

Treasurer Forum

By PG Jim Yochum

Continued from Last ESK Edition



This is the next installment on a valuable Forum presented by PG Jim Yochum

Annual Audit

The bylaws of every club require an annual audit of club accounts. The board of directors names the auditors. This does not have to be a certified audit; it may be conducted by a committee of club members.

Permanent Records

Provision should be made for the books of accounts to be retained as permanent club records until such time as disposal may be permitted by law and authorized by the board of directors.

Download helpful forms from www.Kiwanis.org.

- Standard Form for Club Bylaws online customization system - now customize and print your club's bylaws directly online!
- Administrative Manual for Kiwanis Leaders (PDF, 586Kb) includes Kiwanis International Constitution and Bylaws

Administrative Bulletins

ADM#6: Fund-raising Events and Financing for Kiwanis Clubs (also in pdf format)

ADM#7: Budget - Club Service Projects (sample in pdf format)

ADM#8: Budget - Club Administration Form (sample in pdf format)

ADM#9: Ways to Supplement the Administrative Account (also in pdf format)

Comprehensive General Liability Insurance provides an overview of Kiwanis International's general liability insurance program.

IRS Information for Tax-Exempt Organizations (US clubs)

Types of Tax-Exempt Organizations

Publication 557

Application Process

Admn # 6 - Fund-Raising events and Financing for Kiwanis Clubs

Kiwanis Club Fundraising Events

Each year, Kiwanis clubs require millions of dollars to complete their chosen community-service projects, and there are possibly as many fund-raising methods used as there are Kiwanis clubs. This bulletin includes various fund-raisers that have been undertaken by Kiwanis clubs, together with suggested contacts and tips on where to find further information. This information is supplied as a courtesy to Kiwanis clubs; Kiwanis International neither endorses nor recommends any particular fund-raiser. Also included are guidelines to follow when using professional talent that is purchased and when utilizing professional fund-raisers.

Upon receipt of your club's request, the Club Services Department of Kiwanis International will provide a list of clubs that raised significant funds. The fund-raising

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Kiwanis Club of Rochester West Central Honors 2003-2004 Officers



The Kiwanis Club of **ROCHESTER WEST CENTRAL**, Genesee Division - Recently held a special dinner to honor their outgoing officers and board and to recognize members that chaired the clubs committees. Henry Oipari was chosen Kiwanian of the Year for 2002.



Above Standing l-r: John Antonacci, Jerry Di Paola, George Vito, President James Gligora, Vince Lang Jr., Dr. Richard Vito, Ron Carlivati, Ron DiMartino, George Vito. Seated: Tony Nicolucci, John Argento, Mike Spagnola, Sal Matroniano, not pictured Mike Collichio. At left: 2003-04 President James Gligora presents outgoing President Vince Lang Jr. with a plaque commemorating a successful year.



Secretary Jerry DiPaola, Pres. Elect Tony Nicolucci, President James Gligora, Vice Pres Dr. Richard Vito and Treasurer Ron Carlivati.



Lt. Governor David Goodwin (left) pinning President James Gligora.



Henry Oipari was chosen Kiwanian of the Year for 2002. Mr. Oipari is a chartered member of the club which will celebrate its 25th year in 2003. Henry has chaired and co-chaired many fundraisers and social events over the 24 years.

Rochester Children's Hospital Gets Ronald McDonald House



Past Governor Justin, Tom Golisano, PLG Pat Bonacci & Lt. Governor of the Genesee Division Larry Cartwright attend a ground breaking celebration at Rochester's Children's Hospital for an inhouse Ronald McDonald house at the hospital, as well as addition to the pediatric intensive care unit (PICU).



Public Relations

Janice Seyfried

Congratulations to all who have just begun their year as a Kiwanis officer, board member, or member. You are all in for a hectic, fun-filled year. Part of this year will include many activities vital to your communities and to the success of your club. By now, each Lt. Governor should have a Public Relations Chairperson and each of the clubs in the divisions should also have a Public Relations Chairperson in place. The role of these chair people is more vital to the club's success than ever before.

Kiwanis public relations has two audiences: external and internal. External public relations is often synonymous with publicity, but it is more than that. External public relations has a dual role: to increase the recognition of the Kiwanis name and to increase public understanding of the community service role that Kiwanis plays. The internal includes all the aspects of club life that will create a positive attitude about Kiwanis among its members.

Now is the prime time to begin as all the Kiwanis installations can be utilized to promote the Kiwanis name. Here are some steps to follow:

1. Getting started. Review the marketing and membership goals for your club. What is your club's priority - to build membership or enhance the image. The best way is to utilize the club analysis and community assessment in determining your goals.

2. Evaluation. What is the current image of the club in the community?

3. Inventory - what tools do you have at your disposal? Television, radio, newspapers, the Internet, posters, brochures, letterhead, stickers, promotional items (umbrellas, hats, etc.) are possibilities. The Kiwanis Public Relations Department has a kit you can use to get started on the publicity side. There is also an inventory of promotional items that can be used by clubs.

4. The message - Use the slogan "Serving the Children of the World" which has been adopted by Kiwanis International.

5. Tell your story with public relations press releases and/or articles. Develop a list of the avenues available to put forth the Kiwanis name. Call or visit the editors, producers, etc. to whom the press releases (publicity) will be sent. Be certain that you follow a format that is easy to understand with the Kiwanis symbol, name of your club, address and contact person's name, address and telephone number. Releases should be double spaced and hash marks (##) used to signify the end of the release. Sample press releases, especially those for an installation, are available to be downloaded from the website: www.Kiwanis.org and can be altered to meet the needs of your club.

6. Identify photographs if used. Use the phrase "please credit photo to" and the name of the photographer. Place a label on

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