiwanis:

1. Learning about the person you are speaking with, to figure out how this person would fit into a Kiwanis Club.
2. The team member's enthusiasm for Kiwanis' mission. We have an important mission and our clubs do great work – who wouldn't want to be a part of what we do?

Over time, I have had the pleasure of watching Kiwanians become confident spokespeople for our organization while building a brand-new Kiwanis Club. And when that new club organizes, the euphoria that is felt from the success of the week is palpable. *They seized the day, and they won!*

One of the sponsoring Kiwanis Clubs' presidents said that the experience of opening the new club has brought an energy back to her own club that they did not anticipate. And now that club has individuals that are more confident in talking about Kiwanis. They are making plans to grow.

I encourage any member who is interested in growing their own club to participate in a new club opening. The experience that you take back to your home club will be so valuable. It's small steps to a larger goal, to increase our hands for service so that we *Create Brighter Futures*.

***"Now is the time to seize the day  
Stare down the odds and seize the day  
Once we've begun, If we stand as one  
Someday becomes somehow  
And a prayer becomes a vow."***

In Kiwanis Service,



Jen Wolff, Governor

## GOVERNOR PROGRESS REPORT *(SEE WHAT WE HAVE BEEN UP TO!)*

### > WANTED: LIEUTENANT GOVERNOR-ELECTS

We are currently seeking past club presidents who would be interested in serving as a Lt. Governor for their division in 2023-24 with Governor-Elect Eric Lamb. Elections for this office are typically held in March or April. If you have any questions about the position, please reach out to me or Eric Lamb, or your current Lt. Governor.

### > REDIVISIONING TASK FORCE UPDATE

The Capital District Board approved the recommendation made by the Redivisioning Task Force at its January 28th meeting. (Read more about it on page 5.) Now that the new divisions have been approved, the board will review the plan for new regions to complement the divisional realignment on March 3 in Arlington, VA.

### > FACEBOOK MARKETING SPECIALIST FOR EXISTING CLUBS' MEMBERSHIP CAMPAIGNS

After an extensive search, the Capital District has hired a Facebook Marketing Specialist! The focus of this position will be to plan and execute paid Facebook marketing campaigns on behalf of participating Kiwanis Clubs. If your club would like to receive potential member leads from facebook advertisements, please go to page 24 for more information.

### > CLUB BUILDING

The district is looking for Kiwanians that are interested in bringing Kiwanis to areas that need us. There are many different jobs within an opening team, some onsite, and some from home. We need callers, online researchers, social media gurus, and simply friendly faces that can speak to people about why they love Kiwanis. No professional sales experience required! Read the membership column on Pages 17 & 18 to learn more!



# Notes from the Executive Director

BY PG JEFFREY WOLFF

**We are all very excited for our upcoming Midyear Conference happening the first weekend of March and we look forward to seeing many of you there. Before we know it, Spring will be here. In the Kiwanis world, this is the time where our clubs and divisions are electing new leadership.**

Each of your clubs should be planning now for its Annual Meeting. Per your club bylaws, this is a meeting held between Jan. 1 and May 15 with at least 30 days notice to all members. The purpose of the Annual Meeting is to elect your 2023-2024 Club board of directors and to amend your club's mandatory policies if necessary.

Our divisions will also be holding Divisional Council Meetings (DCMs) to elect their new lieutenant governor and lieutenant governor-elect who will lead the division in 2023-24 and 2024-25, respectively. The position of lieutenant governor is vitally important to keeping Kiwanis clubs strong and healthy so they can do more service in their communities. Capital District intentionally separated the governance role (participating in district board meetings) so that our lieutenant governors could focus solely on communicating with and assisting clubs.

Divisions create a sense of belonging and fellowship between Kiwanis clubs and can enhance everyone's projects and programs. Once you have served as president of your club, Kiwanis really looks to you to step up and serve as a lieutenant governor. Personally, I can tell you it's probably the most fun you can have in a Kiwanis leadership role. Lieutenant governors are asked to visit their clubs, which can be done in-person or virtually (where permitted by the clubs), and the Capital District reimburses its lieutenant governors for mileage to travel to club meetings.

As leaders of the division (a grouping of Kiwanis clubs), they are also asked to chair divisional council meetings where the clubs can come together throughout the year and share successes, educate each other and enjoy fellowship. The District also provides stipends to District and International conferences for our lieutenant governors, so you get additional Kiwanis education and fellowship opportunities as part of the position. If you are eligible, I strongly encourage you to consider the position of lieutenant governor, if not for the upcoming year starting Oct. 1, 2023, then for the following year.

The Capital District has been working hard this year under Governor Jen Wolff to ensure that lieutenant governors have balanced divisions to manage. As part of that effort, a redivisioning task force was convened with a cross-sampling of Kiwanis club and District leaders to look at the current divisional boundaries. They were tasked with creating more reasonable divisions allowing Kiwanis clubs to thrive and encouraging more members to step up into leadership positions. Their final report and recommendations were just approved by the Capital District Board of Trustees and will result in the following changes effective Oct. 1, 2023:

Waldorf moves from Division 3 to Division 1  
Frederick moves from Division 7 to Division 4  
Mount Airy moves from Division 7 to Division 4  
Westminster moves from Division 7 to Division 4  
Wilmington moves from Division 6 to Division 5  
Hagerstown moves from Division 7 to Division 8  
Ashland moves from Division 11 to Division 10  
Midlothian-Chesterfield moves from Division 11 to Division 10  
Richmond moves from Division 11 to Division 10  
Tuckahoe moves from Division 11 to Division 10  
Poquoson moves from Division 12 to Division 13  
Grafton moves from Division 12 to Division 13  
Beckley moves from Division 20 to Division 16  
Hinton moves from Division 20 to Division 16  
Mercer County moves from Division 20 to Division 16  
War moves from Division 20 to Division 16  
Welch moves from Division 20 to Division 16

This slate of changes will eliminate Divisions 7 and 11 and therefore, no 2023-2024 lieutenant governor or lieutenant governor-elect shall be elected by these divisions in Spring 2023. If you have any questions about club annual meetings or the position of lieutenant governor, please reach out to your current lieutenant governor or me at [jeffrey.wolff@capitalkiwanis.org](mailto:jeffrey.wolff@capitalkiwanis.org).

*(Past Governor Jeffrey Wolff, from Tysons, is the Capital District Executive Director.)*

# From the Governor-Elect

BY ERIC LAMB

## IT'S TIME FOR REBIRTH

### Howdy Awesome Capital Folks,

I hope you are enjoying your winter so far. Spring will be here before you know it. Spring always reminds me of a time of rediscovery and rebirth. It can be a time of self-reflection and a chance to start new things, offering the opportunity for success in your life.

In mid-October, I traveled to Kiwanis International Headquarters in Indianapolis for Governor-Elect training. Upon arriving, I was greeted by the KI staff. I quickly learned what a wonderful support staff we have in these folks. Governor-Elects from all over the world were invited and only two were unable to participate.

Our first night we enjoyed a wonderful reception playing a game of "Match the Fact." We were given a sheet with the districts listed and a "fact" about the incoming Governor-Elect. We had to find the correct person and obtain their signature for verification. My fact was that I used to be a professional fundraiser.

I had fun meeting Kiwanians from all over the world and learning "fun facts" about each of them. The next few days were filled with training, social opportunities, group meals and lots of bonding experiences.

On our last night we took over an entire restaurant, had dinner and then walked a bit to play "Game Show Challenge." We were divided into two teams; incoming Kiwanis International President Katrina Jones Baranko and I were on the same team and quickly declared it the most fun team. LOL. Both teams laughed, learned and bonded as we engaged in friendly competition.

We played games such as Wheel of Fortune, The Price is Right and Family Feud. Tons of laughter! It was a very busy week of training, but time well spent.



This week of training brought many new things to my life – new friendships, much new knowledge and a new-found respect and deeper appreciation for why we are Kiwanians. My new friendships span the globe; my head was filled with so many new Kiwanis ideas, and the need for Kiwanis to exist was cemented in my mind. It still amazes me how a group of dedicated people can and do change the world on a daily basis through the vehicle of Kiwanis.

