

KI-NOTES



A Publication of the Texas-Oklahoma District of Kiwanis International

Kiwanis
K-Kids
Young Leaders Helping Others

Kiwanis
Builders Club
Building Leaders

KEY
CLUB

CKI

Circle K International

Kiwanis
AKTION CLUB

A SERVICE CHRISTMAS

ISSUE NO. 08

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Bill Crump
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celebrates
50th anniversary!
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DECEMBER 2019



IMPORTANT MESSAGES

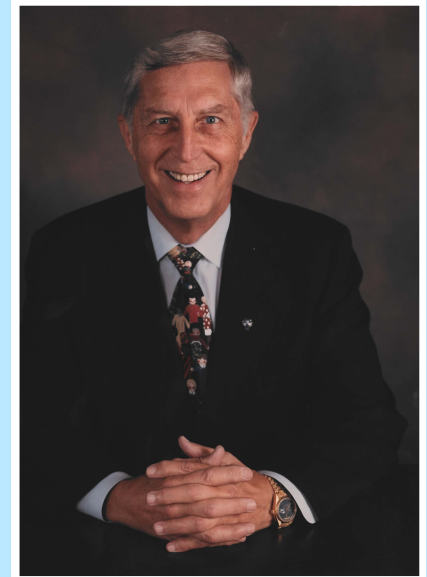


IN MEMORY OF BILL CRUMP

Bill Crump passed away yesterday morning at his home in San Antonio, TX. More information will follow as it becomes available.

A memorial will be held later.

Some of Bill's Kiwanis history:



- Kiwanian for 45 years
- Lt. Governor Div 5 in 00-01
- Club Secretary in 02-03 & 03-04
- Young Children : Priority One Chairman in 03-04
- Texas Governor's Project Chairman in 04-05
- TX-OK Kiwanis Foundation Trustee in 04-05
- Governor 05-06
- Kiwanis International Liaison 08-09 through 13-14
- Past Lt. Governor's Association President in 10-12
- Growth Committee North American Central West - Chairman in 10-11
- Awarded a C. T. Bush in 00-01 and a Zeller in 2011.

Bill was a mentor to many from new Kiwanians all the way up to governors in office. He had a true servant's spirit and will be missed by all who knew him!



NEWS AROUND THE DISTRICT



GARLAND HIGH SCHOOL KEY CLUB

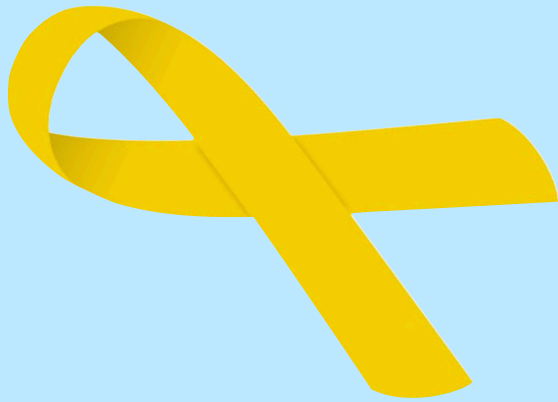


Collecting trash along the shore of Lake Ray Hubbard in Rowlett



KIWANIS CLUB OF EDINBURG

The Kiwanis Club of Edinburg recently held the 7th Annual Childhood Cancer Awareness event "Wish Upon A Cure" in conjunction with Doctors Hospital Renaissance Health Advanced Care Center. The event was held at the Edinburg Activity Center on Sunday, October 6th from 2-5 pm.



This event brought together over 40 community-based organizations to help educate families about childhood cancer as well as entertain children afflicted with cancer. Each organization that participated was asked to bring a game the children could play as well as provide small prizes for children who played the games. We had many homemade games and store-bought games the children enjoyed playing, said Jaime Miranda, Kiwanis



Club Secretary. The games included Tic-Tac-Toe, ring toss, carnival games and many more. The children had a blast playing lots of games and enjoyed the free food and entertainment provided by our three local Key Clubs, said Sonia Enriquez, Kiwanis Club President. The event started seven years ago in a small hospital room with 5 children, and 10 Kiwanis members, and now we have filled the activity center with over 300 people. We are thankful to the city of Edinburg for the free space and to all the local organizations who helped make this event possible for the children, said Miranda. To learn more about this event checkout our Facebook page Kiwanis Club Edinburg.



