Do’s & Don’ts of Email

- Don’t forget the basics of business writing. Use spell-check, correct grammar, and be brief. State your purpose in the subject line or first line of the email.
- Don’t use email to communicate sensitive or potentially embarrassing subjects. You have no control over how the email gets forwarded.
- DON’T TYPE YOUR EMAILS IN CAPITIAL LETTERS. THIS IS CONSIDERED SHOUTING AND OFTEN SEEN AS OFFENSIVE BY EMAIL RECIPIENTS. Conversely, don’t use all lower case because it’s hard to read.
- Don’t email or forward jokes indiscriminately to business colleagues, clients, or members.
- Don’t send attachments to recipients who wouldn’t normally receive email from you. Email attachments are increasingly viewed with suspicion because some attachments contain destructive viruses. Only include an email attachment if the recipient knows and trusts you, or expects to receive attachments from you.
- Don’t take time to reflect on your response to sensitive emails, rather than immediately sending your reply. Smart “expires” allow their sensitive emails and email replies to age several hours or overnight before repeating the message and sending it. Make sure that you review your emails, revise if necessary to soften the tone, remove emotion, or ensure your message won’t be misconstrued.

The Secrets of Success

- **Page Do’s & Don’ts of Email**
S U C C E S S the email gets forwarded.

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Secrets

#1 - successful service projects

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#3 - meeting format

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#6 - effective sponsorship #7 - efficient use of internet/email

Charter President, DC Young Professionals Kiwanis Member, Washington DC and Salisbury NC Kiwanis CKI President, 2004-05 KCI Trustee, 1999-00 Do take time to reflect on your response to sensitive emails, rather than immediately sending your reply. Smart “emailers” allow their sensitive messages to go through without haste.
emails and email

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Game Plan
1. Form a Committee
2. Select a Project
3. Form Sub-Committees
4. Report your Event and your Success

Form a Committee
To form the committee, look around at the members in your club. Also, you should encourage participation from members that participate or help advise the Service Leadership Programs (SLPs), such as Circle K, Key Club, Builders Club, K-Kids, and Aktion. Of course, the more volunteers the better, so don’t limit the committee; rather ask for club-wide participation!

Your service project will only be successful with proper planning. Begin by conducting a planning meeting and invite all interested members. The advisor of each SLP should encourage SLP attendance as well.

At the meeting, begin discussing project ideas. Talk about what makes sense in your community with your volunteer resources. Is there a project that would really make an impact? Review the suggested project list and create a “short list” of ideas. You don’t need to make a decision that day about your project; but by the end of the meeting, you should be well on your way to finalizing the project.

Secrets of Success

internet sites, such as Craigslist. Reach out to your membership to find members who have experience, using e-mail groups or posting on Craigslist or MeetUp.com. Regardless of age or occupation, you will be surprised at the skill-level of some of your members. I strongly consider using the club and district website tool through Club Resource, LLC, which is available for an annual fee under Marketing & PR on www.kiwanisone.org.

“Internet/Email Just Isn’t that Important”
In today’s world, that statement just isn’t true. Because of human nature, we tend to think that other people tend to act and behave as we do. Most of the time, we’re wrong. Internet and email communication has revolutionized how we, as Kiwanians, can reach out to prospective members.

Consider this example: in just one year, DCYP has received dozens and dozens of hits on its club website and successfully recruited over 10 new members through Craigslist and MeetUp.com postings. Businessmen and women (especially younger ones) use email and the internet on a daily basis, sometimes as their primary form of communication.

Oftentimes new to the area, prospective members search for apartments, jobs, and volunteer groups through Craigslist and search engines, such as Google.
The information age is upon us. As Kiwanians, we have to keep up with the changing face of communication. There are four main areas of effectively using internet and email to communicate with members, recruit new members, and promote your club.

internet/email use

Club website: An informative, organized, and updated website is an essential tool for a healthy and growing Kiwanis club. Prospective members who are looking specifically for local Kiwanis clubs will be attracted to your club by an updated, informative, and well-organized website with interesting projects and upcoming events listed. Learn more about the club and district website tool under Marketing & PR on www.kiwanisone.org.

Email updates: Email will keep your members informed of upcoming events in a timely and convenient manner, and allows for quick feedback and suggestion from members.