As Spring comes, let us take this time of rediscovery and rebirth to set intentions for our Kiwanis Clubs and our personal Kiwanis journey. Could your club start a new fundraiser that helps to fund a struggling not-for-profit in your area? Could your club strengthen an existing event and give more funding to a deserving project in your area? Can you set a personal goal to bring in a new Kiwanis member this Spring?

Let's enjoy a Spring filled with new energy, self-discovery and Kiwanis growth!

*(Eric Lamb, from Charlottesville, is the Capital District Governor-Elect for 2022-23.)*

# Around Capital

## TOKEN OF APPRECIATION TO BE PRESENTED AT MIDYEAR

BY ELANA GARDNER

**Kiwanis means “we build” and Kintsugi means “to join with gold.” Kintsugi is a technique to glue broken pieces together, with powdered metal (usually gold, and more recently, silver and platinum) to make the seams prominent.**

Kintsugi inspires deep affection, even reverence. Just like with a person who refuses to apologize for their scars, objects repaired this way are beloved precisely because they don’t hide their transformation.

Contrary to popular belief, there is not always a reason for everything. Unfortunate events happen to people through no fault of their own. The beauty of Kintsugi is that it accepts randomness and the inevitability that things, even precious ones, do break. The pandemic that struck shattered the world as we knew it. The breaks happened and were painful to see and to experience.

But through it all Capital District Kiwanians found a way and the hints of gold have come into view. Just as a shattered bowl can never be fully mended — our clubs, our communities, our district and our world can never be exactly what they were. Capital District Kiwanis has transformed and we are glowing. Our district has a wildness and unpredictability that pulses with new opportunities. I hope you will join me on March 3, 2023 for the 2021- 2022 Distinguished Award presentations in Arlington as I recognize you or your club for exhibiting mastery in “Mending Our World.”

*(Elana Gardner is the immediate past governor of the Capital District.)*



# DANVILLE KIWANIS FINISHES 2022 IN STYLE

BY JAMIE ARCA

## 89th Citizenship Award Banquet

On Dec. 4, Danville Kiwanis held its 89th citizenship award banquet. At the end of each calendar year, nominations are submitted by constituents in the Danville/Pittsylvania County area and are reviewed by a confidential committee established by the club president.

To be eligible, you must be a citizen of the Danville/Pittsylvania County area and provide unselfish contributions toward the welfare of the community. The winner is only known to the committee members until it is announced the night of the banquet. In 2022, the recipient was out of the country and not able to attend. This has only happened twice in 89 years.

This year's recipient was Randy Johnson, president of God's Pit Crew. In 1999, Johnson and his wife, Terri, founded the disaster relief organization that's now recognized around the nation. The organization boasts of more than 800 volunteers – not only from Danville but also from well beyond. In 2022, these volunteers logged 115,000 hours of service and the organization has delivered 77 tractor-trailer loads of disaster relief supplies to 12 natural disaster sites.

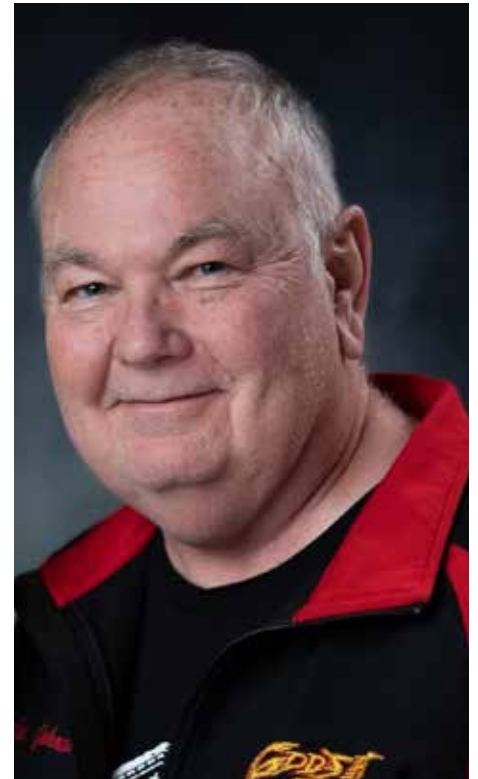
The club is proud to be able to honor Randy for giving Danville's citizens a way to help others all over the United States, and internationally as well.

## Pancake Breakfast

Danville once again held its annual pancake breakfast to raise funds for scholarships and to help local nonprofits in the area. This was the club's eighth year of pancakes, and it is becoming an established event that community members anticipate and accordingly plan for.

## Community Holiday Light Show

Danville Kiwanis also participated in the Community Holiday Light Show. Part of the show's proceeds goes to benefit local charities and nonprofits that guests vote for at the end of the show's route. This year's light show had the most visitors in its history. The Kiwanis Club of Danville's entry received the most votes and captured Best in Show.



Randy Johnson



# ROANOKE CLUB EMBARKS ON NEW SIGNATURE PROJECT

BY DON WITT

**In 2021 the Kiwanis Club of Roanoke completed construction of an all-inclusive playground located within an underserved section of the city. Adjacent to the playground was a 2-1/2 acre undeveloped parcel of land with a stream flowing through it. The stream often flooded and was constantly inundated with trash. The acreage had many dead and dying trees and grasslands that did little to filter the runoff to the stream which was a contributor to the Roanoke River.**

Kiwanian Dr. Rupert Cutler promoted the idea of developing this land into a nature park whereby residents could enjoy nature in a very urban environment and children could learn about the many aspects a nature park could potentially offer. The Roanoke Kiwanis board of directors approved the idea and thus a 5-year project was off and running. The five years overlapped with Roanoke City's Stormwater Division plan to re-design the stream for flood mitigation; that work was four years away.

The club is beginning its second year of the project. Last year, several elements were accomplished as part of the first phase. A Memorandum of Understanding (MOU) was created with the City of Roanoke, Roanoke City Public Schools and Kiwanis; the former two hold ownership of the properties involved. The MOU stated that, upon completion, the park would be handed over to the City, similar to what was done with the playground.

Other elements of the first year included community engagement and youth education. Stream and neighborhood cleanups were orchestrated. A schematic plan of the park was taken to community festivals to garner feedback and learn what the neighbors wanted. Several ideas

were deemed unobtainable – such as a water park and a zip line – but the club was glad to receive “outside the box” input.

The community grew pollinator plants from seeds distributed by Kiwanis. The seedlings were then replanted into a wildflower pollinator garden. Weekly efforts of watering and spreading “deer-off” allowed the garden to flourish and attracted many bees and butterflies.

The club organized a youth conservation corps called Wonderful Roanoke Area Planet Protectors (WRAPP “Stars”). They will monitor water quality and lead neighborhood cleanups. Nature discovery backpacks were prepared for use during field trips to the pollinator garden to encourage nature drawings, nature journaling, interest in environmental science, and to develop a commitment to environmental stewardship.



Schematic Plan of Nature Park



## WILLIAMSBURG HAPPENINGS

- The Kiwanis Club of Williamsburg took first place, best float in the civic organizations category at the Williamsburg Christmas Parade held in early December. It was the second consecutive year that the club has been so honored. Williamsburg was quick to credit sister Kiwanis clubs Toano and Colonial Capital for valuable contributions toward the end product.

Williamsburg's train (the Kiwanis Merry Express) operated on the theme of "Giving the Gift of Merry and Bright." Fifteen club members and friends assisted with the decorating; Joe Hertzler provided a flatbed from his company as the base. A special thank you was expressed to members and friends who provided a trainload of children as riders.

- Williamsburg Kiwanis received a check for \$2,295 toward its service budget from Colonial Eye Care in early January as part of the firm's "Glasses for Good" program. Colonial Eye Care donates \$5 for every pair of glasses it sells to a local non-profit at the end of each quarter. Kiwanis was the organization chosen for the fourth quarter of 2022.

"It is this spirit of community giving that we find most inspiring," said Kiwanis President Tony Pauroso. "As Kiwanians we try to embody this spirit through our Headliners program. And we are especially grateful when a local business helps us to achieve that goal."

