

YANKIWANIAN

Volume 38 Issue 4

February 2012

DATES OF INTEREST:

February 15, 2012 – tax filings were due. Did your Club file?

March 2-4 Circle K District Convention @ Camp Sunshine in Saco, ME

April 13-15 Key Club Education Conference @ Marriott in Springfield, 2011-2012 Kiwanis Board Meeting April 14 @ 10am

Regional Conferences Updated on the District Website:
www.newenglandkiwanis.org

June 1-8 Cruise to Bermuda

June 28-July 1 Kiwanis International Convention in New Orleans, LA

DISTRICT OFFICERS:

Vesta Browne, Governor
Bill Jenkins, Secretary
Frank Dennett,
Governor-Elect
Motkue Bowles,
Treasurer
Ron Sanville, Immediate Past Governor

4866 4800
October 1 January 31

Hello New England and Bermuda,

This month's Yankiwanian will feature information related to **MEMBERSHIP GROWTH**. Although there is no definitive outline on what makes a club grow, there are some things that will certainly help. In the following pages, we want to remind you or introduce you to some of the information that is available on the Kiwanis International website. Hopefully, you will explore the Kiwanisone.org website and see all that it offers YOU, the member.

Much like the saying, "birds of a feather...", you want people who are involved within the community to also be involved with your Kiwanis Club. They will become involved when they see your club out and about working in your community serving the **CHILDREN**. In this way, new members will understand what your Club is involved in and will make it easier to ask them to join. Remember: members don't join unless you ASK!

One of the most successful ways to grow your club is to make sure your club is connected within your community. Has your club joined the Chamber of Commerce? The Chamber is one of the go to organizations a new businessperson will look to for information about your community. You will want to make sure that when they look up "organizations" your Kiwanis Club is one that is listed for them to experience. Your **LEADERSHIP skills** will be noticed if you are known as a primary **SERVICE** organization of business people within your community. People need to be talking about your club in a positive way. Create a "buzz" about all that you are doing.

And then, once someone visits your club, the most important factor in having that visitor join is assuring they have a positive experience. It is up to the club members to convey they enjoy what they are doing, they have a similar vision for their club and their community and they believe the club experience is such a positive one that they want to spend time doing projects and planning events. Don't forget to ask, "Join us." If **EXCELLENCE** is obvious to your new observer then why wouldn't they want to join?.

When a club is able to do all of the above, then this club will experience **GROWTH**. Need assistance with membership growth? Contact Membership Growth Chair, John Mattuchio @ john.mattuchio@verizon.net for help with ideas for your club.

Vesta Browne, Governor
Bill Jenkins, Secretary

MEMBER RECOGNITION

The paycheck

By definition, volunteers don't get paid for what they do. Yet most do receive some sort of paycheck—a feeling of being appreciated for their work. What form that paycheck takes depends on the person and the act of service. When it comes to shows of appreciation, one size does not fit all. However, all members need attention, affirmation, and appreciation.

Use the thoughts on this page to better understand why people volunteer and what they get in return, as well as considerations for giving them the paycheck they seek.

- [The investment](#)
- [The value of the volunteer](#)
- [Fitting recognition](#)
- [A culture of appreciation](#)

[The investment](#)

When members volunteer, they give a part of themselves. They invest their time, energy, skills and sometimes emotions to make a difference in their communities. And being able to make a difference brings a sense of satisfaction, a feeling that is worth more to volunteers than money. The volunteer “work” your members perform is different from the profession or career they get paid to perform, and thus the paycheck is different too. The paycheck they receive for their investment of self can take many forms, depending on the person—friendships that develop with those they serve with, a sense of self-worth, and the feeling of being appreciated, to name a few.

[The value of the volunteer](#)

Take a look at your club's roster. These are the people you've recruited and trained over the years. They've invested in your club and you've invested in them. What are they worth to you? What is the value of each of these members to your club, to your service projects, to each other?

Recognizing their value, their investment, their contribution is key to retaining your members and motivating them to stay invested in your club. Get to know them; get to know why they give of themselves, and what they get in return for the energy they give.

[Fitting recognition](#)

Because the service we perform comes from the heart, the thanks we express should come from the heart too. Showing sincere, heartfelt appreciation involves taking the time to find out what form of recognition each member finds meaningful. This recognition, appropriate to the person and the situation, serves as the volunteers' paycheck, the reason they give of themselves.

