

The Capital August/September 2023

KIWANIAN

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

**Celebrate Club
Members**

**Local TV for
Airtime Clubs**

**CAPITAL KEEPS UP
THE MEMBERSHIP
MOMENTUM!**



Kiwaniis

CONTENTS

Volume 12, Number 6



GOVERNOR'S MESSAGE	»»» 3
EXECUTIVE DIRECTOR	»»» 5
GOVERNOR-ELECT	»»» 6
AROUND CAPITAL	»»» 7
EDUCATION NEWS	»»» 9
CLUB RESOURCE GUIDEBOOK	»»» 11
MEMBERSHIP MOMENTUM	»»» 15
CAPITAL RECORD	»»» 17
FAMILY TIES	»»» 20
SERVICE SHOWCASE	»»» 21
SPREADING THE WORD	»»» 24
EYE ON KI	»»» 25
THANK YOU	»»» 27

COVER: Attendees of the new Kiwanis Club of Mathews Charter Night. If not otherwise specified, the named person is a member of Mathews.

Front row: Mari Gibbs, Missy Zimmerman (Williamsburg Club/Div 12 LTG/Club Building Team), Randall Casciello (President of Mathews and 23-24 Div 12 LTG), Governor Jen Wolff of Capital District, Kelly Oakland, Mark Lenz, James Shackelford (Middlesex Club/District Membership Committee).

Back row: Matt Williams, C.A. Howard, Jean Howard, Scott Zimmerman (Williamsburg Club/Club Building Team/Past Governor), Wendy Kollar, Jill Casciello (Mathews Secretary), Kristen Morse, Ian Morse (Mathews Treasurer).





Pictured at a flag raising event of the Crofton Kiwanis Club are (standing left to right): Richard Shipley, Russell Shipley, Andy Caulfield, John and Dolores Hill, Gene Stull; John and Joyce Maloney, Nancy Scaggs, Sharon Shipley, David Barto, Amanda Diamond and Martin Simon. (Pictured kneeling left to right): Cooper Schmidt; Kiwanis member, Crofton resident and MD State Del. Stuart Schmidt Jr.; Bill Hand, Kim Kavanaugh, and Carol Diamond of the Cam Power for All Foundation.



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
Robert Lewit
Christiansburg, VA

TRUSTEE - WEST VIRGINIA
Nathaniel Kyle
East Huntington, WV

MAGAZINE EDITOR
John Montgomery
editor@capitalkiwanis.org

MAGAZINE DESIGNER
Jennifer Wolff

The Capital Kiwanian is published bi-monthly by the Capital District of Kiwanis International.

All correspondence relating to editorial content, distribution, or advertising should be sent via e-mail to Editor John Montgomery at editor@capitalkiwanis.org.

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



My senior year of high school was my final musical performance – and it was Rodgers and Hammerstein's Carousel. I wasn't very familiar with the show; the only song I knew from it was "You'll Never Walk Alone," because Jerry Lewis used to sing it during the MDA Telethons.

I ended up falling in love with the show and its stunning tale of hope, redemption, and the power of love.

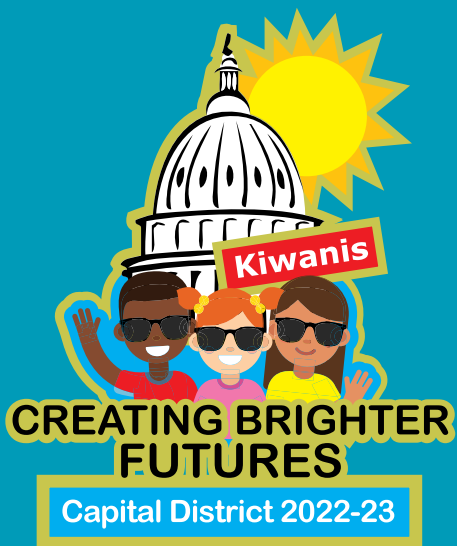
As I sat at my laptop dreaming up my final Governor's column for The Capital Kiwanian – I knew, like my other columns, that I would need to do something about musicals. How fitting to make this last column about one of the best finale songs ever written. Because this year truly needs a finale.

As we emerged from the pandemic, this Creating Brighter Futures team, from the district level, to our divisions, and to our fantastic clubs, has strengthened our District in immeasurable ways. It has not always been easy, but we have stayed the course.

This year I have had the honor of traveling around our amazing Capital District, and have witnessed the work that our clubs have done to help children and improve our communities. The work that individuals have stepped up to do on all levels of our organization because of their beautiful Kiwanis hearts.

There wasn't a task that I couldn't handle, because there was always a fellow Kiwanian to call... or text... or email... that would come through to provide support! In this year as Governor I never walked alone, and I know that you all didn't either.

The folks that joined our new clubs this year thought it was a no-brainer. Kiwanis is a worldwide organization of local clubs that serve children and improve communities; who wouldn't want to join a group like that?



GOVERNOR'S GOALS YEAR-END REPORT *(AS OF AUGUST 2023)*

Because Capital Kiwanians: you are amazing. Thank you for allowing me to serve you as your Governor.

As promised, I will close this column out with one of the best finale songs of all time:

*When you walk through a storm
Hold your head up high
And don't be afraid of the dark
At the end of a storm is a golden sky
And the sweet silver song of a lark*

*Walk on through the wind
Walk on through the rain
Though your dreams be tossed and blown
Walk on, Walk on
With hope in your heart
And you'll never walk alone
You'll never walk alone*

In Kiwanis Service,



Jen Wolff, Governor

**Best Wishes to
Governor-Elect Eric Lamb
and the
"Making Tomorrow Today!"
team on a successful year of
service, leadership and F.U.N.!**

I. IMPROVE THE MEMBER EXPERIENCE

By providing ongoing support and education to club leaders on service projects, fundraising endeavors, and leadership development so that existing clubs will grow

This year we:

- Created and Distributed a Club Resource Guidebook with project & advocacy ideas, human & spiritual values focus suggestions, and D.E.I.B. considerations for each meeting.
- Created the monthly newsletter for club leaders, *Top 5 on the 5th*, which kept them in the know on the most important topics of each month.
- Took the steps to move the Diversity, Equity, & Inclusion committee from a task force, to a standing committee, because it is important for clubs to consider different perspectives when recruiting and retaining members -- whether it's abilities, ethnicity, gender, etc.
- Created the monthly Member of the Month and Club Spotlight awards to celebrate our awesome members and clubs.

2. GROW KIWANIS YOUTH PROGRAMS

By assisting clubs with new service leadership program opening and reconnection with their existing programs

This year we:

- Brought back the annual Kiwanis Family Weekend Conference for District Leadership of Kiwanis, CKI, and Key Club to plan together for a successful year and make connections.
- Worked with CKI to grow from 371 to 407 members.
- Worked with Key Club to grow from 10,282 to 11,420 members.
- Built 4 new K-Kids Clubs and 3 new Builders Clubs.