The public schools have also gotten involved and are creating outdoor classroom events to be linked with Virginia schools Standards of Learning.

As part of their promotion of water quality in the park, the club has engaged a professional children's book writer to write about "Larry the Logperch," an endangered species who resides in the Roanoke River. Larry needs good water quality to survive. Children will draw pictures of Larry and selected ones will be included in the book.

The project is well underway but much work remains. Next up includes another pollinator garden, construction of trails, installation of benches and picnic tables, continuing community engagement and lots of fundraising!

*(Don Witt, a retired architect, is a Capital District Past Lt. Governor from Division 15.)*



At the Kiwanis International Convention this Summer in Minneapolis, Minnesota, our Capital District Dinner will take place on Friday, June 23rd aboard the Minneapolis Queen. This dinner will be in conjunction with the Pacific Northwest District of Kiwanis International.

Visit [capitalkiwanis.org/icon-district-dinner](https://capitalkiwanis.org/icon-district-dinner) for more information and to sign up.



## KIWANIAN RESPONSIBLE FOR SANTA'S NEW RIDE

BY JEFF DOTSON

**The Kiwanis Club of Wise has sponsored and organized the Town of Wise Annual Christmas Parade since the 1970s. This has become the signature project for the club. A few years ago, the CKI Club at UVA-Wise and the Wise County Central High School Key Club became involved with the parade by helping prepare the traditional treat bags and handing them out to the children as the parade advanced through town. This became a true K-Family community event.**

Santa is a past Lieutenant Governor for Division 17. Santa, aka Brian Wills, now lives in Georgia. But he makes his way north every year to be the main event in the parade. In past years, a wagon from a local winery has been used to transport Santa. One Kiwanis club member, Past President Adrian Dale, has always thought that Santa deserved a better ride.

This past year Adrian decided to make this happen. Adrian spent his own time and money to build a new Santa Sleigh. After three months, and well over 200 hours of labor, the sleigh was finished the night before, just in time for the 2022 Christmas Parade.

At the club's annual Christmas dinner, President Dennis Sturdavant presented Adrian with a Certificate of Appreciation and Lifetime Membership Award. Happy Dollar/ Sad Dollar proceeds were also presented to Adrian and his wife, Melody, for a little get-away, a token of appreciation to make up for some of the many hours away from home. Wise Kiwanis Club and the community it serves will benefit from Adrian's sacrifice for many years to come.

*(Jeff Dotson is a past Lt. Governor from Division 17.)*

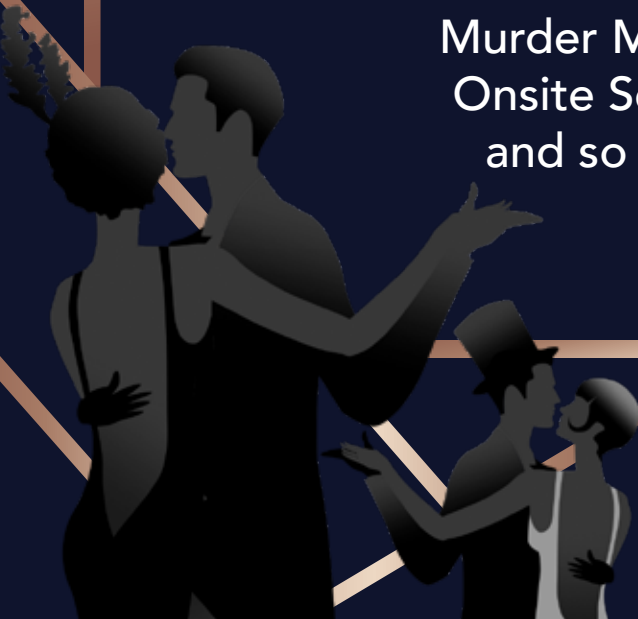




# SERVICE FOR THE AGES

103RD ANNUAL  
CAPITAL DISTRICT KIWANIS  
CONVENTION 2023

1920s Gala & Casino Night  
Educational Sessions  
Murder Mystery Dinner  
Onsite Service Project  
and so much more!



**Save the Date: August 18 – 20, 2023**

Location: Richmond Marriott

*It'll be the cat's pajamas!*

# FEBRUARY

## Service Theme: Animals

Our most vulnerable are often the animals that do not have homes. Your club can care for these creatures in a variety of ways.

### In-Person Service Ideas

- Donate monetarily to a local animal shelter or animal welfare organization. It may be as simple as performing an Internet search using key words such as “animal shelter in [your city].” Many groups have donation links on their websites.
- Provide physical items noted on your local shelter’s wish list. It is likely that the animal welfare organizations in your city or town have lists of physical items they would love to receive to continue to provide good care for the animals in their charge.
- Volunteer at your local animal shelter. Again, an Internet search may provide volunteer guidelines and suggestions on the organization’s website. Your role could be as simple as cleaning cages at a pet adoption event or socializing scared animals to make them better candidates for adoption.
- Assist at a local adopt-a-pet event to help furry friends find their forever home.
- Host a happy hour to raise funds for the local shelter.

### AT HOME Service Ideas

- Have a project where members make pet toys for shelters at home:
  - [Dog Toys with t-shirts](#)
  - [Comfort Blankets with fleece](#)
  - [Rabbit Toys with cardboard](#)

### Speaker Ideas

- Representative from a local animal shelter
- Animal Foster Parent

## Diversity, Equity, & Inclusion Monthly Consideration

### Choose Your Words

When you speak to members of your club, do you make them feel equal? Language can be extremely powerful, depending on how you use it. You should think about the words you use and why they matter. To achieve diversity and inclusion in Kiwanis, you should always be careful about your tone and the phrases you choose. Many colloquial terms are actually inappropriate and may be offensive to others. You should have a zero-tolerance policy for racist or sexist jokes within your club. Taking a strong stance on this will send a message to all members to respect each other’s differences and embrace unique perspectives.

### Partnership Ideas

#### PerkSpot

Through PerkSpot, Kiwanis members gain access to a one-stop, online shop with exclusive discounts on items from national and local merchants! Enjoy access to thousands of discounts in 25 categories, updated daily.

[Learn more.](#)

# FEBRUARY *(continued)*

## Human & Spiritual Values FOCUS: FELLOWSHIP

FELLOWSHIP: friendly association, especially with people who share one's interests

### Club Ice Breakers

- What is your favorite game to play/hobby?
- What other clubs/organizations do you belong to?
- What is your dream vacation?
- If you could have grown up in a different country or state – which would you choose?

### Speaker Ideas

- TED TALK:
  - [Local Psychologist – discussion of loneliness in modern day society.](#) (15 minutes)



### Quotes/Invocations/Prayers

- **Let Us Be United – 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.
- “We give thanks this day for those we sit beside and with whom we share the joy of service. May this fellowship give each of us the love, hope, and joy we need to serve with a grateful spirit and a compassionate heart. May we extend this fellowship to many others in the days ahead that service may be given to all in need. God who created us all, we ask this in your name. Amen”  
- Rev. Carolyn Richar
- “The fellowship of true friends who can hear you out, share your joys, help carry your burdens, and correctly counsel you is priceless.”  
- Ezra Taft Benson
- “One of the signs of passing youth is the birth of a sense of fellowship with other human beings as we take our place among them.”  
- Virginia Woolf

# MARCH

## Service Theme: Youth Arts

Sponsored by the Council for Art Education, March is Youth Art Month. This month, encourage and promote youth in arts. Directory of art non-profit organizations by state: <https://councilforarteducation.org/resources/art-centers-and-associations/>

### In-Person Service Ideas

- Sponsor an art contest.
- Host an art supply donation drive for local schools or community non-profit organizations.
- Sponsor an arts fair at a local Title I elementary school or Boys and Girls Club – for a class or as large a group as club can support – bring arts supplies, musical instruments, costumes/short plays to act out.
- Contact area school districts regarding funds and supplies for programming.

### Speaker Ideas

- Arts advocates in your community
- Art teachers from local schools

## Diversity, Equity, & Inclusion Monthly Consideration

### Individual Discussions

Take the time to have individual discussions with each member. This way, you can learn more about who your members are and what is important to them as individuals. Building bonds will also strengthen relationships and create opportunities for openness. This leads to more idea sharing, and more honest discussions and feedback.