Personally knowing your members will allow you to tailor your expression of gratitude to each recipient and situation. Remembering how shy your Builders Club advisor is will keep you from embarrassing her with elaborate attention in front of the club. Find a more private, informal and meaningful way to acknowledge the work she's done helping lead these middle school students. On the other hand, the auction chairman who lavishes the limelight might prefer a standing ovation during a meeting for the work done and funds raised under her leadership.

In addition to the personality of the recipient, you'll want to match the size of the contribution to the size of the recognition. While the member who comes 10 minutes early to set up chairs in the meeting hall should be thanked, the coordinator of the county-wide golf outing might warrant a larger, more formal demonstration of recognition, perhaps the gift of a Kiwanis golf shirt presented to him as you announce the turnout for the event.

[A culture of appreciation](#)

Member recognition is everyone's responsibility, not solely the president's. How members greet and interact on a day-to-day basis shows a general feeling of appreciation and mutual respect for one another. Your club can create this culture too, using some of these [creative ideas](#).

GROW YOUR CLUB

Club growth step by step

Want to increase your membership? Here are 12 steps to excite your members, impress your prospects, and enhance everyone's Kiwanis experience.

1. **Make your purpose known.** Create a vision with your club and mention it in every meeting, newsletter, news release, fundraising ticket, and advertisement.
2. **Remind them often.** At every meeting ask, "Who have you invited to come to Kiwanis this week?" Remind every member to look for prospective members and invite someone to come to your meetings. Yes, at every meeting, talk about growing your club!
3. **Give them a reason.** Host a contest: Why? It gives everyone an excuse to ask others to come and to join Kiwanis. If you get your club excited and they just ask people to join, you will grow.
4. **Promote friendliness.** Compile an accurate membership list with names, addresses, phone numbers, cell phone numbers, and e-mail addresses, and distribute copies to every member. Follow that up by e-mailing them a copy. Keep the list updated and redistribute copies at least every three months. This is a must—the club members must be able to communicate with each other before the club will grow.
5. **Speak their language.** Communicate often and in many formats. At least monthly, publish a club newsletter, and mail and e-mail a copy to each member. Have additional copies at meetings for guests and prospective members. Send weekly e-mails to remind members of programs, special projects, fundraisers, etc., and include past club visitors in your distribution.
6. **Plan your program.** Have a set agenda every meeting. This is a huge component of the member experience. Your members will more readily invite prospective members when they know there is a good program planned. Programs should be planned at least two months in advance. Don't just meet and talk over fundraisers.
7. **Stay young.** Invite kids to be part of your programs! Remember, we are an organization dedicated to helping youth so keep young people as the focus of your program agenda.
8. **Don't forget the fun.** Every two months or so host a "fun" program to which members invite their friends and family.
9. **Show them you care.** Send a "miss you" card or note to members who have missed two meetings in a row, even if you know why they've been away (vacation, etc.). Especially send one if you know someone is sick. If a member goes into the hospital, take up a collection and send flowers. No matter why they've been absent, send a note telling them they are important and missed.
10. **Extend a warm welcome.** Greet new visitors at the first of the meeting and introduce them to the club. In the three weeks following the prospective members' visit, send a follow-up letter or postcard...even if they don't come back immediately.
11. **Make it personal.** Send a letter of invitation to every prospective member who has been invited to join. Each month compose a prospect list of names and addresses and share this list with current members, asking them to contact those on the list. A personal invitation to come and join can be very effective.
12. **Show appreciation.** Send thank-you notes for every donation, no matter how small. Include a picture of your fundraiser or project that they were a part of, particularly any news cuttings; it is easy and impressive to the community and prospective members. Brag on your team every chance you get!

NOTE: Check your club meeting room. Your club will only grow to 70 percent of the capacity of your room. Period. Do you need to move to a bigger room, or maybe even a different place? Also is your room bright and cheery? If not, offer to paint it and clean it up.

GROW YOUR CLUB

Grow & Build Clubs

Strong Kiwanis clubs with many involved, dedicated members mean more children in your community, your state, your country, and the world can benefit. Just as importantly, larger clubs have the opportunity to inspire more neighbors, friends, and strangers who see Kiwanians selflessly working to make a difference. Here are some tips for keeping your club healthy and growing.

Stay and serve. Always have a group of members at every club service project or event from beginning to end. That way, the club always has a presence and someone who can “talk up” Kiwanis. Make sure your members have talking points about your club that everyone is familiar with. This is especially helpful to those who don’t feel comfortable talking with others.

Throw a party. Send out personal invitations for a Special Guest Day, then follow up with phone calls and e-mails. Why not invite special guests to your club several times each year?