WEST ANGELO KIWANIS CLUB

2B ■ SUNDAY, NOVEMBER 3, 2019 ■ SAN ANGELO STANDARD-TIMES

KIWANIS SHOW SUPPORT FOR CIRCLE K INTERNATIONAL



From left: Angelo State University faculty advisor Dr. Mark Crouch and Circle K International Vice President Kamryn Alward join Circle K Treasurer Amber Price and Dr. Ron Knight, president of the West Angelo Kiwanis Club for the presentation of a check for \$500 to to ASU's Circle K International service club, fulfilling a promise of sponsorship and support. CONTRIBUTED / WEST ANGELO KIWANIS

KIWANIS CLUB OF MINEOLA



The Kiwanis Club of Mineola made window stickers for their schools with SLP's and with the help of students and principals placed them on the doors of Mineola Primary, Elementary, Middle and High Schools.

**ELIMINATE
GOAL REACHED!**



In September, the Mineola Kiwanis Club reached their Eliminate goal of \$52,500. It took garage sales, member donations, dessert and silent auctions to earn the funds. The Mineola club is in Division 34, which was the 2nd district in the world to become a 100% Model Club Division.

KIWANIS CLUB OF MINEOLA



In addition, the club had fans made for the first football games at Alba-Golden and Mineola High Schools. Kiwanis members passed them out as fans came in the gates.

KIWANIS CLUB OF EDINBURG



<https://spark.adobe.com/page/4SHE4qCXwHmC8/>

KIWANIS CLUB OF NE TARRANT COUNTY



Laurel Jones, Miss Southlake Outstanding Teen 2020, attended the NE Tarrant County Kiwanis Monarch Butterfly Festival recently. Money raised from the event will fund the club's projects for children, including the Children's Miracle Network, which also is a partner with the Miss America Scholarship system. Laurel is the granddaughter of Past Governor and First Lady, Sam and Joyce Curry.

ELIMINATE SILENT AUCTION

District Convention Denton 2019



According to Joyce Curry, 2018-2019 T-O Eliminate Silent Auction Chair, "The fifth annual auction was another success!"

This year's silent auction held at the T-O District convention in Denton brought in \$3,602. Twenty-seven clubs participated, bringing in 110 items for shoppers to bid on. In addition, Marketplace Chair, Kelly Rose, asked each vendor to donate an item to the silent auction. We had eighteen items from the vendors which sold for a total of \$338. Several vendors even bought items in the auction!

Next year, we are planning our sixth and last Eliminate Silent Auction in Georgetown. Plan to participate as we will be winding down our efforts for this great project and we want to make sure there are zero countries left who have maternal and neonatal deaths from tetanus.

Thanks to Denton Breakfast and Noon Kiwanis Clubs for your help.



LAWTON KIWANIS CLUB

The Lawton Kiwanis Club has always been about serving the kids in their community. Supporting Key Clubs in all three high schools, a Builders Club at MacArthur Middle School and a CKI at Cameron University as well as working with the Salvation Army Boys and Girls Club.



A few years ago, the club became aware that many of the kids at a local grade school were coming to school without coats and the club responded by providing coats for the kids at that school.

This year, two of the members, Tonya Dawson and Dede Armes, who are also members of the Lawton Board of Realtors, who participate in the Coats for Kids Campaign, approached the Lawton Kiwanis to provide funds so that every kid would have a coat this year. This is the 14th year of the Coats for Kids Campaign. The Kiwanis club responded and thru their joint efforts,



Coats for Kids was able to provide 562 coats to the area schools and 1,000 coats to the Lawton Food Bank. The coats provided to the school children were 8 coats to Almor West; Learning Tree 9 coats; Cleveland Elementary 80 coats; Pioneer Park 5 coats; Hugh Bish 2 coats; Ridgecrest 10 coats; Tomlinson Middle School 34 coats; Mac Middle School 29 coats; Mac High School 8 coats; Carriage Hills 37 coats; Eisenhower Middle School 9 coats; Eisenhower Elementary 7 coats; Washington Elementary 138 coats; Central Middle School 16 coats; Lincoln 133 coats; and Woodland Hills 19 coats.