3. EXPAND KNOWLEDGE OF THE KIWANIS BRAND

By ramping up public relations efforts on the district and divisional levels to inform the public about local club's good works

This year we:

- Generated a district-wide media list for outreach.
- Created a social media team for increased, strategic posting of news and content.
- Created an instagram account for the Capital District.
- Increased our Facebook posting in the past year by 147%.
- Increased our Facebook reach in the past year by 313%.

4. ADD AT LEAST 7 NEW CLUBS

So that we bring in new members and leaders that can serve children in areas that need Kiwanis

This year we:

- Built 6 clubs (with a 7th scheduled for September).
- Added over 500 new members to clubs in our district.
- Split the membership team into two focuses — club strengthening and club opening.
- Created a Facebook Marketing Specialist position to support clubs in facebook campaign recruitment efforts.



Notes from the Executive Director

BY PG JEFFREY WOLFF

It's transition time in Kiwanis World.

It's hard to believe it but it's already Back to School month! Things have been very busy in the Kiwanis world. As many of you know, August and September are months of transition in our organization.

The Kiwanis International Convention was held at the end of June in Minneapolis, Minnesota. Capital District had about 50 members in attendance and we successfully elected PG Dennis Baugh to a three-year term as a trustee on the International Board. He is joined by Matthew Cantrell of the Florida District and Cathy Tutty of the Montana District, who were also elected as trustees. Michael Mulhaul won the position of Kiwanis Vice President on a single ballot and the delegates passed the 2023 KI Bylaws Modernization.

Unfortunately, the proposed \$30 dues amendment did not pass and this will mean a series of significant cuts in programs and staff support at KI. The 2024 Convention will take place over Independence Day (July 3-6) in Denver, Colorado, and the Capital District has already been confirmed at the host hotel, the Hyatt Regency Denver at the Colorado Convention Center.

Back at home, final plans are underway for our District Convention, Aug. 18-20 at the Marriott Richmond. Details can be found elsewhere in this issue. A ton of work has already taken place under the direction of Chairperson Alisa Dick and the convention committee. From the 1920's-themed Murder Mystery Dinner, to the vast array of educational workshops and inspiring speakers, to the Saturday Casino Night open to all attendees, and to the meal packing service project to close it out Sunday morning, we know that our members and guests will truly enjoy this event!

More than 200 Kiwanians and guests are already registered to attend and we hope that you will join us as well. Online registration closes Aug. 11 and there will be no on-site registration, so please visit capitalkiwanis.org/dcon if you still need to register.

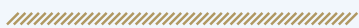
While the fellowship and education of conventions are important, it is not the only work happening in Kiwanis. SIX Kiwanis clubs (Haymarket-Gainesville, Mathews, Short Pump, Kiln Creek, Catonsville and Salisbury) have been built so far this year with one more build (Greenbrier Valley, WV) scheduled Sept. 11-14. Along with strong growth from our existing clubs, Capital District is currently more than 300 members ahead of where it started this year. This is a huge accomplishment for our organization and while it took a large team of volunteers to accomplish the new clubs, three people have been directly responsible for these new clubs: Governor Jen Wolff, Membership Chairperson John Morris and Club Opener Extraordinaire James Shackelford. They were assisted by KI Club Opening Specialist Rogena Woods-Mitchell, who will be a speaker at our District Convention this month. So, if your club is looking for new ways to grow its membership, I highly recommend attending.

For your clubs, as we begin our transition to the 2023-2024 Kiwanis year, please make sure that you have deleted any members who are not returning to your club as soon as possible....don't wait until October. Ensure that your club secretary has reported your club's new officers to KI through the Secretary's Dashboard (as of today, I'm still missing election reports from 42 out of our 162 clubs). Make sure that your club is planning its end-of-year event to retire your existing board of directors and install your new one as well as recognize hard-working Kiwanians for their efforts this past year. And lastly, take a look at the 2022-2023 Distinguished Club criteria and what still needs to be done before Sept. 30 for your club to be recognized.

As always, if you need anything, please do not hesitate to reach out to me at the District Office by emailing me at jeffrey.wolff@capitalkiwanis.org

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

From the Governor-Elect



BY ERIC LAMB

LOOK OUT! NEXT YEAR'S GOING TO BE FUN AND GAMES

Greetings Capital Kiwanians,

What an amazing year we in Capital have had under the leadership of Governor Jen and her team. It is remarkable the amount of positive energy that is flowing throughout the Capital District right now. As a former teacher, I have seen how positive leadership mushrooms; it can spread like wildfire if given the fuel to do so. It is so good to visit clubs during my travels and see how everyone is so happy and having so much FUN.



One of my themes for the upcoming year in Capital is F.U.N.! Let me explain what I mean by that:

In early June the members of the Leadership Team for the 2023-24 year gathered in Richmond for a weekend of bonding, learning, planning and FUN. We began our time together on Friday at Kings Dominion having a great day filled with adrenaline, good conversation and food. Rollercoasters, Carousel, Log Flumes and more were enjoyed.

On Saturday we spent the day learning lots about membership plans, growth plans, explaining responsibilities and discussing how we are going to push Capital into the future this upcoming year. My plan is rather simple: we are going to have F.U.N.!

F= Focus on our mission

We should ALL be able to recite the Kiwanis Mission statement. "Kiwanis is a global organization of volunteers dedicated to improving the world, one child and one community at a time." If we focus on our mission and change our communities, the Kiwanis light will shine bright in our world and people will have no choice but to notice the incredible work that we do.

U= Understand one another

Our world is a changing world and we as Kiwanians should want to understand one another so that we can attract new members who feel welcomed and wanted. It can be hard for many of us to understand differences such as Age, Gender, Ethnicity, Culture, Ability, etc. What an example we can be to our Service Leadership Program members if we work to develop a diverse, equitable and inclusive environment where everyone feels that they belong. Kiwanis should be accessible to everyone; working to understand one another can make that dream come true.

N= Nurture Growth

A growth plan is necessary going into a new Kiwanis year. A few weeks ago, John Morris (District Membership Chair) and I met to discuss possible new club locations for next year. We have chosen seven sites where incoming district officers think real growth is possible. That is exciting!!! Having ongoing discussion about growth is necessary, both for Capital and for the larger Kiwanis Family.

I believe that following this simple three-point plan can lead Capital Kiwanis to another successful year. Working together as a team will always lead to productive discussion, amazing ideas and positive energy to grow Kiwanis.

WE ARE CAPITAL AND TOGETHER WE CAN AND WILL DO THIS!



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

Around Capital



KIWANIANS GATHER IN RICHMOND FOR CAPITAL DISTRICT ANNUAL CONVENTION

BY JIM DONAHUE

It all starts Friday, Aug. 18 – the 103rd Annual Capital District Convention at the Marriott Richmond Hotel: three days of inspiration, education and fun in a 1920's-style. As Governor Jen says, "It'll be the cat's pajamas."