Who might be these special guests? A partial list might include: Partners you have worked with in the past several months, SLP Advisors, spouses, SLP members especially Circle K members who might consider joining next year, school officials (don’t forget librarians and school nurse), police, fire, health care professionals—you get the idea.

Be flexible. Consider changing your meeting times and frequency. Some clubs meet only every other week. Some meet online.

Try a meeting time at a time other than when your club regularly meets.

Reach out. Participate in every community activity and event you can. It’s great publicity. Learn more about how [public relations](#) can help you grow.

“LIKE” those organizations on Facebook and share your Facebook page with them so you can see what projects each organization is doing throughout the year.

Learn from the best. Visit other clubs to get ideas. Get involved at the division, district, and international levels. [Find a club now.](#)

Work with others in the division. Complete a division service project or fundraisers so you are not always pulling from the same resources individually, do it collectively.

Connect online. Learn more from other Kiwanis members on [Kiwanis blogs.](#)

Learn how to use this resource to work for you.

Read your magazine. Read your magazine. [KIWANIS magazine](#) regularly features articles on growth. [Check it out!](#)

Once read—share with others.

MEMBERSHIP INITIATIVES YOU MAY WANT TO CONSIDER FOR YOUR CLUB:

CLUB SATELLITE

A club satellite allows an independent group of people to become members of your club for a specific reason. Forming a club satellite is a good option for clubs hoping to expand into a new area or appeal to a small group with common circumstances. The group may not be large enough to form a new club, but it might be just the right size to become a club satellite.

Adding a satellite club can empower your club to expand its service outreach. By joining the host club, satellite club members enjoy all the benefits of Kiwanis, including elected positions, attendance at conventions, **Kiwanis** magazine and insurance coverage.

For additional information visit the [Kiwanisone.org](http://kiwanisone.org) website:

Club Satellite FAQ: <http://community.kiwanisone.org/media/p/20921.aspx>

Club Satellite Fact Sheet: <http://community.kiwanisone.org/media/p/20922.aspx>

3-2-1 CLUB

For people whose schedules make it hard to attend club meetings frequently, the 3-2-1 Club is a great option. After all, most folks are as committed as ever to service and community involvement. And they appreciate the opportunities Kiwanis club membership provides.

But life is busy.

A 3-2-1 Kiwanis Club is an excellent option for people with demanding schedules. Inspired by feedback from current and past members, the 3-2-1 Club is also a good fit for those who prefer a membership that emphasizes activities and projects outside of meeting rooms.

For additional information visit the [Kiwanisone.org](http://kiwanisone.org) website:

3-2-1 Club Fact Sheet: <http://community.kiwanisone.org/media/p/20923.aspx>

CORPORATE MEMBERSHIP

A Corporate membership allows your club to add a local company or organization as a “member” via a designated membership seat. This is the perfect solution to any large corporation in your area where there are changes in positions.

For additional information visit the [Kiwanisone.org](http://kiwanisone.org) website:

Corporate membership Fact Sheet: <http://community.kiwanisone.org/media/p/20921.aspx>

How can you recognize your members?

http://www.newenglandkiwanis.org/Legion_of_Merit/legion_of_merit.html

Legion of Merit District Recognition

The New England District of Kiwanis International has instituted a program to honor those members who have contributed their time and their energy in making their communities, and therefore the world, a better place to live.

The Legion of Merit program is the means to honor those members who have achieved 5, 10, 15, and 20 years of Kiwanis service.

The program consists of a pin and a certificate. Pins are 5 years, copper; 10 years, bronze; 15 years, silver; 20 years, gold. The certificate is suitable for framing for your home or office.

The number of years does not have to be in one club, and membership does not have to be continuous. A member is considered eligible if he or she is within six months of the required number of years.

LEGION OF MERIT ORDER FORM

[Download your Legion of Merit order blank for the pins and certificates](#), or contact:

John Maihos
Legion of Merit Chair
27 Pearl Street
Beverly, MA 01915
jmaihos@newenglandkiwanis.org

For each member the cost is \$4.95 for the pin and certificate. Please make the check payable to the New England District of Kiwanis. Mail the check to John J. Maihos for proper record keeping. Your order will be processed as soon as possible, but for planning purposes, please allow 4 weeks.

When do you make the presentation? This is up to each club. When the presentations are made, do publicity within your club, your division, and to the district. Do publicity to the public, which is a great way to let the community know about Kiwanis.