“Groups” mailing list: Quickly and efficiently communicate with members through a group email list, such Google Groups or Yahoo! Groups. This extremely helpful tool is free! Go to groups.google.com or yahoogroups.com to set up your club’s today!

Postings in Craigslist or other online hotspots: Reach out to and recruit a large group of interested individuals in your local area by posting on popular
The Secrets of Success

selection. Schedule a follow-up meeting within two weeks, and be prepared to select your project!

Ask yourself the following questions before selecting a project. These questions are intended to help the committee brainstorm ideas and really evaluate the strengths of the volunteers. Dream big, but be realistic!

1. What types of projects are our members passionate about? 2. Will our project make a lasting impact on the community? 3. Will our project create pride in membership? 4. Will our project garner participation from people outside of Kiwanis? 5. How can our project attract the media? 6. What skills can we bring to the project? 7. Is the project achievable in a day, two days, or a week? How many people will be needed to accomplish our goals? 8. How can we make our project fun?

Start early and delegate tasks to sub-committees. Suggested sub-committees include:


Select a Project

Form Sub-Committees
Volunteer Recruitment: This committee recruits project volunteers and is charged with encouraging participation from all members.

Logistics: This committee will work with the club administration, town officials, and other community members to ensure the project runs smoothly.

Community Networking: This committee will invite non-Kiwanis family members to participate in the project and solicit sponsorship, such as food donations, trash collection, signage, etc. For ideas, review the “Suggested Guest List” found under Downloads on the Kiwanis International website (www.kiwanisone.org).

Public Relations: This committee is responsible for alerting the community and media about the project. Public relations involves a lot of planning and follow-through. Consider asking people who specialize in this area to join this committee. Also, create community awareness about your club and build quality relationships with local officials by inviting these special guests to the project. For more information, review the literature found under Downloads at www.kiwanisone.org.

Report your Event and your Success

Don’t just put on a successful project, let others in your community know about it! Excellent projects are a great way to recruit prospective members, get Kiwanis’ name out in the community, and let other clubs know what you’re up to. At the very least, submit some “action” shots to your local newspapers and Kiwanis Magazine at magazine@kiwanis.org.

Secrets of Success

Kiwanis Sponsorship Requirements
Kiwanis clubs have an important role with their Service Leadership Programs. At a minimum, the club is charged with meeting the following requirements: 1. Appoint a Kiwanis Advisor to the SLP club and ensure that the advisor receives adequate orientation. 2. Ensure that Kiwanis members attend every SLP meeting. 3. Maintain an expense line item in the Kiwanis club’s service account to support SLP activities. 4. Work with the school administration to secure a faculty advisor. 5. Ensure that all SLP members pay annual dues (if applicable), and that an active membership is maintained. 6. Ensure that the club officers receive proper training following election. 7. Hold a planning session involving the leadership of both clubs. 8. Host or participate in two joint activities involving the membership of both clubs each year. 9. Invite two SLP members to attend every regular Kiwanis meeting. 10. Ensure SLP members attend official conventions and conferences.
The Secrets of Success

Service Leadership Programs (SLPs)—Circle K, Key Club, Builders Club, K-Kids, Terrific Kids, BUG, Aktion, KeyLeader—are Kiwanis’ greatest asset. They are also one of the best service projects your club can participate in on a regular basis.

But how do you effectively sponsor these programs? Here are some tips:

- Organizing the Committee
  Encourage a 3-year committee involvement, with 1/3 of the committee members new and 2/3 of the committee members “returning” each year.
  - If you have members that used to be a SLP member, invite them to participate on the committee.
  - Stress the rewarding aspect of Kiwanis involvement to committee members, but also reinforce that the time commitment per week is 2-3 hours.

Committee Responsibilities
  - Be involved in all facets of club operation to provide counsel when appropriate.
  - Develop meaningful relationships with the SLP club members.
Ensure that Kiwanis club is fulfilling sponsorship requirements.

Page The Secrets of Success 5 Service Project Ideas

- Beach or river cleanup
- High school Bingo and lunch at senior beautification center
- Family center Blood drive maintenance
- Book drive
- Mural painting
- Campground cleanup
- Painting public buildings
- Carnival at Boys & Girls
- Park cleanup club
- Playground equipment Cemetery cleanup maintenance
- Child ID program
Pet Day at senior center
.
Church maintenance
.
Reading to children
.
Construction of park
.
Safety fair benches and tables
.
.
School maintenance Food drive
.
.
Sporting event for Garden maintenance at handicapped children hospital
.
.
Tree planting Graffiti cleanup
.
.
YWCA/YMCA cleanup Handicap-accessible garden for seniors
.
Health fair
Let’s face it: there are a lot of options available in the area for people to get involved in the community. Why choose Kiwanis? Socials are one way your club can stick out from the crowd.