This is one more effort where Kiwanis partnering with local groups make a difference in the lives of children.



GAINESVILLE KIWANIS CLUB

This year's District Convention Service Project was packing 105 backpacks with essential items for mom's and children that were receiving services through the local domestic violence shelter, Friends of the Family. The project also included providing diapers, copy paper, toilet paper, diaper wipes and other items to Abigail's Arms women's shelter located in Gainesville, TX.

Here is a note from Leslie Nichols, President of the Board for Abigail's Arms:

Abigail's Arms has been serving victims of domestic violence in Cooke

County for 35 years. The mission of the agency is to educate, support and guide families as they rebuild their lives after violence.

Wow! Everyone at the agency has been overwhelmed with the generosity of the gift From the Texas Oklahoma District and Gainesville Kiwanis Club. From the two tires to the diapers to the copy paper, you have made a huge difference. Last month at one point the shelter had 22 kids from newborn all the way up so your gifts are so appreciated.

I love Kiwanis and all that it does helping kids, supporting kids and making a difference in their lives.

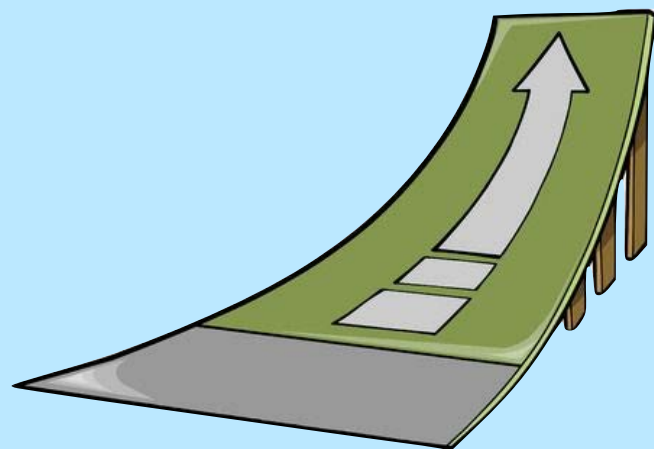


Picture front row Lt to Rt
Terry Hutchison, Brandon Bayer, Leslie Nichols, Kristy Emberton, Club Secretary Alyce Greer

Back Row Lt to Rt
Brandon Westbrook, Shane Britain, Patrick McCage, Kameron Klement, Barbara Morgan, Key Club sponsor, and Mike Morris.

KIWANIS CLUB OF MCKINNEY

The Kiwanis Club of McKinney has assembled modules that are used to construct handicapped ramps in the DFW area for 20 years. Club members that participate in this project gather every 3rd Thursday of the month to go into Dallas and assemble these modules at the Dallas Ramp Warehouse.



Kirk Saxon, Ramp Project Leader for the McKinney Club, stated that he enjoys managing the project and believes that it provides an opportunity for the club members to build a personal relationship while helping the community.

The 2019/2020 fiscal year has started off with a rush. The club has not only assembled over 100 modules in October and November, they have also constructed one ramp that was 56 feet in length and one ramp that was 27 feet in length.



Kirk Saxon, Rob Nelson Mike Livezey, Bob Cole, Mark Bohon, John Minnis, Dub Norrid, Jim Cairo, Varsh Vartian and Harold Ellison are regular attendees to the module builds.

The club members rank the Handicapped Ramp and Module Program as one of their most important community projects. The McKinney Club also supports the Texas Ramp Program with a cash donation every year.



KIWANIS CLUB OF MCKINNEY

For over 20 years the Kiwanis Club of McKinney has delivered meals on wheels every Wednesday and Thursday to the Red Route in McKinney. The club's relationship with Meals-On-Wheels began in the late 1990's. In the early 90's, Henry Myrick delivered the Red Route by himself two days a week. In the late 90's, the club began to help him with the route. Today, the club delivers the Red Route on the same two days every week. Henry Myrick, age 94, still delivers the route three or more days a month.