### Partnership Ideas

#### Up with People

Up with People is a global education organization focused on bringing the world together through service and music. Learn more [here](#).

# MARCH *(continued)*

## Human & Spiritual Values FOCUS: JOY

Joy: a feeling of great pleasure and happiness.

### Club Ice Breakers

- What birthday or holiday present do you remember loving most during your childhood?
- What is a time/event in your life during which you remember feeling great joy?
- What was an experience when you felt a great sense of joy within a group or community?
- Are you an "artist" – what is your art and how often do you practice it?

### Speaker Ideas

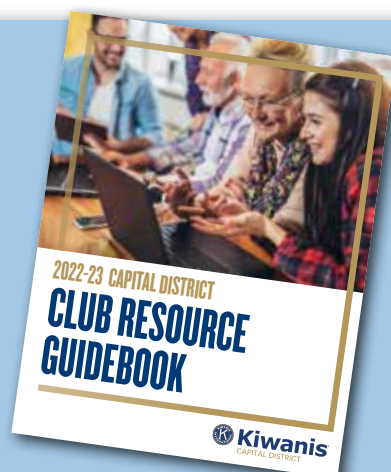
- Creating Joy for Children – Elementary School Guidance Counselor, Child Psychologist.
- ReKindling Joy as Adults – Adult Psychologist, Adult Clown Instructor.
- TED TALK:
  - [How to notice and build joy into your life](#)

### Quotes/Invocations/Prayers

- "Sometimes your joy is the source of your smile, but sometimes your smile can be the source of your joy."  
- Thich Nhat Hanh
- "One can never consent to creep when one feels an impulse to soar."  
- Helen Keller
- "I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy."  
- Tagore
- **Christian Tradition - Prayer of Saint Francis.** "Lord, make me a channel of thy peace! That where there is hatred, I may bring love. That where there is wrong, I may bring the spirit of forgiveness. That where there is discord, I may bring harmony. That where there is error, I may bring truth. That where there is doubt, I may bring faith. That where there is despair, I may bring hope. That where there are shadows, I may bring light. That where there is sadness, I may bring joy. Lord, grant that I may seek rather to comfort, than to be comforted. To understand, than to be understood. To love, than to be loved. For it is by self-forgetting that one finds. It is by forgiving that one is forgiven. It is by dying that one awakens to Eternal Life. Amen."

Have you seen the District  
Club Resource Guidebook?

[Download it here.](#)



# Membership Momentum

## JANUARY KICKS OFF WITH TWO NEW CLUBS

BY PG JOHN MORRIS

**During January, we opened two new clubs in the Capital District! Please welcome the Haymarket/Gainesville club in Division 2 and the Mathews club in Division 12. We used a targeted and team-based process to open both clubs, with resources provided by Kiwanis International. We are going to use the same process to open even more clubs this Kiwanis year and you can use it to open clubs in your area or to strengthen your own club.**

As I wrote in the December/January issue of this publication, Governor Jen plans to open two clubs each quarter. The Haymarket/Gainesville club effort was in December, but, because of a winter storm, it was not completed until January. Mathews was set for January and successfully opened as planned. In each instance, we used resources from Kiwanis International to open the clubs. Most importantly, Kiwanis sent us a club opening specialist, Rogena Woods Mitchell. She was involved in the planning stages and then came to the Capital District to help us recruit new members. Kiwanis also provided us with focused Facebook ads targeted at people living in each area. Both were instrumental in our success.

The key factor in both was early planning. Governor Jen's lieutenant governors helped us identify areas that were ripe for new Kiwanis clubs. We assigned Club Openers to assist with each opening effort. Manassas agreed to be the club sponsor for Haymarket/Gainesville, and Middlesex was the club sponsor for Mathews. Each sponsoring club provided volunteers for the opening effort and has promised to help the new clubs for the next couple of years as they grow and mature.

A Kiwanis social media professional set up Facebook ads and pages for both openings. By providing him with the date and location of our planned informational meetings, he was able to create posts that went to all targeted Facebook users in the two geographical areas and told them what we were planning. We also had a team of Kiwanians who promptly contacted all persons who responded to the Facebook ads and posts. That generated much interest and a number of prospects we otherwise would never have reached.

A group of Capital District Kiwanians used their talents to create lists of

250-350 community, educational, business and other civic leaders in each area. Those lists were used to make phone calls to set up appointments for our recruiters. The phone calls were made in the two weeks leading up to each opening effort. Teams of both local Kiwanians and members of clubs from across the district made those calls. Our callers were very effective, because the recruiters had more than 20 appointments at each opening site before they arrived to recruit.

The recruiters fanned out across the two geographical areas for three days, talking to community leaders,



getting referrals and determining what projects the new club could adopt to make a significant impact on the community. Rogena, Jen and I participated in those efforts along with a number of local Kiwanians and Kiwanians from elsewhere in the district. We also benefitted from the help of the two people who became the president of their respective clubs. Al Sibert, the new president of the Haymarket/Gainesville, was the police chief of Haymarket and a member of the Winchester club. His enthusiasm and Kiwanis experience helped convince several prospects to join his club. Randall Casciello, the new president of Mathews and a former Kiwanian, initiated the drive to open the club in Mathews and was very involved in all aspects of planning and execution of the club opening effort.

The sponsoring clubs provided key individuals as well. Terri Flight, the president of the Manassas club, helped in all facets of the Haymarket/Gainesville effort, including providing the location for our informational and organizational meetings. James Shackelford of Middlesex was the club opener and organized the effort in Mathews from start to finish. James also helped in the Haymarket/Gainesville opening effort.

Finally, we had informational meetings on the evening of the third day of recruiting. Enough people showed up each night to form the clubs, although it took a few weeks to receive applications from all new members in Haymarket/Gainesville because a freezing rain that day caused schools to close and canceled most activities in the area.

We are delighted to have two new clubs in the Capital District. The process used in both Haymarket/Gainesville and Mathews has proven it can be done effectively and in a relatively short period of time. We are working hard to reverse the trend of having a net loss of members each year. A major factor in those losses is that we have been losing clubs faster than opening them. We are focusing on not only starting new clubs but also helping them become strong



enough to last and to thrive for years to come. That includes making sure each new club has two club coaches who commit to staying active with the club for at least two years.

***Growth and strengthening of the district as well as of your club will not happen unless we plan to make it happen.***

Governor Jen's Wolff plan is working. Another club in the Lewisburg/Greenbrier Valley area of West Virginia is in the making. We have plans to open a club in Kiln Creek area of Newport News, Virginia, before the end of March. We are planning to open four more clubs in other parts of the district before the end of this Kiwanis year. If you have any ideas about a good location to open a new club, please let me know. If your club is asked to sponsor one of the new clubs, please encourage your club to become a sponsor. Furthermore, please help with the club opening process if it is happening in your area.

Growth and strengthening of the district as well as of your club will not happen unless we plan to make it happen. We need more hands for service to help our communities. Let's work together to make that happen.

*(John Morris currently serves as Capital District Membership Coordinator. He was governor of the Capital District in 2018-19.)*

## HELP WANTED

**Do you know anyone who would be interested in learning more about Kiwanis in the following areas?**

**Would you like to help open a club in one of these areas?**

**Lewisburg, WV (March Opening)**  
**Kiln Creek, VA (March Opening)**  
**Short Pump, VA (April Opening)**  
**Salisbury, MD (May Opening)**  
**Catonsville, MD (July Opening)**

**Contact John Morris at**  
[\*\*jsmorrislaw@gmail.com\*\*](mailto:jsmorrislaw@gmail.com)



## WHAT DO WE REALLY WANT – RESULTS OR RELATIONSHIPS?

BY LYNNETTE EMBREE

Dear Fellow Kiwanians,

The topic of my article this month comes from several conversations I have had over the past two weeks: Results and Relationships.

Valentine's Day just passed: February 14th (in the unlikely event that you didn't know that!) and we typically think of February as the "love" month. What if every month was love month? How would we act differently if every interaction with a fellow human being came from love?

