



Kiwaniis®



Welcome to the Dateline newsletter, full of updates and tips to make your life as a Kiwanis leader easier.

MESSAGE FROM THE PRESIDENT



Welcome to the new Kiwanis year

Every year on October 1, Kiwanians welcome the new Kiwanis year with great expectations!

Our 7,000 Kiwanis clubs in 85 countries around the world celebrate the occasion with great plans for impactful service projects and exciting club events by engaging with our 170,000 adult members and 260,000 youth members around the globe.

Fellow Kiwanians, this is the perfect opportunity to renew our commitment to the Kiwanis mission of improving the world one child and one community at a time. To this end, Kiwanis International has developed the Build. Nurture. Retain. initiative (learn more below) for our districts and clubs to have a sharper focus on strengthening and building our capacity for impactful service. We join Kiwanis for friendship and to serve others. And each of us is a leader in our community, our clubs, our divisions and our districts — a servant leader!

With the start of the new Kiwanis year, let us reach out and inspire the other servant leaders in our midst to join us in serving the children of the world.



Lee Kuan Yong, 2024-25 Kiwanis International President

The following are our 2024-25 Kiwanis organizational goals:

- **Build 425 new Kiwanis clubs.** Our 2024-25 district governors have set a goal to build 425 new clubs. When we build clubs, we invite new servant leaders who will expand our capacity to serve more communities and more children. Please [contact Kiwanis International](#) to help.
- **Recruit 30,000 new Kiwanis members.** We will support and empower clubs to enhance current members' experiences while we invite 30,000 new members to join us in serving children and communities. Who can you invite to be a guest at your next club gathering? Here are some [recruiting ideas](#)!

- **Uphold our sponsorship commitment to our Service Leadership Programs.** Developing young leaders is critical as they help serve our communities — and give us a strong pipeline of future Kiwanians. Learn how you can help [CKI](#) and [Key Club International](#) this year.
- **Expand signature projects.** Kiwanis clubs thrive and grow when they undertake meaningful service projects. We will inspire and support our clubs to undertake signature projects.
- **Support our Kiwanis Children’s Fund.** Encourage all districts, clubs and members to support the Children’s Fund.

A LOOK AHEAD

SOMETHING TO DO

Tips for a successful Kiwanis year

Kiwanis International offers a wealth of tools to help you leave a positive mark on your club, your community and the world:

- **Education.** Get an [introduction to club operations and helpful resources](#). You can access the information 24 hours a day, seven days a week.
- **Kiwanis Amplify.** Kiwanis Amplify can help members become better leaders — in their clubs, their careers and their communities. Participants learn skills to help them lead teams within Kiwanis and beyond. Registration for Kiwanis Amplify 2025 will open in April. [Learn more.](#)

- **Achieving Club Excellence.** Strengthen your club by using the [Achieving Club Excellence toolkit](#), which includes resources to analyze your club's attributes and plan for future community impact.
 - **Membership.** Help your club create a plan for acquiring and retaining members by setting goals, creating actions to achieve those goals and creating metrics for the plan's success. Learn more about the [Membership Plan](#).
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SOMETHING TO LEARN

Commit to becoming an Impact Club

Your club's commitment to The Possibility Project — [our new campaign](#) to raise US\$25 million for the Kiwanis family and the children we serve — can come in multiple ways: community fundraising events, gifts from individual club members, the club treasury, a club foundation, matching gifts or gifts from businesses in your community. No matter where it comes from, a per-member average donation of US\$500 or more over five years will earn your club recognition as an [Impact Club](#). Answer the call today at kiwanis.org/clubgift.

SOMETHING TO SHARE

Introducing Build. Nurture. Retain.

Build. Nurture. Retain. is Kiwanis International's new membership initiative designed to enhance Kiwanis' impact — and make growth an ongoing part of Kiwanis culture. The initiative focuses on investment in effective club-opening tools, methods and retention strategies. And Kiwanis leaders have crucial roles:

- **District governors** will lead efforts on the district level to build new clubs. District membership coordinators and a team of club openers support club opening.
- **Lieutenant governors** nurture new and existing clubs and ensure that clubs receive the attention they need to thrive. Club coaches will help lieutenant governors mentor clubs.
- **Club presidents** will be equipped to create an enriching club experience that encourages members to stay engaged.
- **Club membership chairs** can support club presidents and enlist all members in recruitment and retention efforts.

Create a new member addition goal for 2024-25 and design strategies to achieve it. Report your membership plan using [this form](#) by October 31. Use the comment box at the end of the form to let your lieutenant governor — or the staff at Kiwanis International — know what you need to be successful. The [Create Your Club's Membership Plan](#) worksheet starts the process of setting your new member goal and the recruitment tactic you will use. We're excited to share actionable strategies on how you can effectively build, nurture and retain membership in clubs and districts.

DON'T FORGET!

 **30 DAYS**

October 14-19: [CKI Week](#)

November 1: All Saints' Day (Ghent, Belgium office closed)

November 1: Kiwanis Children's Fund [scholarship application](#) period begins

November 4-8: [Key Club Week](#)

November 11: Armistice Day (Ghent, Belgium office closed)

November 13-16: Kiwanis Children's Fund Board meeting, Indianapolis, Indiana, U.S.

60 DAYS

November 28-29: Kiwanis International Office in Indianapolis, Indiana, U.S., closed

November 30: [Deadline for club dues to be sent to Kiwanis International](#)

December 1: Kiwanis club Annual Report due

90 DAYS

December 25-31: Kiwanis International Offices (Ghent, Belgium, and Indianapolis, Indiana, U.S.) closed

December 31: [Year-end gifts to Kiwanis Children's Fund postmarked by December 31](#)

February 15: Deadline for [990 filing](#) (U.S. clubs)

Looking for more Kiwanis events? Check out the [full calendar](#) online.

CELEBRATE BIG WITH SMALL GIFTS.



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