Social events give your club members an opportunity to socialize and get to know one another outside of a meeting or service project. Socials are a great way to increase “stickiness” and help remind members why they are involved in Kiwanis.

Examples

- Happy hour (pick a popular local bar)
- Sporting event
- Movie night
- Canoeing/kayaking
- Wine tasting event
- Dinner or picnic
- Karaoke night
- Mini-golf
- Bowling
The Secrets of Success!

In an effort to reach out to younger members, more and more Kiwanis Clubs are reducing dues for new members under a certain age. Here are a few examples:

One Kiwanis Club implemented the following dues structure for members under age 36:

* Reduced Dues

**Example #1**

Dues — Years 1, 2: $65
Years 3+: half-priced dues

* Half-priced meals

**Example #2**

Another Kiwanis Club implemented the following dues structure for members under age 36:

* Dues: half-priced dues

**Impact**
The Kiwanis Clubs that have reduced the dues for younger members have already seen results. The investment that you make in young Kiwanians today will pay off in the long-run.
Many Kiwanis Clubs are looking at their meeting formats to meet the needs of their current members and become more attractive to new members. Some clubs combine meetings with socials or service projects. For example, after the meeting, take time to make sandwiches for the homeless or create cards for hospitalized children. Or, go for some coffee or drinks. These meeting add-ons will help increase meeting attendance.

Here are some changes your club should considering making to your meetings.

**Which Meal, if at all?**

Breakfast, lunch, or dinner, or should your club even meet for a meal? Talking to your club members about their schedules will help your club reevaluate current needs. It could be the case that no prospective members have shown up because club meetings conflict with their busy work and personal lives. In some clubs, meals are not part of the meeting, or are optional, which helps cut down on the cost of membership.

**Meeting Frequency**

How often should your club meet? Remember that other forms of communication (including email, website, mail) are sometimes more effective in getting the word out about Kiwanis than meeting every week in-person.
club models

Does your club’s leadership structure work best for the club? Do you have too many officers or too few members actively involved in club leadership? The thing is: many clubs’ leadership models were formed years ago when the clubs first chartered, and many are not best suited to meet the current needs of the club. So what can your club do about it?

Below are some discussions on the how to structure your club’s leadership. The reason why it’s called a functional club model is that every board member your club has should have a functional role.

Your club should periodically review the functional roles of each board position and consider changes necessary for the long-term growth and health of your club.

Making Directors Matter

Some clubs have assigned oversight responsibilities to their directors in order to actively involve their directors in the goings-on of the club. The idea here is that directors aren’t only elected to show up at board meetings to vote, they are also part of the club’s key group of stakeholders. As stakeholders, they have a lot of ideas on how to improve the club, identify and recruit new members, and plan service projects that make a difference in the community.

Finally, reevaluate your club’s committee structure, putting first things first. Ensure that your club’s financial and physical resources are channeled to the issues of greatest importance to the club (membership recruitment and retention, community service, Service Leadership Program sponsorship, marketing and public relations, socials, meeting programs, etc.). Issues not of great importance should not receive the most funding, time, or attention.
How many VPs do you Need?

How many vice-presidents (VPs) does your club have? One, two, perhaps more? What are the roles of those VPs? Are they all in line to be president some day? Some advice: make the roles of your club’s vice-presidents purposeful, or don’t have them at all.

Secretary/Treasurer

If the check-writing, account-balancing, minute-taking, and reporting responsibilities in your club aren’t overwhelming, consider merging the offices of secretary and treasurer. Particularly salient for smaller clubs, the position of secretary/treasurer has many advantages, including having one officer as the go-to person for the club’s administrative matters.

Directors Galore

While Kiwanis International currently mandates that club board have at least five directors, the organization does not set a maximum amount. That begs the question, how many is too many? Some things to consider in reevaluating how many directors are needed to serve your club are: current club size, ratio of board members to club members, and roles of the current directors.