Legion of Honor International Recognition

At the Kiwanis International level, the Legion of Honor recognized members with 25 years of Kiwanis service. You can learn more about the Legion of Honor at the Kiwanis International web site. The link is <http://kiwanis.org/lit/download.asp?id=30>

Legion of Honor pins and certificate cost \$12.00 plus \$4.95 S&H (for orders under \$25.) There is also an outstanding presentation folder for \$5.95. Order through Kiwanis International by calling 1-800-549-2647 Ext 390 or fax the information to 317-879-0204. You can order online at <http://kiwanis.org/supplies>. As District Chair, I will offer any help I can provide. You may also contact me for ribbons

John A. Forbes, Legion of Honor Chair
P.O. Box 131
Colebrook, NH 03576
Email: john.forbes@newenglandkiwanis.org

We sent out an email asking members to share how their club attracts new members. We received the following response from the Kiwanis Club of Westfield, MA. This club has increased its membership by 10% in the past year and is looking for an increase of 20 members this year. Membership now stands at 80 members.

From Club president, Adam Wright:

Part of our success is to identify individuals in our community and approach them to come to a meeting or an open house. We have semi annual "Open House" events where we ask each of our members to bring someone they think will make a good Kiwanian.

Our open houses are more relaxed than regular meetings. We don't have a formal sit down dinner. Instead we have appetizers and provide each guest with a free drink. We give a multimedia presentation about Kiwanis and our club highlighting what we do locally and ways our members get involved. One of the most important things we do at the open house is to have all the Kiwanians in attendance get up and introduce themselves and speak a little about what Kiwanis means to them. Incredibly powerful stuff.

We strive to also find younger members to bring into the club. We have had 4 members join in the last year that are under 30! If a club has a Circle K nearby, encourage new graduates who are staying in the area to come to meetings and join! We develop strong relationships with our Circle K members so that when they do graduate, it's an easy transition to the club as they already know who we are. We have chartered the District's first "Young Professionals Club" and expect that to grow rapidly in the next year.

We now have 5 K-Kids Clubs, 2 Builders Clubs, 2 Key Clubs. Not only is this a critical component in our efforts to teach youngsters about community service, it hopefully will provide a conduit to their parents in helping to get them involved as well. In the next few weeks, we will be sending a letter home with all our Kiwanis kids inviting their parents to a Kiwanis meeting to see what we are all about and invite them to join their children in becoming part of the Kiwanis family.

We also encourage our members to wear their lapel pins and have an elevator speech ready when the inevitable question of "what's that k pin ?" arises. I love that opportunity to tell someone what we do and I am sure my enthusiasm and pride in Kiwanis shows through. Always I follow it up with an invite to them to come find out for themselves and invite them to a meeting.

Every time we are out in the community, we need to view it as an occasion to share with others what it means to be a Kiwanian. We are our best ambassadors and we MUST be proactive each and every day to attract new members. So far in this administrative year we are up 10!!!! My goal is to leave my tenure at the end of September at plus 20. I think every President needs to set a goal for themselves and put together a membership committee to reach it!

How has the District grown since September? The following clubs have experienced positive growth:

Div 3	Brewer	+1		Westford	+31		Hanson	+19
Div 4	Greater Waterville	+1	Div 10	Total Increase	+37		Manomet-Cedarville	+1
Div 5	Scarborough	+2	Div 14	Chelsea	+2	Div 15	Total Increase	+18
Div 6	Laconia	+3		East Boston, Boston	+2	Div 16	Hyannis	+2
	Meredith	+1		Malden	+4		Lower Cape Cod, Eastham	+3
Div 8	Berlin	+2		Medford	+2	Div 17	New Bedford	+1
	St. Johnsbury	+1		Revere	+1		Pembroke	+1
Div 10	Lowell	+3	Div 14	Total Increase	+7	Div 18	Greater Seekonk	+2
	Pentucket, Haverhill	+3	Div 15	Brockton	+2	Div 20	Brattleboro	+3

	Greenfield	+3		Westfield	+10	Div 24	Greater Waterbury	+3
	Keene	+3	Div 22	Meriden	+2	Div 25	Stamford	+5
	Shelbourne Falls	+1		West Hartford	+1		Weston	+7
Div 20	Total increase	+7		Windsor	+1	Div 25	Total Increase	+6
Div 21	Pittsfield	+1						

HOW IS YOUR CLUB DOING ON THE ROAD TO BECOMING A DISTINGUISHED CLUB?

FILL OUT THIS FORM TO MARK YOUR PROGRESS.

RATE YOUR CLUB.

YOU MAY BE PLEASANTLY SURPRISED BY YOUR PROGRESS.