The Value of Being a Kiwanian

Headlining the weekend are two inspirational speakers. At the Saturday Fellowship Lunch, Rogena Woods-Mitchell, club opening specialist at Kiwanis International, will discuss "Putting the Spark Back in Membership." This is a very timely topic as clubs throughout the district continue with longtime projects and actively pursue new ones.

Sunday's Inspirational Breakfast will feature Brian Tenclinger. Formerly with Kiwanis International, he is now Volunteer Engagement and Education Director at Sigma Phi Epsilon Fraternity. He will speak on the personal benefits of community service in "Volunteering: The Freedom to do Something Important."

Supporting Clubs and Members

There will be four education blocks with 13 separate workshops for attendees to select what suits their particular interests. Each workshop is led by presenters recognized for their expertise in the respective subject areas. Topics include developing

more inclusive leaders, effectively communicating with members, working with service leadership programs, and using the "Two for Two" approach in recruiting.

There will be administrative and leadership workshops for incoming presidents, club secretaries and treasurers; idea-drivers on how projects can have more impact, building sustaining projects and different club styles; and sessions on community partnerships, SLPs and the Kiwanis Children's Fund. Also offered is an interactive discussion on what Kiwanis does well and what can be improved.

Fun Begins with Solving a Mystery

The convention kicks-off Friday evening with a 1920's dinner of intrigue. Professional actors from "The Murder Mystery Company" in Baltimore will lead Kiwanians in getting to the bottom of the mysterious "Death of a Gangster."

Saturday after the business sessions conclude, the Casino opens. Attendees flush with play money "cash" will take to the poker, blackjack and craps tables; the roulette wheel, a horse racing track and more.

Then will come the Saturday evening Governor's Gala Dinner where members will strut their stuff in



1920's attire. Entertainment will be provided by Daisuke Yamamoto, internationally-acclaimed violinist and Concertmaster for the Richmond Symphony.

Throughout the Weekend

During the convention, there will be the election of the 2023-2024 Capital District officers; congratulations and a big thank-you to current Governor Jen Wolff and her team for their great work this year; partner exhibitors to visit; the Ducky Derby and Caring Corner to support the Capital District Foundation; a service project to pack over 2,000 meals; and good Kiwanis fellowship.

Full coverage of the convention will appear in the October-November edition of The Capital Kiwanian.

(Jim Donahue serves as president of the Kiwanis Club of Richmond and is an integral part of the leadership team putting together this year's district convention.)



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!

Education News

ARE YOU DOING WHAT YOU WANT TO DO WITHIN YOUR CLUB?

Dear Capital Kiwanians,

It seems like this Kiwanis year just started and here we are at the end of it. I hope that it has been a good year for you.

In the last couple of months, I have heard or read that some organizations (clubs) fold because members don't or won't step up for leadership positions. We are experiencing this in my own club. We've asked and asked for someone to become Vice-President for the 2023-2024 term and we've been repeatedly told no. It's a bit frustrating to not have anyone (as of deadline) in place to go through the chairs beginning Oct. 1. However, I know that at the right time someone will come forward to fill this position. Patience is a virtue, as they say!

This past month I have been doing an e-course for my coaching business and Pareto's Principle was discussed quite a bit in this course. I asked several people if they knew what Pareto's Principle was and they did not. If you don't know who Pareto was or what the Pareto Principle is, I would encourage you to research both subjects. The concept is actually very well known; we simply call it by another name.

When thinking about Pareto's Principle, I would ask you where you see yourself. Is there more that you can or want to do within your club,



your division, or within the Capital District? Are there ideas you want to share with an officer or board member and are hesitant to speak up because you might hear, "That won't work because we've always done it THIS way." Maybe THIS way isn't working so well for us any longer. Can we begin to think differently and/or outside of the box? Remember that the definition of insanity is doing the same thing over and over and expecting a different result.

As a small business coach, I often ask my clients where are they spending their time and where do they WANT to be spending their time? Are the answers the same or are they different? If the answers are different, what needs to change? Are they willing and able to make that change? I'll ask the same of you. Are you as involved with Kiwanis as

you want to be? If not, where do you want to help? We can either find an existing spot for you OR we can create an opportunity for you to be more involved!

It has been a pleasure to serve as your Leadership Development and Education Coordinator for the 2022-2023 year. I know that Waynesboro's Sam Bosserman will do a phenomenal job in this role next year and I'm excited for her.

Thank you again.

Sincerely,

Lynnette Embree,
Kiwanis Club of Winchester
District Leadership Development
& Education Coordinator

"As a small business coach, I often ask my clients where are they spending their time and where do they WANT to be spending their time?"



Kiwaniis

CHILDREN'S FUND



GIVE TO IMPROVE CHILDREN'S LIVES. ACT TO HONOR SOMEONE'S SERVICE.

A gift to the Kiwanis Children's Fund helps provide grants for local *and* global Kiwanis service projects. **Last year alone, the Children's Fund awarded US\$1.6 million in grants.** That money helped Kiwanians improve kids' lives through the Kiwanis causes: health and nutrition, education and literacy, and youth leadership development.

Your gift can also celebrate people. With these opportunities, we can honor your generosity — or you can honor someone's service. An outgoing club president. A retiring club member. Any Kiwanian or community member who deserves to be celebrated!

George F. Hixson Fellowship



Named for the first president of Kiwanis International, the Hixson Fellowship **honors Kiwanis members that give US\$1,000** to the Children's Fund during the Kiwanis year. More than 200 individuals were awarded this fellowship in 2021-22.

With a Hixson Fellowship, you receive a lapel pin and optional certificate to recognize your support.

Dr. Wil Blechman Fellowship



With a **gift of US\$2,500**, you will be honored as someone who continues the legacy of "Dr. Wil." A Kiwanis International president, a doctor and a Kiwanian for 70 years, he led the creation of Young Children: Priority One, a Kiwanis program that

addressed the needs of kids up to 5 years old — and laid the foundation for international Kiwanis campaigns to come. With this fellowship, you will receive a lapel pin and optional certificate to recognize your support.

Founders Circle

A society of donors whose lifetime gifts amount to US\$25,000, Founders Circle is a longtime goal for many Kiwanians. This honor celebrates those individuals and couples for their commitment to generosity — and includes further recognition levels for gifts up to US\$1 million.



HELP KIWANIS SERVE KIDS — AND THANK THOSE WHO HAVE DONE THE SAME.

Give by September 30, 2023, to honor someone with a George F. Hixson or a Dr. Wil Blechman Fellowship.



kiwanis.org/helpkids

AUGUST

Service Theme: BACK TO SCHOOL

As students return to the classroom, work with local schools on how you can support teachers and students.

