



Membership Growth and Development

Ray Pfeifer

A year and a half ago Mike Malark came to me and asked if I could develop a "Membership Growth" training program for the New York District.

Every piece of membership literature we could find from International and the District was looked at. A hands on work book was developed with help from Ann Sewert and John Yanick and was tested at a Finger Lakes Division Workshop. We tested the materials again at the Mid-Year meeting with two workshops and the feedback was overwhelming. Those in attendance all agreed that this was badly needed. This program was designed and developed as a hands on step by step process. If the process is followed, you and your club will have positive results. The workbook includes Membership Growth, Rebuilding Membership, Recruiting - A Membership Campaign, Recruiting, Revitalization, Retention and an Orientation.

Solutions to the N.Y. District growth problems do exist and we now feel that we have the proper tools to turn the growth problems around. Improvements have been made to New Club Building and we are now able to build new clubs when and where needed and we have developed a new method for following - up with the new clubs.

We have also undertaken a new approach to membership growth. The Membership and Development Team is now able to reach out and teach club leaders and membership growth chairpersons the necessary skills to achieve Membership Growth within the area that they live. The New York District had been divided up into 9 Regions and the Membership Team is holding workshops in every area. The Workshops began in October and we have already completed 7 regions. The last 2 Workshops will be held in January.

Keys to Success in the Kiwanis Clubs

- Teaching club leaders the necessary skills they need to make their clubs grow.
- Continually develop and identify the "how to's" that really work to solve Kiwanis Club growth problems.
- The annual club assessment will provide insight into your-club by evaluating its performance and determining the members' expectations. What members value changes over time, so must the member benefits-tangible and intangible. Therefore, it is necessary to conduct the club assessment on a yearly basis. Over time, you will be able to track how your club has evolved to meet the need of the membership and the growth that resulted. In addition to the annual assessment, there are simple things that can be done throughout the year to keep in touch with member expectations, such as informal one-on-one meetings with members and exit inter-

Continued on Page 11

Copiague Kiwanian Forgione Honored



The Kiwanis Club of **COPIAGUE**, Suffolk West Division – recently honored Michael Forgione was for his many years of service and dedication to the Copiague community. As chairperson of the annual Kiwanis Car Show, he has helped to raise over \$20,000 each year, which has been used to support holiday parties for the homeless, bikes for needy children, and scholarships for graduating high school seniors. Forgione was presented with the George F. Hixon Award, one of the most

Pictured (1-r)- Past Presidents Maryann Murphy, Dr. William Bolton, Award Recipient Michael Forgione, and Past President Robert MacIntosh.

prestigious awards one can receive as a member of Kiwanis.

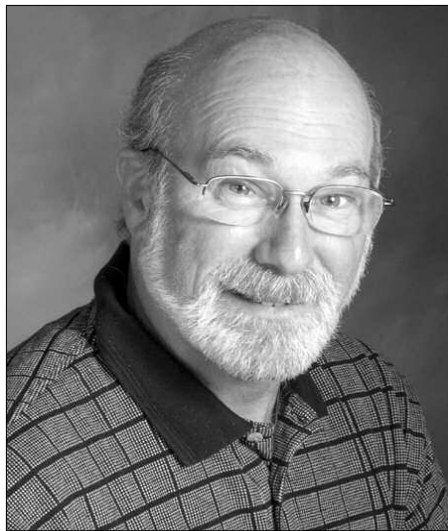
Michael Forgione is a World War II veteran and a former executive with *Time Mirror*, the parent company of *Newsday*. He is also a Past Commodore of the Unqua Yacht Club in Amityville, New York.

Syracuse Brighton Towers Golden K Dollekamp Knits Caps and Mittens



The Kiwanis Club of **SYRACUSE BRIGHTON TOWERS GOLDEN K**, Ontario Division – has a gem in their club, Harriet Dollekamp. Dollekamp knitted over 300 pairs of mittens and head caps for newborns and donated them to local groups and schools.

She has done these projects in her own quiet way for many years and deserves our recognition and admiration. Thanks, Harriet, you are an inspiration to all.



Games for the Physically Challenged

Bruce Brooks

As a new Chairperson of a new committee, I need your help. My committee, The Games for the Physically Challenged is looking for volunteers, not money, for this year's games in the Brockport and Long Island Areas.

These games help the children achieve participation in normal everyday athletic activities. When the activity is completed the child receives a Medal attached to a Neckband as the Olympian receives their medals.

The NY District is looking for Peter's Leaders to assist these children in bringing smiles of accomplishment to their faces.

Please contact Bruce Brooks for more information on when the games will be held in your respective region, at irakmedals.att.net

Long Island - June 3 - 5, 2004
Brockport October 17- 18, 2004



Distinguished Kiwanian

Dr. Peter Pellitteri

This year's Distinguished Kiwanian Program follows the same format as in previous years

First and foremost, is the one required condition, the sponsorship of a new member. Hopefully, many of you have already fulfilled this requirement. New members are the life blood of our organization. Without new members, we cannot increase our services to our children and our communities. Call on a relative, family friend, a business acquaintance. Ask them to attend a meeting to see for themselves what a wonderful group we Kiwanians are. Once they try us, they will join us!

There are 8 other criteria. You need only satisfy 5 of them. They are: (2) Participate in a member recruitment drive; (3) Attend the Governor's Visit; (4) Attend the Mid-Winter Conference or District Convention; (5) Attend a Division Council Meeting; (6) Participate in sponsored youth activity; (7) Participate in service project or fund raiser in support of the Governor's Project; (9) Financially support the District Foundation or Pediatric Trauma Centers and (10) Attend an interclub.

These are all things that we should be doing as Kiwanians. Let's make this record year for distinguished Kiwanians of our New York District!

When you complete the six requirements, have your club president and Secretary complete the required form and mail it to me. You will receive a special lapel pin; a certificate and your name will be published in the Empire State Kiwanian. You will be proud and the children of our district will be gratified

Mancuso

Continued from Page 3

What can be done to retain these members?

Here are a few suggestions:

- Create a meaningful Membership Orientation program, so that your prospective and new members are able to make a knowing commitment to the club and its activities. In this regard, Kiwanis International provides wonderful materials that can be customized to your own use. If your new members understand what they are getting into, they are far more likely to stay.
- Appoint new members immediately to a club committee or upcoming service project or fund raiser. Get them into the game as soon as possible, while their interest is at a high level!
- Maintain proper attendance records, so that your club can easily determine which members are not regularly attending meeting and how long they have been absent. These records will also assist you in determining whom to recognize with Perfect Attendance, Legion of Merit and Legion of Honor awards, each of which is a big boost to the recipient's enthusiasm for continued involvement with your club.

Continued on Page 11

With Sympathy

It is with deep regret that we inform you that DPG Pat Cooney's mother passed recently. Anyone interested in sending condolences please send them to DPG Patrick J. Cooney, 104 Washington St., Canandaigua NY 14424.

• • • • •

Al Barthel is a Past President and has been the Secretary of the Merrick club for more than 40 years. He and his wife Tot's only daughter, Nancy Anderson, passed away suddenly leaving a husband and two grown sons. It is requested that in lieu of flowers, donations be made to Scholarship Fund being established at Holy Trinity High School, 98 Cherry Lane, Hicksville, NY 11801 in Nancy's name where she taught.

• • • • •

Joseph Bellavia, Sr. (a resident of Islip, New York) the Patriarch of well-known automobile dealership family in the tri-state area since the 1950's and founder of numerous auto dealerships died Saturday, November 15th after a long illness. He was 78.

He was a member of the National Horseman's Association and the Valley Stream Kiwanis Club.