**2011-12 Distinguished Criteria
Club Level Evaluation**

Service	Exceeds Expectations	Accomplished Tasks	Made Progress	Did Not Complete
<ul style="list-style-type: none"> The Kiwanis club fulfills its responsibilities to Service Leadership Program club(s) or assists other clubs with their responsibilities to the sponsored SLP club <ul style="list-style-type: none"> K-Kids, Builders Club, Key Club, Circle K, Aktion Club, or Kiwanis Jr. 				
<ul style="list-style-type: none"> The Kiwanis club builds or co-sponsors and charters a new Service Leadership Program club 				
<ul style="list-style-type: none"> The Kiwanis club participates in one of the following <ul style="list-style-type: none"> K-Kids, Builders Club, Key Club, Circle K, Aktion Club, Kiwanis Jr. District or International convention Has an advisor/administrator for any SLP at the District or International level 				
<ul style="list-style-type: none"> The Kiwanis club participates in a Kiwanis Branded service project <ul style="list-style-type: none"> Young Children Priority One, Read around the World, Bring Up Grades, Terrific Kids, or Key Leader 				
<ul style="list-style-type: none"> The Kiwanis club will initiate two new service projects during the administrative year 				
<ul style="list-style-type: none"> The Kiwanis club will continue a long term service project for a minimum of three years 				
<ul style="list-style-type: none"> The Kiwanis Club will financially support the Club, District, International Kiwanis Foundation or other equivalent charitable organization such as UNICEF 				

MEMBERSHIP RECRUITMENT CAMPAIGN GUIDEBOOK FOR NEW ENGLAND

May is membership month. Check out this useful brochure outlining how to organize a successful membership recruitment campaign. Hold a membership drive during May (or before) and let us know about your success! Check out this new membership building guide: www.newenglandkiwanis.org/growth/NEMayMembershipCampaign.pdf

Member Adds January 7, 2012 - February 8, 2012

	Club	First	Last			
1	Pittsfield	Mark	Mahaney	31	Westford	Terry Stader
2	Keene	Jennifer	Labadie	32	Scarborough	Andrea Pastore
3	Keene	Katherine	Tommila		Bourne	
4	Lowell	Brian	Belanger	33	Wareham	Thomas Anderson
5	Lowell	Deborah	Belanger		Bourne	
6	Lowell	Sharon	Callery	34	Wareham	Michael Ferreira
7	Stamford	Anthony	Gorman		Bourne	
8	Lower Cape Cod	Marjorie	Widegren	35	Wareham	James Franklin
9	Rockland	Paula	Lavoie		Bourne	
10	Sheffield	Kayla	Gulotta	36	Wareham	Francis Gropman
11	Westford	Deborah	Barden		Bourne	
12	Westford	Nick	Basinas	37	Wareham	Darryl Higgins
13	Westford	Arthur	Benoit		Bourne	
14	Westford	Linda	Benoit	38	Wareham	Correia Ryan
15	Westford	Brian	Budinger	39	Laconia	Mikael Morancy
16	Westford	Carol	Budinger	40	Laconia	Paul Singh
17	Westford	Chase	Chicoine	41	Shelburne Falls	Paul Maliff
18	Westford	Donna	Drew	42	Danvers	Ellen Lefavour
19	Westford	Carole	Jewett		Bourne	
20	Westford	Bill	Mantville	43	Wareham	James Carter
21	Westford	Deb	Mantville	44	Hanson	Richard Marnell
22	Westford	Brian	McNeil	45	Augusta	Zachary Bliss
23	Westford	Carol	McNeil	46	Middletown	Karen Nocera
24	Westford	Devin	McNeil	47	Norway-Paris	Nancy Perham
25	Westford	Tom	O'Donnell	48	Easton	Andrew King
26	Westford	Mike	Peters		Greater	
27	Westford	Sue	Peters	49	Waterbury	Robert Garrity
28	Westford	Buffy	Roper	50	Hooksett	Stephen Labbe
29	Westford	Jerusa	Santos	51	Upper Valley	Carson Hoag
30	Westford	Debra	Siriani	52	Marshfield	Mike Devine
				53	Marshfield	Kevin Feylier
				54	Marshfield	Jeff Malmin
				55	Marshfield	Kathleen Yensiko
				56	Marshfield	Robert Parrelli
				57	Marshfield	Catherine Graham

Say hello to our newest members. In addition, please drop a note to the Kiwanis Club of Westford, MA. This club has been rechartered in January. Let's welcome them back as an active club within the New England District. If you have a new member who has not been recognized in the Yankiwanian, please contact District Secretary Bill Jenkins @ secretary@newenglandkiwanis.org.