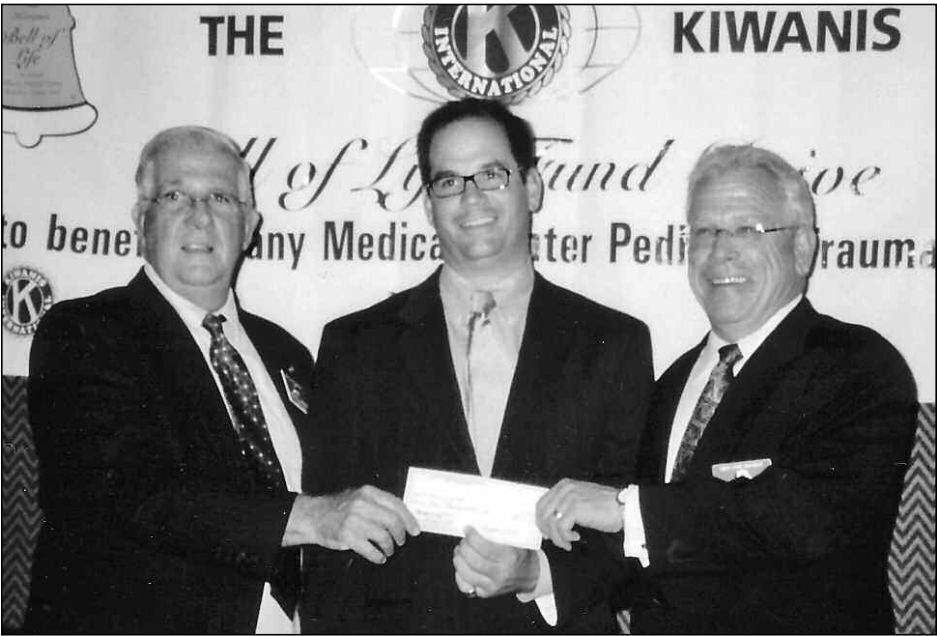


Capital, Mohawk & Van Rensselaer Kiwanians Donate \$11,000 to KPTC

The Kiwanis Clubs of **CAPITAL**, **MOHAWK** and **VAN RENSSELAER** Divisions – honored those businesses, which have been major sponsors of the Bell of Life Fund Drive for the Pediatric Trauma Unit at the Children’s Hospital at Albany Medical Center. Businesses, which received plaques for their support of the Bell of Life Fund Drive, included News Channel 9, Albany Broadcasting, Kem Cleaners, Hudson River Bank and Trust Company, APC Mobil, Crossgates Mall and Clifton Park Center. A special plaque was given to Mr. And Mrs. Jeremy McInerny and their son, Ryan who was the poster boy for last year’s drive.

The Bell of Life Fund Drive raised \$11,000 last year through the efforts of many volunteers from the Kiwanis Family of Clubs including: Key Club, Circle K and Builder’s Club. To date, Kiwanis has raised over \$300,000 to aid the efforts of the Pediatric Trauma Unit to purchase equipment and update training.



Pictured above: Capital Lt. Governor Dom DeCecco, Co-Chair of the Bell of Life Fund Drive, Sr. Vice President for Giving at Albany Medical Center Charlie Goodrich, and Albany Kiwanis Pediatric Trauma Center President Rick Sturm.

26th Handicapped Field Day Sponsored by Peninsula Club



Pictured above: PLG Jerry Schneider, PLG Dom Sciarotta, PLG Pat DeSantis, Peninsula members Dom Curra and Harry Beltrani (front, center).



BWS Clubs Donate Kiwanis Trauma Kit to YMCA



(L-R) Bronx and YMCA Associate Executive Director Gerry Arright and Executive Director Lid Rivera, accept Pediatric Trauma Kit from Parkchester’s Pres. Millie Radonjic and Past President West Village Christina Ruggerio.



The Kiwanis Club of the **PENINSULA**, Long Island Southwest Division – celebrated their 26th Anniversary of sponsoring the Anchor Special Handicapped Field Day. Past President Frank Mistero has been the chairman of this event for all 26 years and under his direction the Peninsula Kiwanis and their families cooked over 800 hamburgers and hot dogs and provided events for the children. The Town of Hempstead provided a band so that the children could dance and have a great time. The Inwood Fire Department provided two fire trucks for the children. The event was attended by Hempstead Presiding Supervisor Kate Murray and Town Councilman Anthony Santino.

The Peninsula Kiwanis gave t-shirts to all of the children and Hempstead Town Supervisor Kate Murray gave special thanks to Past President Frank Mistero for all of his years of hard work in organizing this event.

Pictured left: Event Chair Frank Mistero (left) and PLG Dom Sciarotta (right) and Peninsula member John Capobianco (back) work hard distributing T-Shirts to Field Day participants.

Fordham Donates \$1500 to Camp Sunshine



Pictured above: At the March Bronx Westchester South Divisional, Parkchester President Millie Radonjic happily accepts \$1,500 for Camp Sunshine from Past Governor Tom DeJulio. The donation was a generous gift from the Fordham Club.



Public Relations
Janice Seyfried

As you know, the purpose of Kiwanis public relations is to create greater awareness, understanding, and appreciation of Kiwanis. This refers not only to relations with the public but among Kiwanians. External publicity and internal newsletters have been discussed; here are some other resources that might be used to promote Kiwanis.

1. **Participation in holiday parades** in the community; this may or may not require a fee. In some instances the club could sponsor an award to be presented at the end of the parade - such as originality of marching group or float.

2. **Placement of road signs** at the borders of the community indicating that a Kiwanis club meets in that community; also a sub-sign could indicate where and when the club meets.

3. **Billboard signs and posters** where applicable.

4. Tell your story in a **club brochure**. Every club should have a simple, concise, colorful (if possible) brochure which could include:

- a. Both Kiwanis Int’l and club logos
- b. Brief explanation of Kiwanis International and “Serving the children of the world.”
- c. Name of club, meeting time and place, brief history. Point out that even though Kiwanis is an international organization, the focus of the local club is to meet the needs of children in your community as its first priority.
- d. A listing of the club projects
- e. Tell how Kiwanis would benefit the community
- f. Club roster (optional) could be included
- g. How Kiwanis benefits its members
- h. Expectations of membership
- i. Publicize the results of the club’s hard work; not the hard work itself
- j. Always provide a contact with phone number, e-mail address, and mailing address.

5. **Make your meetings memorable.** Create a master list of speakers to invite to do programs at the meetings. Make sure the meal is worth the cost. Begin on time. Introduce your guests and make them feel welcome.

6. **Take advantage of member benefits.** Many companies ranging from Pepsi to Unidial have partnered with Kiwanis to provide fund-raising opportunities for clubs and savings on products for members. Check them out on the Website at Kiwanis.org.

7. **Subscribe to The Inciter Marketing Newsletter** (available online at Kiwanis.org)

8. **Be involved with the sponsored youth** in your community: K-Kids, Builders Clubs, Key Clubs, Circle K, and Aktion Clubs. There are tremendous marketing opportunities. The seeds can be sown for future Kiwanis membership. Invite members and their parents to meetings on a rotating sys-

Continued on Page 10