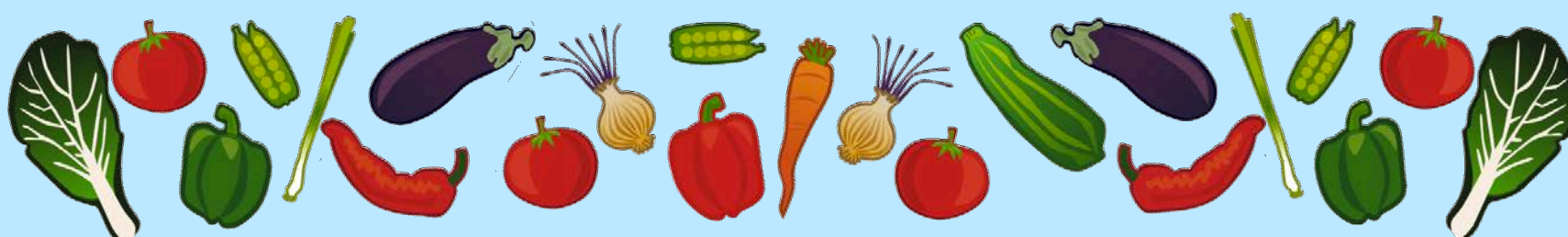
Rob Nelson & Henry Myrick deliver a meal to Fanny Ford



At Christmas Time, Meals-On-Wheels of Collin County sponsors a Secret Santa program for the seniors on their routes. The McKinney Kiwanis Club members step up in a real big way by giving a Secret Santa gift for every client on the Red Route.



Meals-On-Wheels is an important part of the McKinney Kiwanis Club's commitment to our community.



NORTH LAMAR HS KEY CLUB

*NLHS Key Club celebrates 50th anniversary!
Still strong and serving where needed*

Paris, Texas - The North Lamar Key Club, chartered on November 7, 1969, as part of Division 32 of the Texas-Oklahoma District, celebrated 50 years at North Lamar with a reception for members. Through the years, the Key Club has served the school and community and has ranked as high as 21st out of the district's hundreds of clubs.

Prominent club past-presidents include Larry Ridens (class of 1982), James Boyd (class of 1984) and Jason R. Smith (class of 1992), who currently is employed by North Lamar as the Associate Band Director.

The North Lamar Key Club became co-ed in 1993 when it welcomed its first female member Donna Nurenberg. The first female president followed in 1998 with Wendy Pitcock.

Dennis Hodgkiss has served as North Lamar's Key Club advisor for 40 years.



KIWANIS CLUB OF MCKINNEY

The McKinney Kiwanis Club has supported the McKinney Salvation Army by Ringing Bells at the McKinney Sam's Club for over 20 years. Most of the Salvation Army Ringers are paid to ring, but the bell ringers from the McKinney Kiwanis Club ring for free. This allows the Salvation Army to keep all the donations to the Kettle at this location.



The ringers start ringing on the day after Thanksgiving and ring until Christmas Eve. This can only happen with the support of local businesses, church organizations, community residents, the McKinney Kiwanis Club, their three Key Clubs, and a good management team. The Salvation Army Bell Ringing project is managed by Bill Rosnett and Dennis Williams.



This project helps build community awareness of the McKinney Kiwanis Club, its members and local organizations that volunteer their time. The ringers are scheduled to ring in 1-hour increments during the day. The volunteer ringers have a great time ringing, talking with Sam's Customers and getting that great feeling of making a difference. By the way, our families love to ring.



KIWANIS CLUB OF BARTLESVILLE

Kiwanis Club of Bartlesville operates the Sooner Jr. Miniature Golf Course between May and Sept. each year. The club closes out the season with a free to play Halloween Bash. For the 2nd year, the club elected to hold the Halloween Bash the Sat. before Halloween on Oct. 26. In addition to mini-golf, there are several games/activities for participants to play and candy goody bags to receive. The advantage of picking a day other than Halloween is that children and parents get to use their costumes more than once. Children and parents don't have to choose between the free to play event at the course or trick-or-treating. Club volunteers are also able to stay home on Halloween night and give out their own candy. This year 694 individuals went through the course/event. 380 were children and 314 adult/teens. This was easily twice last year's numbers. At times there were 6-8 players at each hole and frequently the course was out of clubs and balls because all were being used.



