

New Membership Program Looking for Growth

Zone chairs to work on Membership, New Club Building

Other District Chairs to be involved as well

More Kiwanians means more Kiwanis service in our communities and the world.

That has always been the objective of efforts to increase the number of Kiwanis clubs and the number of Kiwanians in the district.

For the 2011-12 Kiwanis year, the district has implemented a coordinated program designed to make the most of the systems in place to increase the number of Kiwanians in the district.

A new system of Zone chairs also has been established both for the Membership and New Club Building programs in the district. Some overlapping membership means the two efforts will be coordinated throughout the year.

Chairing the Membership committee is Kim Scharoff of the Merrick club. Working with her will be a team of 11 Zone

Leaders who will spearhead the effort in the zones, each of which consists of a few divisions.

The New Club Building effort has three chairs. Distinguished Past Governor Joe Eppolito of the Syracuse Young Professionals club is chairing the upstate effort; Joe Aiello of the Glendale club will chair the New York Metro area, and Rev. Rosita A. George-Williams of the Great Neck, Peninsula, and East Norwich, Oyster Bay clubs will head the effort on Long Island.

Also part of the membership effort are district chairs for several other programs which also impact membership recruitment and retention: Charter II, Distinguished Kiwanian, Inclusion (Diversity), Member Retention, New Member Orientation, SLP Alumni Support and Women's Advisory Committee.

Membership Growth

Kim Scharoff



As we start a new administrative year, one of our focuses remains on membership growth. It is by increasing our membership that we can increase the amount of service that we do for those in need in the community. The membership growth committee is continuing the work of the previous chairperson, Super Distinguished Past Lt. Gov. Joe Weiss, to assist clubs in the New York District with increasing their membership. This year, the committee has nine zones and a chairperson for each zone. This structure allows for there to be someone in every area of the state to assist with membership growth.

How do we increase membership? The New York District has a number of programs available to assist you with increasing membership. First are those individuals who seek out Kiwanis on the International website. When someone goes to the International website and says they are interested in a club, I

am sent an email with that individual's contact information. I then send them an email with the contact information for the local club and Lieutenant Governor and ask them to get in touch. I also hope that the President and/or Secretary of the local club will reach out to them. A few weeks after the initial email, I follow up to see if they have been contacted.

Second is the GEM program started by Joe Weiss. This program assists your club in making sure that they are ready for new members.

Third, is the Passport to Membership Growth. This is a program that Lieutenant Governor's can bring to their divisions and allows for a friendly competition between clubs to recruit new members from areas you may not have thought of and allows you to learn more about your community.

In addition, there are alternate ways to look at our clubs and membership. Things like "3-2-1 Clubs," "Club Satellites," and "Corporate Memberships" are some of the programs that Kiwanis International is putting forward as a way to grow our membership.

My committee and I look forward to working with you in the coming year to grow your membership. If there is any way that we can be of assistance, please do not hesitate to contact me at (516) 680-7360 or kscharoff@gmail.com

Webinars aid club membership efforts

Kiwanis International regularly provides online training programs to assist Kiwanians with their club projects, including assistance with recruiting new members and forming new clubs.

The schedule of future webinars can

be seen at <http://www.kiwanisone.org/Pages/Resources/default.aspx?PageID=380>. Past webinars also have been archived and can be viewed at any time.

Upcoming webinar topics include developing new member prospect lists, club marketing, and recruiting younger members.

Membership Leaders

Membership Growth

Zone 1	John T. Moffitt
Zone 2	Miriam Melegrito
Zone 3	Joseph C. Eppolito
Zone 4	Bonnie Fenwick Alfred Stahl
Zone 5	Raymond L. Sculky
Zone 6	Rocco Riti
Zone 7	Joseph Aiello
Zone 8	Jim Mancuso Douglas Mills
Zone 9	Joseph P. Weiss

New Club Building

Zone 1	Wendy R. Wilcox
Zone 2	Peter J. Pellittieri
Zone 3	Joseph C. Eppolito
Zone 4	David Booker
Zone 5	Raymond L. Sculky
Zones 6, 7	Joseph Aiello
Zones 8, 9	Rev. Rosita A. George-Williams

Other Committees

Charter II

Joseph L. Corace

Distinguished Kiwanian

Verdia Noel

Inclusion (Diversity)

Salvador (Buddy)
Lachica

Membership Retention

Henry W. Self

New Member Orientation

Peter J. Owens

SLP Alumni Support

Kristen Reed
Eric Paul

Women's Advisory Committee

Veta Brome

For contact information, see the District web site, www.kiwanis-ny.org