

New Club Building

PG Joseph Eppolito



Membership growth is critical to our great Kiwanis organization, especially to the New York District. With rare exceptions, our membership has decreased steadily for the past 25 years. In 1987, when I was District Membership Growth Chair, we ended the year with 14,000 members. Today, we are about at half that amount. Kiwanians are well-intentioned, but we need to rekindle that passion for expanding our membership, not for banner patches, but to be able to have more members to do more community service and to raise

funds for the communities that we live in.

One area that can jump-start membership is New Club Building. In those rare exceptions where we have had growth during the last 25 years, building new clubs have led to the positive membership. If we really believe that we have the BEST service organization in the world, then EVERY community deserves to have a Kiwanis Club active and contributing to the community's needs.

Kiwanis International requires ONLY 15 members to start a new club. The New York District has 9 Membership Zone Chairs to assist the lieutenant governors and interested division members to select a site, do a survey, conduct canvassing, do pre-organizational meetings and help organize the club. All are listed on the District web site and all have extensive experience in building membership form all aspects. Past Gov. Bill Risbrook and I are co-chairing the

New Club Building Committee this year. The KEY is that the division develops a new club building team and commit to building a new club in the division. The SAME team can also be used to help rebuild a struggling club as well.

Congratulations to Lt. Gov. Ann Torcivia who built out FIRST club on Oct. 1 called the Nassau County Unity Kiwanis Club! If we build one club per division, we can add over 400 members alone!

If we are to reach the 1,000 new members goal set by Gov. Joe Aiello, New Club Building will be a critical part of the success.

It is TIME to make it happen and it starts with all of us! Let's spread Kiwanis in the NY District!

Feel free to contact me at (315) 449-3000 x358 or Pepster@aol.com. Past Gov. Bill Risbrook can be contacted at Wmajestic@aol.com or (917) 744-8899.

Marketing & PR

Jim Mancuso



Adopt a Duck?

As I was tooling around the internet, taking a look at what other Kiwanis clubs were up to, I ran across a very interesting video. The video, made by the Glendale Kiwanis Club in California, which you can see on YouTube, titled "Why support the Glendale Kiwanis Duck Race" was a shining example of strong marketing. There I viewed, Rachel, a little, very well spoken young lady. She seems to suffer from a malady which was unidentified and evidenced by the fact that she was a "Fulfill-A-Dream" recipient. I found her to be captivating, especially given her young age. I also found it to be an excellent example of the club's effort to reach out to the community using public relations to market the duck race.

When I reached deeper, checking out Glendale Kiwanis itself by visiting its website, I found that the fine marketing

did not stop with the YouTube video. Nested in their website (<http://www.glendalekiwanis.info>) was another website with a video promoting this year's duck race. I thought to myself that this club really has public relations on the brain!

Now, while we all cannot be expert videographers or website developers, public relations and other marketing activities lie within our reach. This year Gov. Joe Aiello has laid down a great challenge before us - grow by 1,000 district members. It can be done but only if we utilize every tool at our disposal. A stronger public relations and marketing effort than ever mounted before, from every club in the Kiwanis New York District, must be part of the 1,000 member growth equation.

Public relations and marketing is based on its collective impact. In other words, you have to have multiple, frequent and regular programs in hopes of getting the desired results. Ever notice a magazine or television commercial repeats many times? That is because people do not listen to the message the first time, or maybe even the tenth, but eventually they do. Or, that the same marketing message is delivered in multiple ways? Sometimes you will see it in print, then on television, mail and

through an email campaign. All the same message, delivered in different ways to try and exhaust all the possibilities to get to the right audience. Those same techniques will be key for us to reach Governor Joe's membership goal and challenge.

The New York District will be placing heavy emphasis on club's public relations and marketing efforts. They will also back it up with support. You do not need to be a marketing genius to have a fundamental club marketing program. For the time being, start by getting the word out there. Some starting points:

1) If you do not have a website you can get one economically at <http://www.kiwanisone.org> (search under "web hosting") or if you do have one, update it and keep it fresh.

2) Ask one of your sponsored youth to help you create a Facebook page.

3) Call your local newspaper and tell them about an upcoming event.

4) Check out <http://www.kiwanisone.org> (search under "marketing and PR") to find a host of other great tools you can use to get the word out about your great club.

The district stands ready to help. Feel free to contact me at james.n.mancuso@gmail.com for guidance and assistance.

Lake Delta Craft Fair Successful, Growing

The sixth annual Lake Delta Craft Fair was held Nov. 9-10 at Rome Free Academy in Rome.

The project has been one of Lake Delta's biggest fund raisers for the past five years, raising money for Thanksgiving and Christmas baskets for the

needy; scholarships for local kids attending Kamp Kiwanis, and the Eliminate Project.

The Kiwanis club and the Rome Free Academy Key Club were co-sponsors this year. Only able to grow to the size of the space available, the 2012 Craft Fair had only 43 crafters and could hold no more, but was still a huge success over the past three years. This year's

event at the high school and was able to accommodate 83 crafters.

Next year's goal could realistically be 100 crafters for what would be the biggest craft fair in the region.

The event was open to clubs at Rome Free Academy to have free fund raising tables for their club treasuries. The five clubs that got involved did well and that number may grow next year.