Here's where I'm headed: So many times, we have a choice between results and relationships. Why do I say we have a choice? When was the last time you asked your club to do a certain thing (sell pancake day tickets) and a member didn't do that? Are you upset with them because the club was counting on the member to sell all of their tickets or do you thank the member for the tickets they did sell? One scenario is about results and the other is about relationships.

Let's look at each scenario individually. If I, as a member, didn't sell all of my pancake day tickets or I didn't bring in a new member as I said I would, the leadership team could get upset with me because I didn't achieve the goal. How would I feel being on the receiving end of their frustration? Depending on how it was handled, I may feel badly enough that I leave the club. Or, I may decide that this is a defining moment and rise to the occasion.

On the other hand, what if I don't sell all of my pancake day tickets or don't bring in the new member and the leadership team asks me what's going on? They have noticed that I'm a little quieter recently or I haven't been to as many meetings as I used to attend. Perhaps there's a work situation or home situation of which no one knows, and it is keeping me from doing all that I want? If the leadership team understands that there is something else going on in my life, they may not be as upset as they initially were.

Here's my point: It's great to have goals and that's what I do for a living – help people set and achieve goals. However, sometimes the relationship takes precedence over any goal. If achieving a goal or getting a certain result is more important than a relationship, I would question someone's priorities.

We are human beings, not human doings. There will always be more goals or results to achieve. Our people are only here for a short period of time. So what if a certain goal isn't achieved? Is it the end of the world? Probably not.

On the flip side, goals and results are important, as are boundaries. Some folks don't know how to set and maintain boundaries. Boundaries are a topic for another day!

When looking at the direction of your club, which do you normally choose – results or relationships? Is the choice because that's the way it's always been done or because it was the better option at the time? Attend your club's next board meeting. Watch and listen as to how a decision is made. If you aren't on your club's board, election time is drawing near. Let your nominating committee know of your interest so you can help shape the future of your club.

*(Lynnette Embree, from Winchester, is the Capital District Leadership Education Coordinator for 2022-23.)*



# From the Kiwanis Children's Fund



BY PG DENNIS BAUGH

## HELPING A QUARTER-MILLION KIDS AROUND THE WORLD

Dear Capital District Kiwanis Club Members:

HERE IS WHY YOUR CLUB GIFT MATTERS

As a fellow Kiwanian, you have the ability to impact children in your community and around the world. This year other clubs supported our Children's Fund to impact nearly 270,000 kids across the globe. We were able to grant \$1.6 million in the 2021-22 Kiwanis year.

With your gift to the Kiwanis Children's Fund, you support the Kiwanis causes: health and nutrition, education and literacy, and youth leadership development.

This year, we hope to impact even more children in your local community and around the world. Consider making your club's gift today to support other Kiwanians in serving their local communities.

<https://www.kiwanis.org/childrens-fund/give/make-a-gift-by-mail-telephone-or-wire-transfer>



P.S. Remember to save the date for our first Kiwanis Day of Giving! Our goal is to impact 20,000 kids on one day: April 7, 2023. Ask fellow club members to participate with you by giving to the Children's Fund and sharing on social media why we support the children of the world. Look for more information as the day approaches.

*(Past Governor Dennis Baugh is Capital District Chair for the Kiwanis Children's Fund.)*



# Capital Record



## Wise honors 50-year Legion of Honor recipient

By JEFF DOTSON

During the Wise (Virginia) club's annual Christmas dinner, Past Lieutenant Governor Jim Collie was awarded the Legion of Honor Award for 50 years of service to Kiwanis. In 1961, Jim's sophomore year at Warwick High School in Newport News, Virginia, Jim was invited to join the Warwick High School Key Club. That invitation initiated a journey that continues today. The Key Club was sponsored by the Kiwanis Club of Warwick, now known as the Kiwanis Club of Newport News.



After graduating high school, Jim entered seminary in Louisville. While Jim was attending school and working part-time in a print shop, the owner of the print shop, a Kiwanian, invited Jim to attend several Kiwanis meetings. Kiwanis was always in his view. After graduation Jim moved to Clifton Forge, Virginia, to become associate pastor of Clifton Forge Baptist Church. His pastor invited Jim to join the Clifton Forge Kiwanis Club. Jim worked as a Key Club advisor and served as club president.

In 1978, Jim moved to Wise to become the Baptist Student Union Director at Clinch Valley College, now known as the University of Virginia-Wise. Jim was immediately invited to join the Kiwanis Club of Wise. Jim has served as an advisor of the J.J. Kelly Key Club and the Central High School Key Club. He also helped charter the Circle K Club at Clinch Valley College, and then helped with a new charter for the University of Virginia's College at Wise CKI Club.

Jim has served as Wise club president from 1983-1985, and again from 1987-1989. Jim also served the Capital District as Division 8's (now known as Division 17's) Lieutenant Governor in 1991-1992. Jim continues to serve Kiwanis, and has been elected to serve again as club president in 2023-2025.

## Happy Anniversary

### February

Petersburg VA.....	1922
Ashland VA.....	1923
Fredericksburg VA .....	1923
Front Royal VA .....	1945
Grundy VA.....	1947
Haysi VA .....	1949
Wheaton-Silver Spring MD .....	1951
Greater Ocean Pines-Ocean City.....	1980
McClure River VA .....	1981
Council VA.....	2006

### March

Richmond VA.....	1919
Hagerstown MD.....	1921
Martinsville VA .....	1921
Salem VA .....	1921
Coeburn VA.....	1923
Prince Georges County MD.....	1934
Woodbridge VA .....	1947
Fairfax VA.....	1956
Leesburg VA.....	1957
Leisure World MD .....	1967
Chester VA .....	1972
Botetourt County VA .....	1976



## DISTRICT POLOS AVAILABLE TO ORDER!

The votes are in, and the winning polo is #1 - American Flag!

To order your own district polo shirt, please complete the order form.  
Please order by April 1st.

[capitalkiwanis.org/district-shirt/](http://capitalkiwanis.org/district-shirt/)

# Welcome to Kiwanis!

(November 2022 - December 2022)

Caroline Lightner Jones, Southwest Waterfront  
Shawn Livingston, Crofton  
Mrs. Amber Morgisz-Becker; Leesburg, VA  
Brenna Snyder; Leesburg, VA  
Mrs. Karla Daly; Wheaton-Silver Spring, MD  
Mr. Richard Schiffauer; Wheaton-Silver Spring, MD  
Mr. Drexel Ryberg; Frederick, MD  
Krystle O'Brien; Hagerstown, MD  
Suzanne Quackenbush; Mount Airy, MD  
Mrs. Deborah A. Mathias; Westminster, MD  
Mr. William Samuel Huff; Charles Town, WV  
Gary Sharp; Charles Town, WV  
Mrs. Amanda Leigh Updike; Charles Town, WV  
Mr. Russell Byrum; Shepherdstown, WV  
Dr. Donna Joy; Shepherdstown, WV  
Mrs. Ellen Muck; Shepherdstown, WV  
Mr. Mark Muck; Shepherdstown, WV  
Mr. Jacob D. Oswalt; Charlottesville, VA  
Mr. Ray Carlton Smith Jr; Chester, VA  
Donald Costello; Richmond, VA  
William Dickinson; Richmond, VA  
William Brooks George Jr; Richmond, VA  
Janet Goin; Richmond, VA  
Susan King; Richmond, VA  
Mr. Jeffrey G. Kelley; Middlesex, Saluda, VA  
Dr. Walter C Bartlett; Poquoson, VA

