



ART RILEY

KIWANIS INTERNATIONAL PRESIDENT

President's message

Kids need Kiwanis! How do kids need Kiwanis? Each club finds its own answers as it identifies and creates opportunities in its community. Many clubs have tackled literacy projects to supplement online education during the pandemic. Other clubs help food pantries feed families.

As the world emerges from the pandemic, these needs will persist and others will return to focus. Young kids will still require early-childhood education and nurturing to prepare for school. Immunization programs that raise children's life expectancy world-wide will be expanded.

Children still need help learning to resist predators, cybercrimes and other harmful influences. Youth must be qualified as leaders. These can all be addressed through Kiwanis service.

Clubs have the strength to design solutions, build partnerships and devote energy to local and international challenges. Kiwanians are helping with school backpack programs, child mentoring and orphanage support. Tell the Kiwanis story to your community and prospective members. Describe how they can help be involved. Point to the opportunities that Kiwanis offers for each

member to contribute to life-changing experiences for children.

Service can change a child's life and transform a Kiwanian's. Collectively, we have planned for the future during the past year. Now is the time to put these plans into action and expand your foot-print. Kids Need Kiwanis — our motto — now! Search your heart and commit yourself to the next generation. The future starts today, not tomorrow.



STAN SODERSTROM

KIWANIS INTERNATIONAL EXECUTIVE DIRECTOR

Executive perspective

If you've been a Kiwanian for at least three years or so, you may remember an issue of Kiwanis magazine that made a splash a while back. "Pick me up and use me," the cover said. And that was exactly what made the issue popular — it was full of easy-to-use tips for any member who wanted to make their club stronger and its service more effective.

Well, here we go again!

At Kiwanis International, we decided it was time to devote another issue to solid, proven tips for strengthening a club. Think of it as one big how-to guide. In fact, I encourage you and your fellow members to do three things:

Take time to read through the following pages. There's plenty here. Don't miss something that might make a difference.

Select two or three ideas to start with. While we've addressed several areas, don't feel like you have to do everything at once. What tips could your club use most right now?

Take this issue to your next club meeting. Discuss what you see. Share ideas with other members.

All together, I think the tips and tools in this issue should help position your club to do one big thing: persuade people to join.

After all, for an organization like ours, everything begins with members. And nothing is more persuasive to a prospective member than a current member who is interested, active and enthusiastic.

Show off that interest and enthusiasm — and attract more of that kind of member. Just as kids need Kiwanis, Kiwanis needs Kiwanians. I hope this issue helps you find them.