In-Person Service Ideas

- Local school back-to-school night
- Work with local school PTA/PTO and sponsor back-to-school night or activities for back to school, run activities for kids
- Literacy supplies for teachers
- Paper, pencils, dry erase boards/markers/erasers, letter box kits
- Ideas: <https://www.weareteachers.com/literacy-centers-supplies/>

AT HOME Service Ideas

- Encouraging note to students
- Write notes and deliver to classrooms. Could partner with Love Letters for Literacy: <https://lovelettersliteracy.org/>
- Promote and support local teacher DonorsChoose page or Amazon Wish List
- DonorsChoose is a website for teachers to request “crowdsource” funding for a project in their classroom. Designations are made for Title I classrooms and the map indicates the highest need areas. You can search by geographic location, types of projects, amount left to complete the request and more. <https://www.donorschoose.org/>

Speaker Ideas

- Protecting Youth – School counselor, preventing child abuse October 10-14 – Kiwanis Youth Protection Week
- Dyslexia Awareness – school resource [Dyslexia Awareness Month](#) in October seeks to raise awareness and share the tools to increase better reading skills. Dyslexia Awareness Month in October seeks to raise awareness and share the tools to increase better reading skills.

Diversity, Equity, & Inclusion

Monthly Consideration

Assess Meetings and Projects for Accessibility

Are your service projects designed to be inclusive of all members, including individuals who may be differently abled? Are your meetings held in a location that is accessible to all members and guests, including those individuals for whom mobility may be a concern? Consider an audit of your club’s meeting location and service projects to ensure that there are opportunities for all of your current members, prospective members, and community members to equally engage with your club fully in a meaningful way.

Partnership Ideas

Kiwanis Warehouse

Kiwanis clubs get insider access to over 30,000 high-quality goods at wholesale prices, sold in small cases.

[Learn more.](#)

AUGUST *(continued)*

Human & Spiritual Values FOCUS: GENTLENESS

GENTLENESS : the quality or state of being gentle especially: mildness of manners or disposition

Club Ice Breakers

- What is a favorite memory of someone being gentle with you?
- Recall a time when you're being gentle or someone being gentle with you changed an outcome for the better?
- What are your favorite and least favorite memories about being in school?

Speaker Ideas

- Local Environmental activist on how we can be gentler on our environment.
- Local Therapist on how we can be gentler on ourselves and others in stressful situations!
- Guidance counselor from local school – how can we help children have a gentle school experience.

Quotes/Invocations/Prayers

- "Be healing with your words, be tender with your words, be gentle with your words and watch your words bring gentle, tender healing in the hearts of others."
- Heather Wolf,
Kipnuk Visits Sea Isle
- "It is the weak that expresses aggressiveness to show strength, but real strength, is in the gentle."
- Nurudeen Ushawu
- "Gentleness, self-sacrifice and generosity are the exclusive possession of no one race or religion."
- Mahatma Gandhi
- "Lord, You want me to learn from you Gentleness of heart. No matter how I fail you, Your gentleness never fails me. You are slow to anger; Your kindness is without limit. You tell me not to be distressed, To make your gentleness my own So that my soul may find rest. Give me the wisdom to make time in my day For a gentle nursing of my soul. "
- <https://prayerist.com>



SEPTEMBER

Service Theme: WOMEN'S HEALTH

"Period poverty," or lack of access to feminine hygiene products is a public health issue that can prevent girls from attending school or participating in other everyday activities. For homeless and low-income women, they can be forced to use alternative makeshift items because they cannot afford products, which are not eligible for coverage through public assistance. You can read an article on more information about this issue [here](#).

In-Person Service Ideas

- Host a supply drive for menstrual products
- Participate in a fundraiser for a particular women's cause, like a walk to cure breast cancer.
- Partner with local organizations providing summer food to families in need to also provide menstrual products
- Volunteer with a location organization to organize products at their facility or distribute supplies to local schools, food pantries, and other facilities to reach people in need more easily
- Volunteer at a women's shelter

Speaker Ideas

- Local organizations focused on menstrual health for homeless and low-income women

Advocacy Ideas

- Raise awareness on the importance of funding in middle and high schools for menstrual products (this is now the case in Delaware, Maryland, Virginia and DC).
- More information available through the Alliance for Period Supplies—who also created "Period poverty awareness week," which occurs in May: <https://allianceforperiodsupplies.org/>

Diversity, Equity, & Inclusion

Monthly Consideration

Women in Kiwanis

Women were not allowed to be members of Kiwanis until 1987. Since that time, women have served in many leadership roles within the organization at the club, division, district, and international levels. Despite this fact, there are still some Kiwanis clubs that do not have many or any female members. What has your club done to intentionally recruit women into our organization? Is there more to be done to create greater gender diversity within your club?

Partnership Ideas

A sample of organizations in the Capital District involved in period poverty:

- [Stars that Shine West Virginia](#)
- [DC Diaper Bank, The Monthly initiative](#)
- [Thrive DC](#)
- [Bringing Resources to Aid Women's Shelters \(BRAWS\)](#)
- [PAD Center \(Junior League of Lynchburg project\)](#)
- [Newport News area— Her Padded Truth](#)
- [Junior League of Wilmington](#)
- [Baltimore Resource Center, Baltimore Hygiene Bank](#)

SEPTEMBER *(continued)*

Human & Spiritual Values FOCUS: PEACE

Peace: harmony in personal relations

Club Ice Breakers

- What is a way you were able to bring peace to a difficult situation?
- Who is your role model for peaceful relationships?
- Is there a saying you use to help you remember to bring peace in a challenging situation?
- What is an area in your community that needs help for peace to emerge?

Speaker Ideas

- University Professor to share history of how nations achieved peaceful resolutions after war.
- Local Marriage therapist on how to disagree peacefully and in a healthy way.

Quotes/Invocations/Prayers

- 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

- **HINDU PRAYER**

"Lead me from death to life,
from falsehood to truth.
Lead me from despair to hope,
from fear to trust.
Lead me from hate to love,
from war to peace.
Let peace fill our heart, our
world, our universe.
Peace, peace, peace."

- Adapted from the Hindu
Upanishads by Satish Kumar

- "Peace begins with a smile."
- Mother Teresa
- "You have peace when you
make it with yourself."
- Mitch Albom, *The Five People
You Meet in Heaven*



Membership Momentum

WE HAVE HAD A SPECTACULAR YEAR!

BY PG JOHN MORRIS

What a year! Behind the leadership of Governor Jen, we have experienced excellent growth, particularly in a number of clubs which started the year below charter strength, and we have already opened six new clubs. We are in position to record a net gain in membership for only the second time this century.

The membership in the Capital District had a net gain of 249 as of July 31. That figure does not include the 33 members of our two newest clubs, Catonsville and Salisbury. Although the normal September drop of members who do not renew is yet to come, we are in a good position to exceed that drop and end up with a net gain. Many of our clubs have experienced phenomenal growth during the year and I expect that will continue through the end of this year and throughout the coming years.

Many of our clubs are getting stronger!