KIWANIS CLUB OF BARTLESVILLE

For the 6th year, Kiwanis Club of Bartlesville has been hosting the Holiday Wreaths & More event. This is a silent auction to benefit local non-profits. This was the brainchild of our past president and fundraising chair, Karen Wilson for our club to partner with area non-profits and help bring holiday cheer and fundraising to the non-profits. Each participating non-profit pays an entry fee and has a holiday wreath created of their own design or of their artist's design. The wreaths were checked-in on Sun., Nov. 24 at the Hilton Garden Inn and will be on display until the Wreath event party on Tue., Dec. 3. At the party, the wreaths will be moved into the ballroom where each non-profit will have their own table to showcase their non-profit, sell their wares and continue to promote their wreath. All participating organizations will receive 100% of the proceeds from the sale of their wreath and any fundraising activities at their table. All participating organizations are encouraged to sell tickets to the event to help promote their non-profit as well as boost their silent auction. Tickets to the event is \$10

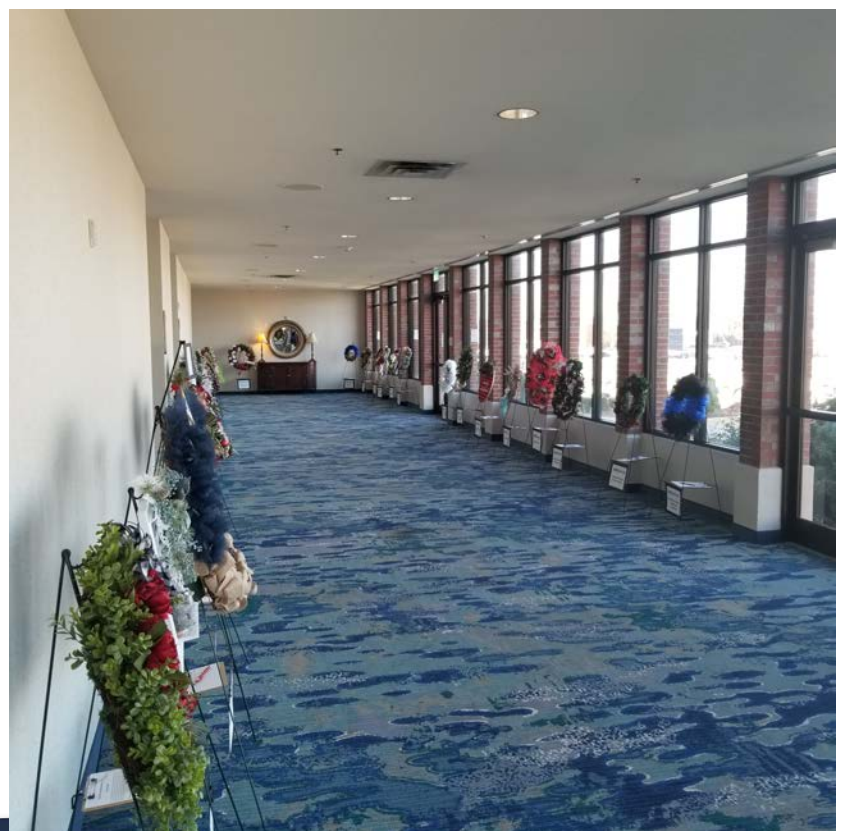
which includes 5 votes for their favorite wreath, light refreshments and a chance to win door prizes. Top two wreaths by votes, the People's Choice award, will receive a cash prize. Additionally, there will be a cash prize awarded to the wreath that best matches the theme of the Kiwanis Club of Bartlesville's Christmas Parade as selected by the Grand Marshal of the parade. Cash prizes are paid for by the ticket sales and wreath entry fees. In 2018, 41 non-profits participated and raised \$4,000 from their auctions. 2018

Wreaths: <https://www.bartlesvillekiwanis.org/wreath-pictures> . In 2019, 37 non-profits are participating.

