The Growth Picture
~ August ~

Keep it in the family: From their families to the Kiwanis family

Together, August and September are an exciting time. They mark the start of a new school year for students. And they’re a great time to tap into the potential of related adults who know about Kiwanis because of the students in their lives. Here are some ideas:

- Sponsor a Service Leadership Program. SLPs for youth or for adults living with disabilities. Many schools and the students they serve would benefit from your guidance—and sponsoring an SLP is an instant service project.
- Invite parents, teachers and others to a club meeting. From parents and grandparents to teachers and administrators, SLPs offer your club a pool of potential recruits. Invite those stakeholders to a club meeting and let them see Kiwanis values in action.
- Host a special event. Honor youth and mingle with the adults in their lives. For example, recognize the graduates of the Key Club you sponsor and invite their parents and other adults they’re close to. Host an event at the local grade school where you sponsor a BUG program or Terrific Kids.
- Follow up. It’s a fact: 100 percent of the people you don’t ask to join the Kiwanis family will not join. Once you’ve made contact with potential members of an SLP club, invite them to join.

What about your family?

When we recruit, it’s only logical to concentrate on the friends and relatives of SLP members. It’s also easy to miss the potential members right under our noses.

Don’t take them for granted! After all, the people who are closest to us are often the ones we don’t think to ask. Are there any family members—or friends—who have never been invited to join? It’s an easy oversight…but it’s also an easy fix. Ask!

Ask your fellow Kiwanians: How many of our immediate family members have we asked to join our Kiwanis club? So often, they volunteer to help us with service projects and fundraising activities.

Reconnect with CKI and Key Club alumni

How many former Circle K International or Key Club members are living in your community? Have you invited them to get involved with your Kiwanis club? In addition, encourage them—along with the graduating members of your sponsored CKI and Key Clubs—to register with Circle K International or Key Club International Alumni.
Drawing an ACE at the Kiwanis International Convention

The *Achieving Club Excellence* seminars were a big hit at the recent *2012 Kiwanis International Convention in New Orleans*. Over 1,000 members from all over the world attended one of the 11 three-hour sessions and learned how to explore new approaches to increase service and apply new strategies for membership growth.

Each session also included a drawing for *FREE REGISTRATION* to the *2013 Kiwanis International Convention in Vancouver*.

**The winners are:**

- Don Casperson (Southwest District)
- Kim Champagne (Louisiana-Mississippi-W. Tennessee District)
- Doris Choo (Malaysia District)
- Georgia Eaves (Capitol District)
- Ann Hontz (Ohio District)
- Shirley Hopper (Pacific Northwest District)
- Brenda Leigh Johnson (New York District)
- Apryl Miller (EC&C District – Bahamas)
- Brenda Owens (California-Nevada-Hawaii District)
- Mary Kay Phelan (Texas-Oklahoma District)
- Glenys Prince (EC&C District – Ontario, Canada)