Congratulations to our clubs that have experienced excellent growth, particularly the 46 of our clubs that have grown more than 10 percent since Oct. 1. That means that more than a quarter of our clubs have grown by at least 10%! The growth leader is the Elkins club in Division 19, which has had a net growth of 19, a phenomenal 73 percent gain. Three other clubs have had a net growth of 13: Christiansburg (Division 16), Chincoteague (Division 5) and Logan (Division 20). Elkins' percentage growth of 73% is exceeded only by

the Coastal Delaware club in Division 5 which has grown 90 percent, from 10 to 19. Coastal Delaware is one of six clubs in the district that started the year below charter strength but have grown by at least 4 net members to move above charter strength. The other five are Clinch River (Division 17), Dinwiddie (Division 10), Leesburg (Division 2), McClure River (Division 17), and Toano (Division 12). Congratulations to all those clubs.

We can all have similar growth if we focus on strengthening our clubs. I encourage you to focus on growth not only for the next two months but continuously. Consider using the "Two for Two" process introduced by Kiwanis International. KI advises that clubs that have used the Two for Two method have experienced twice the growth rate of other clubs that have successfully recruited new members. Try it; it works!

The district provides club coaches who help clubs find ways to grow. Just let your Lieutenant Governor, Divisional Membership Coordinator or me know that you would like some help growing and/or otherwise getting stronger. In addition, Kiwanis International has numerous resources for club strengthening that can be downloaded or viewed online.

We have opened 6 new clubs!

As mentioned above, we have also opened six new clubs. In addition to the new clubs mentioned in past columns – Mathews, Haymarket/Gainesville, Kiln Creek and Short Pump – we just opened clubs in Catonsville (Division 4) and Salisbury (Division 5). These six clubs represent 113 new



members, almost half of the district's net growth. That's 113 more hands for service in our communities.

We are not finished with opening new clubs. We will open a club in the Greenbrier Valley of West Virginia in September. That will give us seven new clubs, one of the best years of starting new clubs in decades!

District Membership Team

Most of the credit for this year goes to the presidents, membership chairs and recruiting members of our clubs. However, I would be remiss if I did not give a shout out to the wonderful Kiwanians who make up the District Membership Team. I have two excellent Assistant Membership Coordinators: Dennis Baugh (Charlottesville – Division 9) for Club Strengthening and James Shackelford (Middlesex – Division 12) for Club Opening. Dennis, our newly elected International Trustee, has worked hard to train a group of club coaches to cover almost all areas of

the district and to help educate clubs on how to strengthen themselves. James has participated in all of our club opening recruiting efforts and done amazing work behind the scenes developing and improving our lists of prospects, communicating to all prospects for which we have an email address, calling many prospects to set up appointments, and following up on leads. His work has been critical to our success in each of these club openings.

Dennis and James have been backed up by seven excellent Regional Membership Coordinators and 11 outstanding Divisional Membership Coordinators. Their work is key to having and executing an excellent plan for growth in the district. If you are asked to fill one of these positions next year, please say yes.

Finally, the most important member of our District Membership Team is our wonderful Governor Jen Wolff, who has led and inspired all of our efforts. Let's finish Jen's year strong. Reach out to your members who have not attended a meeting or service project in some time, are late in paying dues, or are otherwise in danger of dropping out. Find out how your club can be more meaningful for them and take action to make their Kiwanis experience more valuable. Let them know you value their membership and contributions to the community. Retaining your existing members is the easiest and most efficient way to grow.

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

CREATE A POSTIVE IMPACT TODAY!

A gift of US\$2.25 can reach the life of one child.



HELP IMPACT CHILDREN DURING CONVENTION.

GIVE ONLINE TODAY!



www.kiwanis.org/childrens-fund/100-kids

Visit our table in the Exhibit Area for more information on grants and more.



HAYSI CELEBRATES ITS 75TH ANNIVERSARY

A large crowd turned out to celebrate the Kiwanis Club of Haysi's 75th anniversary Aug. 5. Among the dignitaries on hand were (front row left to right) Southwest Region Trustee Bob Lewit, Past Capital District Governor Jon Rife, PLG Charles Hay, PLG David Yates, (back row) Division 17 LTG-Elect Andy Rose, PLG Jeff Dotson and PLG Carl Mullins. Capital District Governor Jen Wolff joined the celebration virtually. The banquet featured a home-cooked meal with turkey, ham and all the trimmings. It was a wonderful evening of fellowship and memories of the club's 75 years of service to area children.

– Photos submitted by Jon Rife



Happy Anniversary

Organization dates

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
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

Welcome to Kiwanis! (June 2023 - July 2023)

Tysons: Mrs Jennifer Harding

Woodbridge: Joyce R Hinton

Crofton: Mr James C. Kitchin

Chincoteague: Carl Rompf

Hagerstown: April Crohare, Stephanie Pulver-Breeden, Brittany Wedd

Winchester: Mrs Elizabeth A Smelser

Staunton: Mr Kyle A Legore, Bernadette L Yager

Waynesboro: Colin P Banks, Benjamin J Beames, William E Duke

Petersburg: Mr Jeremiah Curtis

Richmond: Mr John F. Dunlap, William E. Loughridge

Grafton: Mrs Jennifer Bolden, Ms Denise M Hall

Williamsburg: Katherine T Meixel, Courtney Owens

Virginia Beach: Karen Burns, Mr Joseph A Carter III, Ms Susan E Markley, Penelope A Smith

Clinch River: Richlands Vivianne Kennedy, Robin D Shrader, Betty G Street

Haysi: Rodney Proffitt

Wellsburg: Mrs Wuela E Heceta

Delbarton: Mr John J Hall, Mr Kenneth R Nelson

ALL SMILES ON MATHEWS CHARTER NIGHT

FEATURED ON COVER

Thanks to a lot of diligent work by the district membership team, the sponsoring Williamsburg club and a willing and spirited Mathews community, the Kiwanis Club of Mathews celebrated its charter night June 9 at Hyco House Manor.

Seventeen members were inducted and three more membership applications were received at the charter dinner. Pulled pork BBQ, steamed crabs, lots of side dishes and homemade ice cream fed a crowd of 50 or more in attendance, including members, visiting clubs, local dignitaries and lots of kids. The formalities were followed by a drumming session for the kids (and a few adults) led by member Jean Howard.

Mathews is one of six new Kiwanis clubs already chartered this year within the Capital District.

– Submitted by Missy Zimmerman

SHOP OFFICIAL KIWANIS MERCHANDISE



July



Krista Latchaw, Kiwanis Club of Severna Park, MD

"Krista is a Kiwanian that is always willing to give of her time and talents. Her can-do attitude and organizational skills have been invaluable to our members around the district. Her hard work has resulted in wonderful district-level events, and has most recently resulted in a new Kiwanis Club in Catonsville, MD. We appreciate you, Krista!"