2019 Wreaths:

<https://www.bartlesvillekiwanis.org/copy-of-wreath-auction-and-party>

Below wreaths on display at the Hilton Garden Inn. (Carter Davis, Kiwanian and past club president, provided the wreath stands from his business, Davis Family Funeral Home.)



WALTER ZELLER AWARD

At the November Division Council meeting for Division 34, Trevor and Bethany Bergman, founders of We Help Two, also known as “the sock people,” were presented with a Walter Zeller Award. The award was given in recognition of a \$1,250 donation they made to The Eliminate Project from the profits of sock sales at the 2019 Tx-Ok District Convention in Denton, Texas. The award was presented by District Advocate Francine Eikner and Division 34 Lt. Governor Sherry Bridges.



GROWING YOUR CLUB WITH INSURANCE!

When trying to grow your club, insurance agents tend to be good prospects. Have you noticed State Farm has been on an outreach kick? (I'm not affiliated with State Farm or any agents of State Farm.)

Earlier this year they were promoting/sponsoring Neighborhood Assist: <https://www.neighborhoodassist.com/> granting 25,000 to 40 worthy causes across the US.

*<https://www.neighborhoodassist.com/pages/neighborhoodassist2019/faqs>
Oklahoma and Texas were well represented in the final top 40 with each state receiving 3 grants for their respective causes. One Bartlesville cause was selected as one of the top 200: <https://www.examiner-enterprise.com/news/20190809/martha8217s-task-nominated-for-state-farm-award> but was not able to crack the top 40.*

Have you seen their recent ads, “Neighborhood of Good”? <https://neighborhoodofgood.statefarm.com/>

*“We’re challenging ourselves to each do 100 acts of good.”
Neighborhood of Good and 100 acts of good is a great opportunity/angle for your Kiwanis members to reach out to your local State Farm agent(s) and get them to join your club as a member or corporate member so they can do good with your various service projects.*

KIWANIS CLUB OF BROWNWOOD

I don't eat sugar. But one day this year, as my community was winding down post elections, I made an exception. Pancakes and fully-leaded syrup and maple sausage were consumed. Regrets were felt, but not from supporting an excellent cause.



I would not be surprised if you've never heard of Kiwanis. I can tell you, however, that it is quite likely children in your community have benefited from one or more of their programs. As of 3 years ago, I didn't even know this organization existed, but last Tuesday, I was sweating and working helping them raise money because I trust they make a positive impact. Look it up!

Personally, I don't like pancakes. I met my husband at IHOP, which was my first real job, and I got so tired of eating there that we have only visited an IHOP a few times in our 13 years together. My mom makes pretty good pancakes, according to review, but I've never really been a fan. Pancakes are like sweet bread, somewhere between cake and artisan loaf in texture, and if they're not cooked perfectly, they get soggy in my mouth, and must be ejected immediately. In Central Texas, our club holds an annual Pancake Supper. They've been doing this for 67 years, and the grill-men have developed their craft quite well in that time. Kiwanis Club of Brownwood rents out our local coliseum, and brings in huge gas-powered grills. Volunteers slave over them for hours. Boy Scouts run batter back and forth between grills. Girl Scouts deliver sausage and fresh pancakes to tables and take-out lines. Local grocers make tea and coffee. It's hard to describe how the whole shebang operates so chaotic-ly yet so smoothly. Smoke fills the air. Syrup flies, and everything smells like butter! Okay, not really. But it really is an awesome event.

Our first year in Brownwood, I was invited to the supper, but I didn't even know that Kiwanis was the host. We attended, ate pancakes (this was pre-no sugar, of course) and went home. The following year, our son, now a proud scout, helped work the supper. It was his first real project, and I was so proud to see him involved.

By this time last year, I was a Kiwanis member myself (my aunt and uncles are all members, so it seemed fitting) and I was assigned to the take-out line. My husband and I poured sticky, disgusting syrup mess into tiny take-out plastic containers. It was awful. I mean, we laughed and it technically operated well, but it was so gross. I'm not good at handling sticky things. I have four children, and if I can outsource handling sticky items, I will, every single time. A sweet friend of mine, Nancy, really appreciated us helping her, and it ignited in me a desire to be more involved.



