

Formula Chair

Joseph
Aiello



Spring is finally at our door step. This is the time to "LOVE IT, SHARE IT, LIVE IT" with an open house. There have been 361 new members and one new club with a net amount of 161 members. Moving forward our goal for The Formula is to have 1,000 new members and at least five new clubs before Sept. 30.

Our district needs to grow, our communities need Kiwanis. Our youth need our leadership so they can be our future leaders. If we don't bring our clubs to charter strength or build new clubs, what will happen? There will be no K-Kids, Builders Clubs, Key Clubs, Circle K or Aktion clubs. We are continuing to lose members. Why? Even though we are the best show in town, we are the best hidden secret.

We need to spread the word "LOVE IT, SHARE IT, LIVE IT".

Distinguished Past Gov. Joseph Epolito put together a team of new club builders and club counselors. Julie Watterson, our membership chair, has put in endless hours contacting the division with new member leads. It's the lieutenant governors' responsibility to follow up with them.

If you are asking how you can get guests to come to a meeting so you can participate, this is where The FORMULA comes into play...

"LOVE IT" - Why do you love your Kiwanis Club? What drives you to go to meetings and events sponsored by your club? You should be able to tell people your story. Who and what brought you to Kiwanis in the first place and why did you stay? Every Kiwanis member has his or her own unique story!

"SHARE IT" - This is what happens when members love their clubs. It's human nature to tell others about great experiences we've had with products or services - even Kiwanis! This part of The Formula lets us spread the word about our clubs by telling others

face to face, by invitations to meetings, service projects or fundraisers. Get on social media and share your experiences on Facebook, Twitter, LinkedIn and Pinterest!

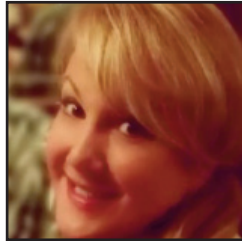
"LIVE IT" - This is what happens when you share your experience of being a Kiwanian. Wear your Kiwanis pin or logo attire and engage in club activities, especially community service. Be proud of being a Kiwanis member. I know I am.

If your club is having a hard time bringing in guests or potential new members please don't hesitate to reach out for help. Julie has great ideas for membership drives and would love to share these with you.

I made a commitment to carry the torch for the next three years to The Formula. I promised our sitting governor that we will reach our goals for 2014-15. These can be met when you have divisions leading the charge such as: Van Rensselaer plus 25, Suffolk East 16, Queens West 12, Hudson River 16, Hudson River West 11, Metropolitan 22, Niagara Frontier South 9, Finger Lakes 8, Chemung 7, Long Island North, 13.

Membership

Julie
Watterson



It has been a terrific year so far for the New York District and we are well on our way to another banner year in membership growth. I would like to take this opportunity to announce our second Bring a Guest Contest begins on April 15 and will run through July 15. It will run similarly to our last contest.

How it works: Bring a potential member to one of your meetings or to an event and snap a photo with that person (a cell phone selfie is ideal). Send that picture to me by email: JulesW77@aol.com or text it to me at 631-987-2442 with a note telling me your division, club, name and guest name. If that member joins, take another photo of you and your new member and send it to me. For each guest, the sponsoring member will receive one entry to the contest. For each new member, the sponsoring member will receive five entries to the contest. Please note, valid entries to this contest must include a photo and all photos will be posted on our NY District Facebook page. The winner of this contest will re-

ceive a grand prize to be announced at our district convention in August.

Now, you may be asking yourself how you can get guests to come to a meeting so you can participate. This is where The Formula comes into play.

"Love it." Why do you love your Kiwanis Club? What drives you to go to meetings and events sponsored by your club? You should be able to tell people your story. Who and what brought you to Kiwanis in the first place and why did you stay? Every Kiwanis member has their own unique story!

"Share it." This is what happens when members love their clubs. It's human nature to tell others about great experiences with have had with products or services - even Kiwanis! This part of the Formula lets us spread the word about our clubs by telling others face to face, by invitations to meetings, service projects or fundraisers. Get on social media and share your experiences on Facebook, Twitter, LinkedIn and Pinterest! Sharing what you do with others will inspire them to be a part of what you do.

"Live it." This is what happens when you share your experience of being a Kiwanian. Wear your Kiwanis pin or logo attire and engage in club activities, especially community service. Be proud of being a Kiwanis member. I know I am.

Simply put, Love it. Share it. Live it. is The Formula. This is how you will bring guests and new members to your meetings.

Finally, if your club is having a hard time bringing in guests or potential new

April is Membership Month

Welcome to April. The snow is gone, or receding. Temps are going up. It is time for **All Kiwanis Clubs to plan and carry out an April Membership Effort!**

Have an Open House! Invite friends, Colleagues and Neighbors! Be ready to answer questions about Kiwanis and about what your clubs do!

Growth is a necessary part of continuing the Kiwanis experience. We need to open New Clubs, add new members, start new projects, make new friends.

There is plenty of information available at www.kiwanisone.org or from ANY of our District Board or Formula Team members, listed in our Directory or on line at www.kiwanis-ny.org.

Let's Grow Together!

members; please don't hesitate to reach out to me for help. I have some great ideas for Membership Drives and would love to share with you. Please call or email me. I am proud to be your Membership Chair and look forward to helping you grow our District!