Kiwanis Club of Huntington, WV

"The Kiwanis Club of Huntington has had the Kiwanis Daycare Center since 1930. So that's 93 of the Kiwanis International's 108 years!! A few years ago it was recognized as the longest, continually running service project by Kiwanis International. They also feed and help to provide clothes to kids at the Hovah Hall Underwood Children's Home. They sponsor the Key Club at St. Joe HS, and raise funds for their projects by selling poinsettias during the Christmas season and partnering up with Fazoli's for a spaghetti 'dinner' every fall."

August



Jeannette Ogilvie, Kiwanis Club of Lynchburg, VA

"Jeannette Ogilvie is an outstanding Kiwanian who is an active member of both the Kiwanis Club of Lynchburg and the Capital Next Generation e-Club. When she isn't assisting her clubs with their projects, she is busy serving as a Key Club advisor and zone administrator. You can also catch Jeannette at District and International events, showing her dedication to all levels of our organization."



Kiwanis Club of Westminster, MD

"The Kiwanis Club of Westminster, MD is a club with a strong history that has stayed very involved in the community. They've supported a Student of the Month Program cooperation with the Carroll County Public Schools. The club also assists Carroll County Food Sunday and sponsors the Aktion Club of Westminster that allows adults with disabilities to serve the community. Kiwanis continually investigates new ways to address challenges faced by youth of the community. Their popular project is the 'Dog of the Year' contest."

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

Family Ties

Key Club ERINA HAQUE, GOVERNOR

Hello Kiwanians!

Though school has been out, our Key Club district board has been hard at work. From July 5-9, our Capital Crabs attended the Key Club International Convention in Anaheim, CA. Attendees enjoyed educational workshops, listening to keynote speakers, and voting for the new international board.



We also beamed as Division 2B Lieutenant Governor Anya Agrawal represented the Capital District as a UNICEF Champion. The biggest highlight, however, was having our own immediate past District Editor Riya Bajpai elected International Trustee.

We have officially launched our District and Governor's Projects. The district will partner with One Tree Planted, an international non-profit organization that plants one tree for every one dollar donated. To support the Capital District in fundraising, Kiwanians can [go to this page](#). The Governor's Project will be called Expanding Equity. As a part of this initiative, we will strive to improve Diversity, Equity, Inclusion, and Belonging (DEIB) within our district through board and club-level initiatives. Kiwanis Clubs can participate by fundraising for a DEIB organization using a guide that we compiled or by implementing DEIB initiatives within your own club.

As a part of our DEIB outreach on the district level, we want to better represent the viewpoints of our members by installing member representatives on our District Board committees. Additionally, we have a separate application for members to serve as a translator on our new language services committee. Applications for both new positions will be received through Sept. 2.

Capital District Key Club upcoming events are plentiful. Kiwanis Family Weekend in Front Royal Sept. 22-24 will provide the opportunity for us to hear from various Kiwanis-Family counterparts. We also will return to Kings Dominion for our annual Fall Rally on Oct. 21, just as pre-pandemic.

I am excited to see you all at Kiwanis District Convention! I am proud to be a part of such an incredible Kiwanis Family.

Yours in Friendship and Service,

Erina Haque

CKI NAZIRA DJOR, GOVERNOR

Greetings, Capital District!

The summer days may be speeding by, but the excitement of a new Kiwanis year and a new school year dawns upon us quickly with new opportunities and memorable experiences. As we come to the end of the Kiwanis year, I want to say a big thank you to y'all for your support, not only to me but also to the success of Capital District CKI.



I'm really excited to work with you in the upcoming year. That is not the only thing I am excited about as Kiwanis DCON is right around the corner! I am elated to be in attendance and represent CKI.

Let's take a moment to reflect on the past before we move forward. From June 21-24, I had an amazing opportunity to attend ICON, accompanied by four members from our Capital District CKI. Minneapolis was a beautiful city with its vast lakes, and the conference itself was truly worthwhile. We had workshops, made connections, and participated in meaningful service, which left a lasting impact on all of us.

I'm proud to share that our District Administrator, Catie Dugan Vargas, received the honor of being a distinguished administrator in her first year, and our former secretary-treasurer, Brittany Gates, was recognized as distinguished, too!

We left the conference feeling empowered and energized for the upcoming school year. From the recruiting workshops to connecting with CKI as well as Kiwanis members all over the world, I would deem my first time a success!

As we get back into the swing of the school year and the Kiwanis new year, I'm looking forward to Kiwanis Family Weekend, where we'll strengthen our relationships with Key Club and Kiwanis members. In early November, we have the Fall Membership Rally, which is another great opportunity to connect with fellow members in the district. It promises to be an active and fun few months ahead.

Yours in Service,

Nazira Djor

Service Showcase



FISHING DAY CLINIC AGAIN A RESOUNDING SUCCESS

The 22nd annual Fishing Day Clinic was hosted by the Capital District Southeast Region recently and once again deemed a success. The event was held Tuesday, July 18 at the James T. Wilson Pier at Buckroe Beach in Hampton. Between 50 and 60 children enjoyed the opportunity to learn to fish, with some 250 Kiwanis volunteers on hand to lend support. Representatives from throughout the Capital District turned out.

Many of the children who attended were fishing for the first time. Most left with a fish; all of them enjoyed lunch and refreshments, took home a T-shirt, a pole and lasting memories.

The prep day was held Sunday, July 16 at longtime Kiwanian Wesley Brown's home in Smithfield. This project has a storied Kiwanis history, qualifying as a Top Ten finalist among Kiwanis International projects a few years back.



Photo by Michael Santomauro

CROFTON KIWANIS SUPPORTS MEMORIAL DAY OBSERVANCE

FEATURED ON PAGE 2

One hundred U. S. flags were unfurled and erected at the main Crofton entrance at Route 3 for a May 20-June 3, 2023 Memorial Day recognition by Crofton Kiwanis Club, in cooperation with the Crofton Civic Association.

Individuals and families are able to honor and memorialize members of the military, veterans and first responders by sponsoring name and service data tags affixed to the flag poles for both Memorial and Veterans Day observances. Proceeds benefit the Crofton Kiwanis Foundation charitable and community service programs, according to Kiwanis "Flags for Heroes" Chair and Crofton Town Comptroller Jim Harvey.

- Submitted by Russell Shipley



BOOKS A BLOOMIN' AT RICHMOND LFL

A beautiful crepe myrtle provides summer shade for one of the five Little Free Libraries stewarded by the Kiwanis Club of Richmond in the Carver/Jackson Ward communities. This particular LFL was installed two years ago on the grounds of the Center for Families in Transition on Leigh Street in Richmond and dedicated to the memory of devoted Kiwanian Jay Fox. The visitor counter indicates that an average of 44 visitors stop by each week. And if that's not enough to show how this LFL is beloved by the community, then it's the way the books fly off the shelves. The box is nearly empty and needs restocking every week. In addition to the permanent LFLs, pop-up "little free library events" have been held at various locations this summer.

