

**KI Vice
President**

**Thomas
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Kiwanis is facing the same challenges most social and religious organizations face in today's times: people "believe" in the good works represented by the organization, but they are hesitant to "belong" as active members.

How many times have we approached potential new members only to hear the response: "Kiwanis does wonderful service for children, but other commitments prevent me from

joining."

The key to Kiwanis growth is to make believers belong.

How can we do this?

We must emphasize that in order to fulfill the Kiwanis mission of service, one must join others in a community where each contributes one's share to the whole. The Kiwanis Community is the club that serves the wider community.

Take a look at the Fifth of the Six Objects of Kiwanis: "To provide, **through Kiwanis Clubs**, a practical means to form enduring friendships (in order) to render altruistic service and build better communities." (See how I added some words and emphasis to support my point that believing is not enough; belonging is necessary).

To help us make believers belong to

Kiwanis, I suggest we follow the three basic principles of business growth:

- Establish "the relationship" (by networking and marketing).
- Close "the deal" (by a proper induction, orientation, and immediate involvement of new members in service activity).
- Keep "the promise" (by fulfilling the expectations of your members with an outstanding club experience).

With these principles in mind, and with a commitment to make Kiwanis grow in service, not just in numbers, "belonging" to Kiwanis is the best way to deliver the Kiwanis mission of service.

As our New York District once stated, Kiwanis is a "team effort", and the acronym TEAM stands for, "Together, Each Achieves More".

Distinguished clubs, divisions named at Mid-Year

The following clubs were honored as Distinguished for 2009-10 at the M-d Year Conference in Albany:

Adirondack: Lake Placid; Plattsburgh Noon; Rouses Point-Champlain

Capital: Latham

Central: Clinton

Chemung: Ithaca-Cayuga; Painted Post

Finger Lakes: Brighton; Canandaigua; Farmington-Victor; Palmyra-Macedon; Penn Yan

Genesee: Geneseo; Irondequoit; Spencerport

Hudson River: Kingston; Ulster

Hudson River West: Chester; Middletown

Long Island North: County Seat, Mineola; East Norwich, Oyster Bay; Glen Cove

Long Island South Central: Bellmores (The); East Meadow; Franklin Square; Massapequa; Merrick

Metropolitan: Chinatown, New York City; New York City Young Profession-

als; South Shore, Staten Island; Staten Island

Mohawk: Glens Falls

Niagara Frontier North: Lewiston

Ontario: Eastwood-East Syracuse; Liverpool; Solvay-Geddes-Camillus;

Syracuse Young Professionals

Queens East: Rosedale-Laurelton

Queens West: Astoria-Long Island City; Glendale; Maspeth; Ozone Park

Saint Lawrence: Norwood

Southwestern: Cassadaga Valley

Suffolk East: East Hampton; Greater Westhampton; Islips, Bay Shore; Mass-tics (The); Patchogue; Southampton

Suffolk West: Amityville

Van Rensselaer: Castleton-On-Hudson; Sand Lake

2009-10 Distinguished Lt. Governors: Barb Pringle, Finger Lakes Division; Adam Brenner, Metropolitan Division; Al Norato Jr., Suffolk East Division.

Videos help spread the message of Kiwanis

Including video clips on your club website or in electronic newsletters is a powerful way to make Kiwanis activities come alive for your members. But don't let unfamiliar technology scare you off: Downloading, viewing and even embedding video into your own website is not as hard as you think. You can easily learn how at www.KiwanisOne.org/videos.

If you subscribe to the Kiwanis International official YouTube video channel at www.youtube.com/kiwanisinternational you will be notified when new videos are posted.

Some older Kiwanis videos are available as a CD data file or as a DVD. Please send all requests to videos@kiwanis.org.

YCPO

Rich Santer



I am excited to announce that the first few clubs to complete this year's New York District Kiwanis Young Children Priority One (YCPO) Project have submitted their forms.

For those who may have missed my previous articles, Gov. Mike Malark is encouraging all Kiwanis Clubs in the New York District to complete the 2010-

11 New York District Kiwanis YCPO Project. This project asks clubs to support the Kiwanis International Worldwide Service Project ELIMINATE and engage in projects in two(2) of the following areas: Maternal and Neonatal Health, Child Care and Development, Parent Education and Support, Safety and Pediatric Trauma

These projects may be service projects, fund raisers or educational/awareness campaigns.

So far, the clubs submitting YCPO project forms represent a nice cross-section of K-Family branches. This is a great project to work on with your Service Leadership Program clubs. Gov. Mike has extended eligibility for NYD Kiwanis YCPO Banner Patches to any K-Family club in the New York District. Kiwanis Advisors are asked to share information about this project

with their K-Kids, Builders Clubs, Key Clubs, Circle K and Aktion clubs and encourage these clubs to submit their own YCPO Achievement Report forms.

YCPO Achievement Report Forms can be downloaded from the New York District Kiwanis website at www.kiwanis-ny.org under the District tab and Forms on the drop-down menu. Should you have any difficulty downloading the form, please email me and I will email a form to you.

If I can be of any assistance in helping you or your club plan a YCPO service project, please do not hesitate to contact me at rs2wld@aol.com.

I look forward to reading about the many varied ways that Kiwanis Clubs and SLPs throughout the New York District are making young children our priority one.