Anna W Hudson; Williamsburg, VA  
Mark L Tysinger; Greater Hilton, VA  
Dr. Mark John Morris; Danville, VA  
Mrs. Nancy Richards; Forest, VA  
Valerie A Brown; Roanoke, VA  
Rhonda D Perdue; Roanoke, VA  
Lindsey Boyer; Christiansburg, VA  
Andy Drescher; Christiansburg, VA  
John W Lilly; Christiansburg, VA  
Myrle Perry Jr; Christiansburg, VA  
Rick Weaver; Christiansburg, VA  
Steve Widner; Christiansburg, VA  
Ms. Tia Brown; Montgomery County-Blacksburg  
Mrs. Charlene Cover; Montgomery County-Blacksburg  
Ms. Charlene R. Flick; Montgomery County-Blacksburg  
Mrs. Doris M Marriott; Montgomery County-Blacksburg  
Ms. Courtney McGuire-McClaugherty;  
Montgomery County-Blacksburg  
Richlands Carol Ann A Lawrence; Clinch River  
Mrs. Regina Holbrook; St Paul-Castlewood  
Mrs. Carey Beth Watkins; St Paul-Castlewood  
John E Grigsby; East Huntington  
Mrs. Peggy Morrison; East Huntington  
Mr. Regis Hale; St. Albans  
Tommy Smith; St. Albans

welcome

# January



## Bendie Blair, Kiwanis Club of Huntington, WV

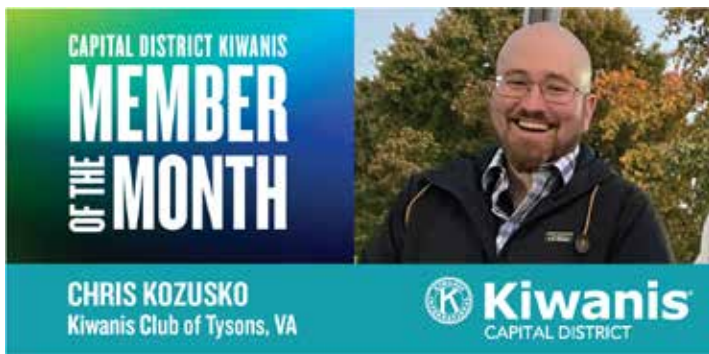
"Bendie is an invaluable resource to the Huntington Club as club secretary and also as the Assistant Director of the Kiwanis Day Care. She embodies the Kiwanis mission on a daily basis with the children of the day care. Children and Kiwanis are her biggest passions."



## Kiwanis Club of Ellicott City, MD

"Created in 2019, the club's Backpacks for Breaks program provides 150 backpacks filled with meals for students experiencing food insecurity in Howard County, Maryland to eat during school breaks when free and reduced-cost meals are not readily available. Each backpack contains over 30 meals and snacks to provide three meals per day for the entire 10-day break. Additionally, the club provides a reusable shopping bag for each student filled with fresh fruit including apples, oranges, pears, and bananas. Since this project's inception, the club has provided over 30,000 meals to youth in Howard County, Maryland." (More on page 30.)

# February



## Chris Kozusko, Kiwanis Club of Tysons, VA

"Chris is a constant club fixture at meetings and projects. He is always willing to help the club with various behind-the-scenes tasks, including planning projects and publicity events. During COVID, the club was able to stay afloat due to Chris' steadfast involvement and support of our club president."



## Kiwanis Club of Hurley, VA

"In August 2021, the Kiwanis Club of Hurley and its community suffered a devastating flood, with 50 homes completely destroyed or majorly damaged. The club continued to support the community during this difficult time by gathering donations and distributing funds to those who needed help. Despite the struggles as the community rebuilt, the club has continued to serve in many ways, with scholarships to local schools, a Christmas parade and tree lighting, and community dinners serving almost 1,000 meals. They also put on their first 5K race to raise funds."

If you would like to nominate an outstanding [Kiwanis member](#), or a [Kiwanis Club for the Club Spotlight](#), please complete the forms.

# FACEBOOK MARKETING FOR MEMBERSHIP EVENTS

**THE CHALLENGE:** For generations, Kiwanis clubs have relied on traditional methods to find the people who want to help meet the needs of kids in the community. But inviting friends, family and colleagues to join Kiwanis has its limits.

**THE DETAILS:** Friendship groups are becoming smaller. Approximately 25% of people report having six or more close friends. Thirty years ago, that number was nearly 50%. And 15% of men — 10% of women — say they have no close friends at all.\* Kiwanis clubs must expand the way they find people who have a heart for improving communities. Advertising is an additional opportunity to reach more people. Social media advertising can be a cost-effective medium.

**THE SOLUTION:** Capital District Kiwanis will provide a Facebook Marketing Specialist to set up a two-week advertising campaign to generate membership interest leads that will lead up to a club's membership event. Those who are interested in making a difference in the community will complete a form with their contact information. That information will be shared with the club to foster a relationship with the potential new member.

**THE FINE PRINT:** Clubs that are engaged with the campaign will be the most successful at finding others who want to improve the community. Assemble a team to respond to inquiries, follow up with people who make comments and send Facebook Messenger chats to people who like the ads. Clubs will also have to provide \$100 to \$200 in funding to pay Facebook for the ads.

*\*Survey Center on American Life: May 2021 American Perspectives Survey*



**Kiwanis**  
CAPITAL DISTRICT

To request a Facebook ad campaign for your club's upcoming membership event, visit:  
[capitalkiwanis.org/facebook-marketing-request/](https://capitalkiwanis.org/facebook-marketing-request/)

# Service Showcase



## FEED MORE FOOD DRIVE NETS A TON

Working through three of its SLP clubs at the high school and elementary levels, the Kiwanis Club of Midlothian-Chesterfield oversaw a successful food drive in late November and early December.

Thanks to James River and Cosby high school students, Gordon Elementary School students, the staff and parents associated with St. Mark's Preschool, and individual Kiwanians, a total of 1,846 pounds of canned goods was donated to the local Feed More program. Gordon Elementary led the charge with 578 pounds turned in – but Kiwanian Wayne Campton reports it was a true team effort with active participation from all corners.



## SHEPHERDSTOWN SERVICE

### DIAPERS AND WIPES DONATION

At their combined holiday gathering, members of the Jefferson High School Key Club and the Kiwanis Club of Shepherdstown (West Virginia) collected diapers and wipes for needy families. These items were donated to Shepherdstown Shares, a local pantry, for distribution.

In the photo are members of the JHS Key Club with some of the donated items.



### LIBRARY DONATION

During the recent chili and cornbread event, part of Christmas in Shepherdstown, the Kiwanis Club of Shepherdstown had a gift table of donated items for sale.

When the event concluded, guests had purchased nearly \$300 worth of goodies. All of those funds were given to the Children's Department of the Shepherdstown Public Library at its new location.



# Family Ties

## CKI AKILAH RICHARDS, GOVERNOR

Greetings, Kiwanis Family!

It is a bittersweet moment to be writing to all of you one final time. It has been an honor and a privilege serving as the Capital District CKI Governor and I cannot thank you enough for the continued support, from not only individual clubs but on the district level as well.



I am proud to say that the Capital District currently has 402 members, placing us in size as the third largest district in CKI! We have surpassed last year's membership total of 371 by nearly 10 percent. We continue to grow and strengthen as the year progresses thanks to our exemplary club leaders and Kiwanis advisors.

Additionally, we are halfway to our service hour goal and with all universities back in session, members are once again serving in their communities. As the current district board's term comes to a close, we will continue to engage with Kiwanis and Key Club, virtually and in person, and train our newest set of club leadership.

Our district convention in March is shaping up to be a weekend of celebration, service, and leadership training for our members. As CKI transitions into the new year April 1, I hope that Kiwanis reaches out as they continue to build an even stronger relationship amongst the Kiwanis Family. I implore us to collaborate to strengthen the bonds between Key Club, CKI, and Kiwanis throughout the district.

Thank you so very much!

Yours in Service,

*Akilah Richards*

## Key Club IZZA AHMAD, GOVERNOR

Capital District Kiwanians,

I say this with tears in my eyes and a very heavy heart: my term is coming to an end as we are nearing our Capital District Convention March 24-27. I never truly believed it when people said time flashes before your eyes but now, I am living that.



It seems it was just yesterday when I remember having butterflies in my stomach seconds before I gave my first caucusing speech. Students, advisors, zonies, Lieutenant Governors, and Kiwanians were all sitting in chairs ready to hear my governor's campaign speech. Now, almost a year later, I want to thank all of you for making my term one of the best experiences I have ever had. Not only was I able to learn more about the different branches of the Kiwanis Family, but I was also able to learn more about myself and how much I love and care for this amazing organization.