- Photo by Robin McCallister

SHRIMP FEST SELLS OUT IN LYNCHBURG

BY JEANNETTE OGILVIE

The Kiwanis Club of Lynchburg hosted its eighth annual Shrimpfest on July 29 at Randolph College. In spite of the heat, the sold-out event was lighthearted and fun! Attendees enjoyed music from the Quintana Jazz All-Stars and DJ Nobody Famous while dining on fresh shrimp, straight from the shores of North Carolina.

Event proceeds are still being tabulated, but the event was a rousing success by all measures.

Sponsor Connoisseur Travel provided prizes for ticket holders, and April Farmer, Division 15 Lt. Governor, sold 50/50 tickets. Everyone enjoyed socializing and playing cornhole. Student volunteers from Liberty High School Key Club and Iron Lives served food in the VIP tent so that everything ran smoothly.

After the meal was served, the Education and Benevolent Fund honored local Key Club members with \$30,000 in scholarships. Four local students received Craig Cousins Merit Grants: Adalynn Carter from Jefferson Forest High School, Cyara DeHart and Brielle Hurt from Liberty High School, and Norah Melton from Brookville High School. Madison Hamlin from Brookville High School received the Colonel Joseph Brown Scholarship, and Ellie Moser from Liberty High School received the Odie Mayhew Scholarship. Ariel Wang from Brookville High School and Brooke Li from Jefferson Forest High School, valedictorians of their respective schools, received the Craig Cousins Award which is for individuals who have exhibited a commitment to excellence and leadership in Key Club.

The funds raised from this shrimp dinner will support future scholarships and service leadership programs in local schools, as well as three community organizations. Iron Lives is a regional organization that provides mentorship and programming for teenagers. Lynchburg Daily Bread serves a hot meal for anyone in need 365



days a year. Camp Kum-Ba-Yah provides school programs and team-building in an outdoor classroom setting. The great work of each of these organizations supports the Kiwanis mission of improving the world one child and one community at a time.

Thank you to all of our sponsors and everyone who attended. We had a great time, and we hope to see you next year for our ninth annual event!

Don't forget about our Shrimp and Lobster sale Nov. 4, with more fresh North Carolina shrimp and lobsters straight from Maine. Keep an eye on our Facebook and website for details: <https://www.facebook.com/lynchburgkiwanis> <https://kiwanislynchburgva.com/>

(Jeannette Ogilvie is an active Lynchburg Kiwanian and Key Club leader who recently returned from ICON in Minneapolis. She also is a member of the Next Generation e-Club.)

(Photos by Lynchburg Kiwanian Laurie Gulluscio)



ALEXANDRIA AWARDS GRANTS TO UNSUNG PANDEMIC HEROES

The Kiwanis Club of Alexandria awarded grants to 39 city childcare providers that stayed open and operating during the coronavirus pandemic. The grants were presented at an April 1 luncheon.

These grants are intended to recognize childcare professionals who remained on the job providing childcare to essential workers and others. The workers often put their own health concerns on the backburner.

“This is our way of saying ‘thank you’ to our city’s many unsung heroes, the childcare workers who put their own health concerns aside to provide childcare to essential workers during the height of COVID,” said Kiwanis Club of Alexandria President Charles Augustine. “We want to thank them for taking care of the city’s children during a very dark time.”

A total of \$32,400 was awarded, grants ranging from \$800 to family day home providers to \$1,200 for childcare centers. These providers employed 310 childcare professionals during the height of the coronavirus pandemic and served 1,384 children.

The grants were the culmination of a year-long fundraising campaign launched in 2021 on the occasion of the club’s 100th anniversary.

ANOTHER RECORD FOR WILLIAMSBURG KIDS PROGRAM

For the 12th consecutive year, the Kiwanis Club of Williamsburg KIDS program has exceeded its fundraising total from the previous 12 months. The annual campaign, which closed July 31, raised more than \$25,000 this year, with most deposits coming from club members. The foundation corpus, which spins off contributions to the community via a planned program, now stands at more than \$800,000.

SINGING KIWANIAN BRING HOME A VICTORY

Approximately 35 Roanoke Kiwanians and Aktion Club members took the field for the Salem Red Sox-Lynchburg Hillcats minor league baseball game July 27 to lead the crowd in the singing of the National Anthem prior to the first pitch.

It has become an annual tradition for the club to enjoy a summer social at the ballpark and singing the national anthem before the game has become a staple as well. For a tune-up, Past President (and song leader) Tom Miller scheduled a practice session as part of the club’s weekly meeting the day before.



(Photo by Barbara Duerk)

Spreading the Word



GETTING QUALITY KIWANIS VIDEOS TO AIR ON LOCAL TV

BY JOE FLANAGAN

Have you viewed the wonderful videos that Kiwanis International has produced? If not, you really need to. Our Kiwanis Club of Virginia Beach was so inspired by them, we showed all of them at one of our meetings. The room was silent and there were a few tissues dabbing the eyes of our members. Quality work.

See for yourself. Check out the link below. (Then I will tell you how you can get these wonderful videos to air on the local TV stations in your market.)

[Kids Need Kiwanis on Vimeo](#)

The FCC (Federal Communications Commission) requires local television stations to operate in the public interest. By law those stations must air a certain amount of public service announcements. Kiwanis qualifies as one of those public service groups. And getting those professional videos to pop up on your local TV station can be as simple as a phone call and a link.

“Each quarter we give a look and change or rotate or decide which PSAs we need to replace. Which ones we need to refresh. We get so many from so many different people,” says Doug Weider, general manager of WVEC-TV in Norfolk.

Full disclosure, Doug was my boss when I worked at WVEC-TV. I sat down with Doug and Marketing Director Meghan Tye recently to ask them about this process of Kiwanis clubs contacting local TV stations.



“Honestly, I would send them an email and call them. In the email with the link, let them know the lengths of the PSAs, a short reason why Kiwanis is important to our community, and that the PSAs are evergreen,” Meghan says.

By “evergreen,” Meghan Tye is saying the Kiwanis public service announcements do not have specific dates or times or actions viewers need to take.

Larger TV stations in the Capital District are more likely to have marketing directors. They are the ones Kiwanis Club members should ask for when they make that first phone call. Smaller stations in smaller markets will probably rely on the general manager to handle questions about public service announcements.

Your conversation can be as simple as introducing yourself and your Kiwanis Club and that you’d like to talk about some really good public service announcements. To save time you can tell your contact that you will send them a link to the PSA. And include a note or two about the value of Kiwanis, just as Meghan advised.

Feel free to reach out to me, Joe Flanagan, in the Kiwanis Club of Virginia Beach. I call myself a media gym rat and always enjoy talking to television stations. And Kiwanis Club members, too.

(Joe Flanagan, from the Kiwanis Club of Virginia Beach, worked for WVEC-TV in Norfolk for 31 years. He has served as Capital District Public Relations chair this Kiwanis year. His email is Jflanagan1721@gmail.com)



Eye on KI

Here is some recent news distributed by Kiwanis International:

IT'S ALL ABOUT SERVICE!

