**Changes Necessary to Attract New Generation of Kiwanis Members**

Message from Rob Parker, Kiwanis International CEO

**Dear Kiwanis Leaders,**

When delegates at the Montreal convention officially approved and supported the goal of 1 million members by 2015, they set a new course for our organization. In San Antonio, the delegate body overwhelmingly approved the Kiwanis Next Amendment sending a clear signal that it is time to make the changes necessary to attract a new generation of Kiwanis members. The strategic direction of the organization was further clarified by the International Board when it approved a new brand promise based on the concept of “personal leadership and character development that leads to life-changing service.”

These three actions will have significant impact on how we invest our time and resources, and will require focused attention at all levels. As leaders, we need to communicate clearly and consistently about our future direction. To assist in this effort, your global marketing team has created these resources for your use:

- **Master Narrative** — Every organization has a story. Kiwanis has a particularly compelling one that needs to be told. This document provides core background information on Kiwanis and how we have developed over time; a history of what our organization was and where it is headed. It is the story and rationale behind our current initiatives as an organization and should serve as an internal reference point to unify our comprehension of the new direction of Kiwanis.
- **Key Messages** — From the Master Narrative, the global marketing team has created key messages for your use in both internal and external communications to members, the community, and media. These messages are meant to be used as a guide when discussing key topics that pertain to Kiwanis, demonstrate the goals and objectives of the organization, and illustrate the tremendous impact Kiwanis leaders have on the world.

I hope you find both the Master Narrative and the Key Messages to your benefit as we convey our mission and prove ourselves to be a truly great organization.

**Massapequa Helps Support Moms**

The Kiwanis Club of MASSAPEQUA, Long Island South Central Division donated $300 to the Midshore Mothers Center, former Massapequa Mothers Center, a non-profit, non-sectarian organization run by moms for moms, and offers a variety of programs and services. “We’ve been providing funds for the Mothers Center for over 15 years,” stated PR Chairman Bill Moseley, “continuing, they do such great work on a personal and local basis.”

**Key Messages: Kiwanis in Transition**

- Kiwanis is making the courageous decision to reinvent itself and break the mold for traditional service organizations.
- Kiwanis is taking itself from a good organization to a truly great organization that defines excellence for service and leadership and builds leaders through service opportunities.
- To thrive today, Kiwanis—and others—must adapt to remain relevant, to attract more volunteers and ultimately to serve more communities around the world.

**Key Messages: Membership**

8 Kiwanis’ current vision and market mandate is greater than the organization and its future. It’s about identifying and influencing how the next generation of leaders will connect to and serve the world.

- Kiwanis is committed to becoming flexible and member-responsive. For today’s busy parents, women, and children, Kiwanis is a priceless commodity. Kiwanis understands this and, as such, encourages each Kiwanis club to determine its priorities based on the needs important to its members and community.
- Kiwanis is dedicated to membership growth and plans on reaching a goal of 1 million members by the year 2015.

**Key Messages: Leadership**

- Kiwanis develops and inspires everyday leaders to ensure a legacy of impactful service.
- Kiwanians realize their full potential and capacity to help others by leading through service at home, work, and school and in their communities.
- Leading through example, Kiwanis recognizes, develops and inspires leaders of all ages who make a difference in all facets of life.
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- Community leaders are encouraged to determine its priorities based on the needs important to its members and community.
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**Key Messages: Impact**

- Members of Kiwanis and its Service Leadership Programs volunteer more than 21 million hours and invest more than $113 million in their communities around the world.
- In a typical year, these individuals conduct more than 167,000 service projects worldwide.
- Regardless of whether an individual joins Kiwanis, the effect of Kiwanis service and leadership is far-reaching and impacts communities around the globe.
- Kiwanis International, in concert with the Kiwanis International Foundation, has undertaken a $37 million endowment campaign to optimize Kiwanis service in a rapidly changing world.
- Funds are to be allocated to further support youth Service Leadership Programs, Kiwanis service projects worldwide, new organization initiatives, and infrastructure improvements.

**Key Messages: Local Leadership**

- My Kiwanis club (in location) is made up of everyday leaders who perform extraordinary service. For example, present example of community members leading or making a difference.
- The My Kiwanis club (in location) develops young leaders by supporting (insert name of Service Leadership Program at) school, which has (number) members and has helped our community by __________.

- My Kiwanis Club in (location) may apply for Kiwanis Foundation financial support to positively impact our community.

**Key Messages: Service Leadership Programs**

- Kiwanis Service Leadership Programs provide leadership-development opportunities for people at every stage of life.
- Kiwanis is a life-changing Kiwanis leadership program designed to promote personal growth and community building to a broad spectrum of students, not just academic achievers.
- Through Kiwanis and its Service Leadership Programs, budding leaders can form enduring friendships, offer philanthropic service, and build better communities for generations to come.

**Key Messages: Service**

- Kiwanis focuses on the needs of ordinary people and children to create extraordinary life-changing moments.
- The needs of the world are great, and, together, members of the more than 8,200 Kiwanis clubs around the world can do accomplish great things for children and communities.
- Every day, Kiwanis leaders make their mark by revitalizing neighborhoods, engaging youth in reading programs, erecting playgrounds, and performing countless other projects to help children and communities.

**Key Messages: Service (Local)**

- The/my Kiwanis club in (location) has XX volunteer leaders with different backgrounds and talents. (Give examples of individual volunteer contributions.)
- Opportunities for people interested in service and leadership with Kiwanis range from (give examples of the types of roles volunteers can fill, from helping with projects to leading club growth initiatives, etc.)

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