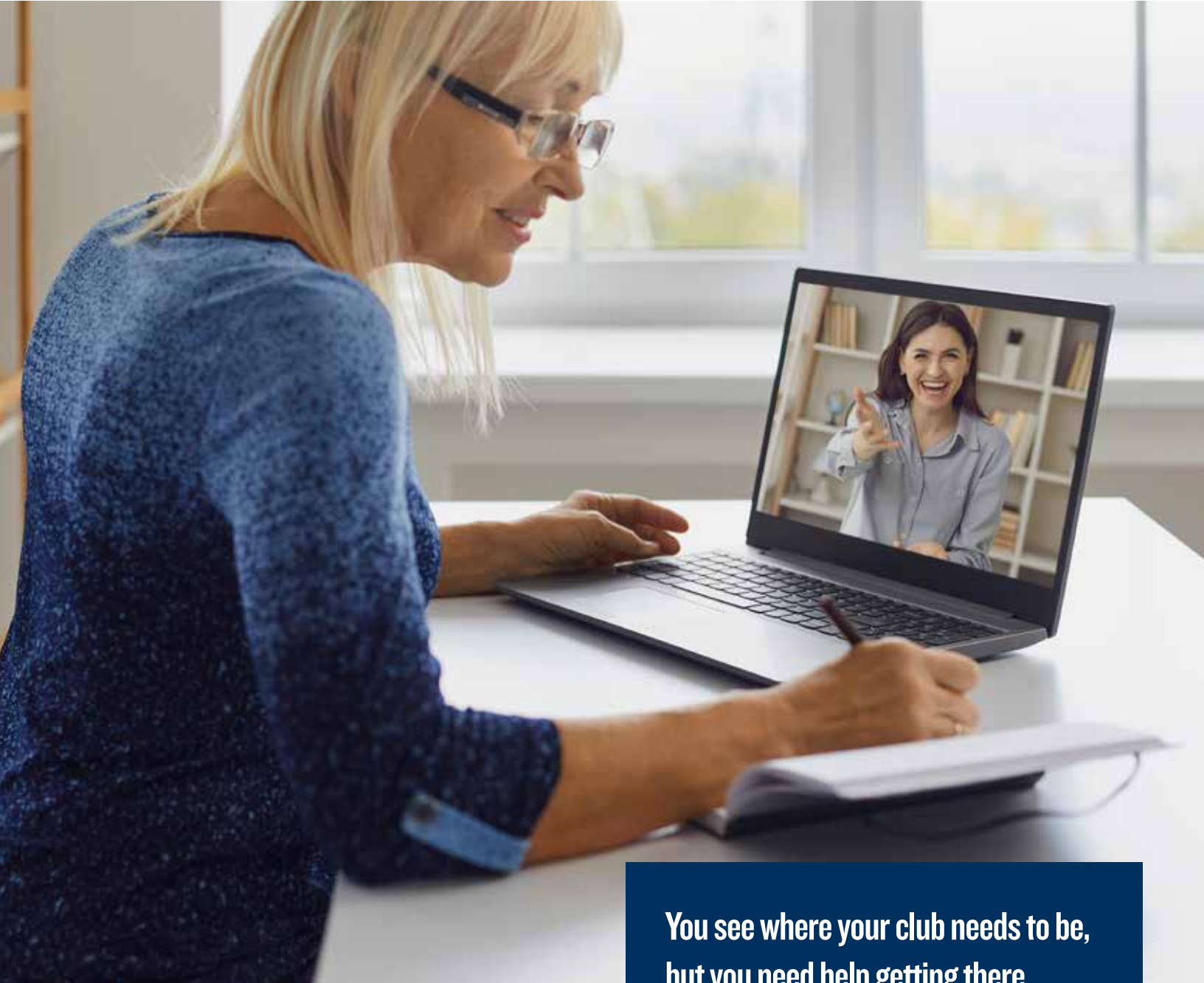
Planning is underway for our convention to be held in Crystal City, Virginia, at the Hyatt Regency. Our district committees have been working to create workshop ideas, service projects, flyers and posters. Ava Stamatakis, an International Trustee who hails from within the Capital District, will be in attendance at DCON, as will Leo Shen, our visiting International Trustee this year.

I will also be attending the Kiwanis Mid-Year Conference/CKI DCON with some of my fellow Key Club board members March 3-5. I can't wait to for this weekend full of learning and making connections. "Virtual" meetings were hard for everyone. Returning to in-person conventions will be exciting.

Thanks to all of you for all of your dedication to this organization. Stay Crabby!

Yours in service and friendship,

*Izza Ahmad*



You see where your club needs to be,  
but you need help getting there.

We have certified coaches ready to help your club reach its full potential.

## REQUEST A FREE CLUB COACH

Complete the form at [www.capitalkiwanis.org/coaching](http://www.capitalkiwanis.org/coaching)  
or contact [Assistant Membership Coordinator Dennis Baugh](#).



**Kiwanis**  
CAPITAL DISTRICT

# AKTION CLUB WEEK: MARCH 6-10

BY JENNIFER HISCOCK



Each year, Aktion Clubs have a chance to participate in a week designated to shine a light on the Aktion Club program, as well as describe the impact clubs are making in their communities. Every day has a special theme for clubs to follow to build awareness, recruit new members and celebrate our Aktion Clubs.

## Monday, March 6: Show your K in Every way

On this day, we encourage you to tell everyone you know about your Aktion Club by spreading the word. Suggested activities are:

- Wear your official member pin and talk about your club to anyone you see that day.
- Wear your Aktion Club gear, such as T-shirts, hats or sweatshirts.
- Place posters around the community advertising your Aktion Club and Aktion Club Week.
- Get your local media involved. Schedule an interview with your local radio or television station talking about the service that Aktion Clubs do. Write an article and get it published in your local newspaper.

## Tuesday, March 7: Kudos to Aktion

This is a day to recognize our members of the Aktion Club for all the work they do. Advisors can show appreciation to members in a variety of ways, such as the suggested activities below:

- Host an appreciation party. Have their favorite foods, music, and games at the party. Don't forget the pizza!
- Honor significant members of your club who always go the extra mile with certificates of appreciation or awards, such as trophies.
- Give thank-you notes to your club advisors, Kiwanians and members.
- Use social media. Give a shout-out to Aktion Club members who go above and beyond. Create an album on Facebook, highlighting members with pictures and a synopsis of their hard work.

## Wednesday, March 8: Dare to Care

Share Aktion Club and your passion for serving others with your favorite local charities. Host a service project or fundraiser on this day. Consider some of the following ideas:

- Make support cards for premature babies who are in the neonatal intensive care unit of your local hospital.
- Make non-slip socks or capes for your local hospital.
- Make a presentation to your sponsoring Kiwanis club on your local service projects to show off the club's work.
- Invite local organizations your club has helped to speak on your club's impact to the sponsoring Kiwanis club and other community leaders.

## Thursday, March 9: Actions of Kindness

A smile goes a long way. Spread happiness throughout your community by doing little random acts of kindness. Challenge every member to complete one act of kindness on this day, such as:

- Hold the door open for someone.
- Leave your change in a vending machine.
- Smile at everyone you see today.
- Leave sticky notes with compliments to those you know.
- Write a thank-you note to someone who has made a positive impact on you.
- Start a conversation with someone who is standing alone.

## Friday, March 10: Connect the K's

Aktion Club is the only service organization for adults with disabilities in the world and just one part of the Kiwanis family. Celebrate the entire family of Kiwanis by engaging with all local Kiwanis family clubs — Builders Clubs, Key Clubs, CKI, K-Kids and Kiwanis. Some possible mixer ideas are below:

- Host a "social" with your sponsoring Kiwanis Club and their other SLP branches. Have games, activities, music and food.
- Ask to present about your Aktion Club's work at a Kiwanis family club's upcoming meeting.
- Conduct a joint service project with other Kiwanis-family members, such as renovating a children's home to simply cleaning up a park.