Service is a big part of what we do. Do you have a favorite service project? Now's a great time to think about how to make it even better! Switch up a longtime event to spark extra excitement. Ask community leaders to help you evaluate whether a project is as helpful as it could be. And if you don't have a signature service project, start one.

A signature project not only helps your community, but it also can help you recruit new members and spread the word about your club. Need inspiration to start your own? Meet the six winning clubs of the 2023 Kiwanis International Signature Project Contest.

Group I (clubs with 27 or few members)

Bronze: Kiwanis Club of Young Professionals, St. Catherine, Jamaica District

Inner City Single Mothers Empowerment Project

Kiwanians in Jamaica supported single mothers with service ranging from care packages and health screenings to a poultry-based opportunity for self-employment.

Silver: Kiwanis Club of Shepparton Sunrisers, Australia District

Sprout Healthy Lifestyle Garden and Education Centre

In Australia, Kiwanians turned an abandoned play space into a fun center for families to learn about healthy eating, environmental care, various cultures' foods and more.

Gold: Kiwanis Club of Nilgiri, Nepal District

Vision Screening Project

For three years, Kiwanians in Nepal have brought the world into focus for kids who have vision-related disabilities – with screenings, transportation services and more.

Group II (clubs with 28 or more members)

Bronze: Kiwanis Club of Valparaiso, Indiana District

Construction of Wheelchair Ramps in the Community

For people who use wheelchairs in their community in Indiana, Kiwanians are making homes more accessible by building ramps – free of charge to the families they serve.

Silver: Kiwanis Club of Denton, Texas-Oklahoma District

Children's Clinic

For a century, families in Denton, Texas, have received free health care thanks to the Denton Kiwanis Club, which has even added mental health services in recent years.

Gold: Kiwanis Club of Daragang Magayon, Philippine Luzon District

Reading Hub Project

In the Philippines, Kiwanians converted an abandoned room into a reading hub to address the learning gap that students faced when returning to the classroom in the wake of COVID-19.

CONSIDER CRIME AND/OR ACCIDENT COVERAGE

For every club in the United States and Canada, Kiwanis International provides general liability as well as directors and officers liability insurance. But your club's options for financial coverage don't end there.

Kiwanis also offers optional coverage programs: club crime insurance and club accident insurance.

Participation in the crime coverage program is the only way to insure your club against criminal theft. Every year, many Kiwanis clubs lose money to such theft. Since clubs vary in size, activities and assets, each club can choose which limit

is appropriate: US\$10,000, \$25,000 or \$50,000. Some clubs have even been tricked into sending money to a fraudulent third party. With the crime coverage program, \$5,000 of coverage is also included for these kinds of events.

And with the Kiwanis Accident/Medical program, your club will have accident insurance that helps pay medical expense for injured Kiwanians and volunteers.

The deadline for application and payment of these insurance options is October 31.

To approve the club's purchase of either or both options, submit the purchase to your club's board in time for them to review, approve and send the application and payment by the deadline.

There is no prorating throughout the year. If the deadline is missed, the next available period to purchase either form of coverage will be August through October 31, 2024.

For details about both forms of optional coverage, see our downloadable [Optional Insurance Resource Guide](#).

CELEBRATE CLUB MEMBERS

Kiwanis members work hard while serving their communities. Kiwanis International wants to help you celebrate them. The end of the Kiwanis year is a great time to do so – with, plaques, pins and certificates.

Please note that personalized items take a little longer. Allow 6-8 weeks for customized products such as plaques, awards and badges.

7 Ways to Recognize Your Club Members

- 1. Host a ceremony.** Recognize members by having the club president present awards with certificates, pins or plaques. Ask recognized members to stand when announced.
- 2. Record and share a video.** Honor special Kiwanians with a video that explains who they are and why they are being recognized. And thank them for their service. Then share the video on social media. Another option: personalize and post it on your social media accounts.



- 3. Place a yard sign outside members' homes.** This is a great way to publicly recognize your Kiwanis club members. For members who don't have a yard, purchase a sign with the base for window display.
- 4. Purchase a recognition plaque.** Engrave a plaque with the names of Kiwanis members who have done great service or in memory of Kiwanis members who have passed away. (Note: Allow six to eight weeks for engraving.)
- 5. Send or give handwritten notes.** Personalized notes written by fellow club members are a great way to show how much Kiwanians appreciate each other's service.
- 6. Send or give a postcard or club-personalized gift.** Create a postcard with a club photo or have one signed by every member. Another option: have members sign Kiwanis gear such as aprons or hats.
- 7. Create a shadow box.** Remind a member of a specific project by creating a personalized shadow box. Gather items from the project and frame them. Check out Kiwanis-branded project supplies for service items you can place in the box.

Kiwanians dedicate time and service to helping their communities all year long. Their hard work deserves to be celebrated. Find all the recognition items you'll need at the [Kiwanis Family Store](#).

Thank You, Capital District!

BY DENNIS BAUGH, PG AND INTERNATIONAL TRUSTEE DESIGNEE

I have enjoyed many amazing Kiwanis Moments during my life as a Kiwanian. Fundraising and service projects for the children and the community. Attending special occasions such as 100th Anniversaries of clubs throughout the district. Visiting clubs during my three years as Governor-Elect, Governor and Immediate Past Governor. But none can compare to the moment on June 24, 2023, in Minneapolis, when it was announced I was elected as one of three new International Trustees of Kiwanis International.

But this is not about me. This journey began in the spring of 2019 when the clubs of Division 9 supported me as a candidate for Governor-Elect in the Capital District. It culminated in August 2019 when the House of Delegates of the Capital District put their faith in me and elected me as their next Governor-Elect. Serving as Governor during COVID 2020-2021 definitely presented its challenges!

Then a new chapter began on Aug. 21, 2022, when I was blessed to receive the endorsement from the Capital District House of Delegates to be a candidate for International Trustee.

But this is not about me. I want to thank the Kiwanis Club of Shenandoah



Valley that started my Capital District journey. I owe a lot more than I can say in words to the members of the Kiwanis Club of Harrisonburg that supported me every step of the way. And of course, my current club, Kiwanis Club of Charlottesville, has offered me the support to continue my new journey.

Naming people that are instrumental in one's accomplishments can always be dangerous because you will overlook someone. However, there

is one person that I cannot make a mistake in naming; that person is my amazing wife, Darlene, for whom I owe so much. I cannot express enough how much it has meant for her to be by my side to advise me, support me and provide encouragement during this journey.

Thank you, Capital District, for this opportunity.

(Dennis Baugh served as Capital District Governor in 2020-21.)



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/

NEED FUNDING? APPLY FOR A CLUB GRANT.

LET US HELP YOU SERVE KIDS.



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.



Kiwanis[®]
CHILDREN'S FUND