We look forward to seeing all of our Aktion Clubs celebrate during this week and we also wish to promote your hard work. As you make plans and execute any of the above ideas for Aktion Club Week, please send pictures and/or articles to Capital District Aktion Club Committee Chair Jennifer Hiscock at [hiscockjenn@gmail.com](mailto:hiscockjenn@gmail.com). Provided material will be placed on the Capital District Aktion Club Facebook page, as well as be included in future editions of *The Capital Kiwanian*.

*(Jenn Hiscock is the Aktion Club Administrator for the Capital District.)*

## OCEAN PINES SPONSORS K-KIDS

On Dec. 9 the Kiwanis Club of Greater Ocean Pines President Bob Wolfing (middle on back row) presented the annual check of \$500 to the Showell Elementary School Kiwanis K-Kids Club. It supports their program for the school year. The young students learn about community service during after-school meetings with their teacher advisor Evy Collins (left on back row).



## ENSURING STUDENTS HAVE MEALS DURING SCHOOL BREAKS

BY JOSH HISCOCK

On Dec. 19, the Kiwanis Club of Ellicott City conducted its winter installment of "Backpacks for Breaks." Created in 2019, the program provides 150 backpacks filled with meals for students experiencing food insecurity in Howard County, Maryland, to eat during school breaks when free and reduced-cost meals are not readily available.

Each backpack contains more than 30 meals and snacks to provide three meals per day for the entire 10-day break. Additionally, the club provides a reusable shopping bag for each student filled with fresh fruit including apples, oranges, pears, and bananas.

At the December packing event, 12 members of the Kiwanis club were joined in service by 18 students from the Key Clubs at Glenelg High School, Marriott Ridge HS, Mt. Hebron HS, and River Hill HS. In addition to packing 150 backpacks, students made more than 300 cards with positive motivational messages for local elementary school students to receive upon returning to school in January.

Thanks go out to the Kiwanis Children's Fund and the Capital District Kiwanis Foundation for grants to support this effort; to Wegman's for the donation of a gift card; and to Coastal Sunbelt Produce for the generous donation of fresh fruit. Special appreciation goes to the Key Club members at Glenelg, Mt. Hebron and River Hill high schools, who went above and beyond by donating some of the food items for this project.

Since December 2019, the Kiwanis Club of Ellicott City has provided more than 30,000 meals to students who might not otherwise have had the food they need during school breaks. To make a financial contribution to support the next iteration of Backpacks for Breaks in April, please visit: [www.tinyurl.com/KiwanisBackpacks2223](http://www.tinyurl.com/KiwanisBackpacks2223)

*(Josh Hiscock serves as Chesapeake Bay trustee, a member of the Capital District board of directors. Ellicott City is his home club.)*



# Eye on KI

Here is some recent news distributed by Kiwanis International:

## LEADERSHIP MEANS PROTECTION

BY STAN SODERSTROM

**Defense is a lot less exciting than offense. Any sports fan can tell you it's true. But I don't think you have to follow a sport to understand. If you're in a leadership role, for example, you've experienced it.**

Initiatives that overtly move an organization forward can produce results that are easily identified – both inside and outside the organization. People notice the activity, the signs of progress, and they see the before-and-after difference when it's completed.

But defense? Well, that's the kind of thing that becomes apparent later – particularly if you aren't good at it.

You might not generate much immediate excitement by deploying protective measures, but you can create an unwanted stir in the future by failing to do so. As a leader, what you prevent from happening can be as essential as what you make happen.

In my experience as executive director at Kiwanis International, I can think of several preventive measures that I'm glad we've implemented. For example, our Youth Protection Guidelines. Most of us don't want to think about the ways that harm or exploitation can affect the lives of children and young people. But most of us also can't avoid the kind of news that pops up occasionally to



remind us that bad things happen to young people in this world.

Our Youth Protection Guidelines help Kiwanis members understand those dangers – and take active steps to help prevent them. With those guidelines in place, we've been able to protect our youth, as well as the people who serve them. And that, of course, protects the whole organization.

The organizational culture at Kiwanis encourages not just membership but leadership. So it only makes sense to provide our member-leaders with resources that help provide that kind of threefold protection.

In addition to youth protection, we offer liability insurance for Kiwanis clubs. We protect our branding and marks. We shield ourselves from data breaches and online hacking.

All together, we work to provide what any stable organization needs – even if those measures don't address issues that people are thinking of when they join. Especially because

those aren't the issues people are thinking of.

We're an organization for people who want to serve kids. But this is a world full of attacks on people and organizations who are just trying to do good things. And those attacks don't come with helpful announcements ahead of time.

One obligation of leadership is to stand guard against them – and to help other leaders do the same. Not when misfortune or negativity has already raised its ugly head, but precisely when there's calm and time enough to consider the scenarios in which it could.

It's effective leadership. Because effective leaders, like good coaches, recognize the fundamental importance of defense.

*(Stan Soderstrom is the executive director of Kiwanis International.)*

## FINDING NEW MEMBERS FOR YOUR CLUB

What is your club doing to attract new members? Does your club have experts, communicators, connectors, social butterflies or number crunchers?

All are vital to a successful club. When you're looking for new members, identify friends, family and colleagues who could help fill those roles. Learn how to identify new members – and invite them to join your club.

### Who's already in your club?

Before you chart of course of action, you need to know the players on your team. Who's who in your club, what are they doing – and are they making the most of their skills?

How you can take action:

Pull out your club's membership list. How many people are on it? Is every member current on dues?

Referring to your list, make a separate roster of members who actually attend meetings on a regular basis.

Take a closer look at your regulars. How does each person contribute to the club – financially, with service hours, through recruitment? What are the strengths and skills of each one? Is each person able to use them?

What about the members who pay dues but don't attend regularly? How can you use their strengths to get them more involved and feel like valued club members?

To thrive, your club needs more than a variety of skills. It also needs a variety of viewpoints. And that comes from a diverse membership. Work to develop a mix of:

- Ages
- Ethnicities
- Cultures
- Professions
- Backgrounds
- Socioeconomic statuses

When you capitalize on the strengths and skills of your members, you don't need to cajole people into roles they are not meant to play. Instead, invite

them to help in ways that come naturally. Wondering what to look for? A healthy team needs members like these.

### The Expert

Provides a good base of knowledge on your project's subject matter from personal experience or extensive research.

### The Techie

Updates and maintains club website and social media accounts, crafts professional PowerPoint presentations, keeps club up to date on effectively using technology.

### The Communicator

Promotes your club and its events with media and the public, works with the techie to craft social media messages, serves as a club spokesperson.

### The Number Cruncher

Keeps your budget balanced, makes sure your service projects get the most bang for the buck.

### The Connector

Uses connections around town to cut through red tape, connects people to people or much-needed resources, makes things happen and gets things done.

### The Social Butterfly

Introduces potential members from a variety of sources, knows where to find volunteers, spreads good "gossip" about your club and its projects.

### The Workhorse

Has the time and the motivation to help with any project, loves to do hands-on tasks, has a "let's get it done" attitude, is level-headed and practical.

### The Motivator

Keeps everyone on task, provides positive energy and a healthy competitive spirit for the group, inspires members to reach their potential.

### The Creative

Pushes group to be imaginative and curious, anticipates problems and looks for innovative solutions, creates projects that stand out from the crowd.

## KIWANIS INTERNATIONAL CONVENTION: NURTURE THE FUTURE

Join us at the 2023 Kiwanis International Convention in Minneapolis this summer. 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.

Attend virtually or in person, June 21-24. Registration opens this month.

Why attend: Dedicated educational tracks to help improve the impact you make in the community. World-class speakers to inspire you. Connection opportunities so you can engage with Kiwanians around the globe.

What the education tracks include: Recruitment. Retention. Social media. Impact. Become a better Kiwanis leader to inspire and organize your club, district or community.

Get inspired by the stories, experiences and performances from an all-star roster of speakers and entertainers who will reignite your fire to make a positive difference in your community. Increase the positive impact your club makes in the lives of children.

Make sure your voice is heard on the issues that could affect Kiwanis International for decades to come. Elect the leaders with a vision and a plan for the future.

Minneapolis is easy to get to, easy to explore and is home to world-class hotels and exciting attractions for convention attendees and their families!

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*See you in  
March!*



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