Kiwanis is in public schools, helping students achieve goals through reading programs, awards programs, lunches and school supplies donations and more. We help disabled adults through our Aktion program. We build ramps. We donate money to help vaccinate children and mothers in foreign countries. And every year, Kiwanis adds more projects and finds more ways to help out.

My dad always had a motto: "You do the best that you can do, and that's the best that you can do." The implied rest of that statement is that you should be okay with your best and allow everyone else to be accepting of it, as well.

I'm new to Kiwanis, but I did my best at the 67th Annual Pancake Supper. I worked take-out again with Nancy, but this time we had fancy prepackaged syrups (hallelujah!). We served over 580 plates. Total, the whole supper fed almost 2000, all you can eat! Every dollar raised (tickets were \$6) goes back to the community.

On November 5, 2019, I ate the first pancakes I've eaten in almost 2 years and they were absolutely fantastic. However, I did get sick from all the sugar. If you avoid sugar, like I have, be aware that when you eat it again, you will notice some strange things.

TYLER-ROSE CITY KIWANIS



[illegible]

ARTICLES AND CONTESTS



GETTING TO KNOW YOR TEXAS-OKLAHOMA (DISTRICT) KIWANIS FOUNDATION – PART 1

*This is the start of a series of articles to help reintroduce the **Texas-Oklahoma Kiwanis Foundation** to members and clubs of our district and give greater transparency to its operation.*

The board (of trustees) consists of volunteer Texas-Oklahoma Kiwanis members, optimally 1 per T-O Region, several emeritus members, and several Ex Officio Members (Governor, Past Governor, Governor-Elect, President PLGA).

From the volunteers, there are several officer positions: President, Vice President, Secretary, and Treasurer. Trustees are annually, listed in the T-O District Kiwanis Directory.

Trustees serve 3-year terms and can be nominated/elected for a 2nd term. Officers are elected for a 1-year term. The President can serve no more than 2 consecutive 1-year terms. All these positions are uncompensated volunteer positions and expenses such as travel are NOT reimbursed.

Texas-Oklahoma Kiwanis Foundation, Inc. operates as a 501c3 non-profit.

Website:

<https://www.tofoundation.com/>

GuideStar profile:

<https://www.guidestar.org/profile/74-6073526>

Current purpose:

Provide funds for support of the youth of our District with emphasis on Kiwanis Sponsored Youth. Provide individual clubs with means of supporting needs identified within their area.

Current mission:

In the Texas-Oklahoma District approximately 21,000 sponsored youth club members benefit from the financial support provided in training, development and scholarship programs for Circle K, Key Club, Builders Club and K-Kids.

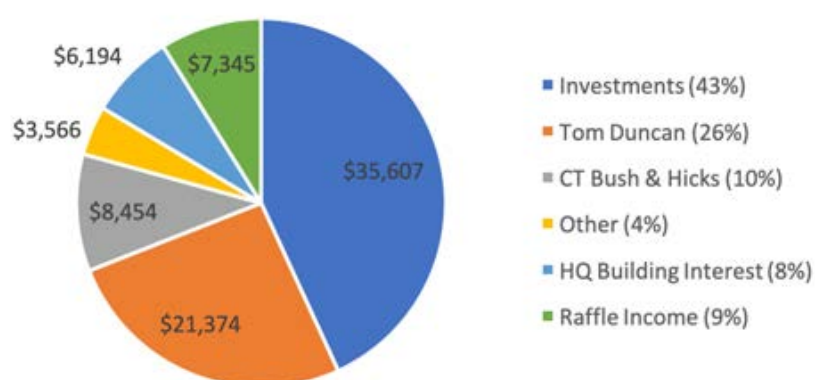
***Tom Duncan Memorial Fund** (also known as Annual Club Gift) is one of the primary sources of income for the Foundation. Gift program is named in honor of former District Governor Tom Duncan. Although stricken with polio at the age of 20, Tom showed that handicaps need not deter persons from reaching their goals.*

For Clubs with fewer than 20 members, the requested Gift is \$150. For Clubs with 20 or more members, the requested Gift is \$10/member. Clubs which meet this criteria, will be acknowledged at this year's DCON and will receive 20 points towards Distinguished Club recognition.

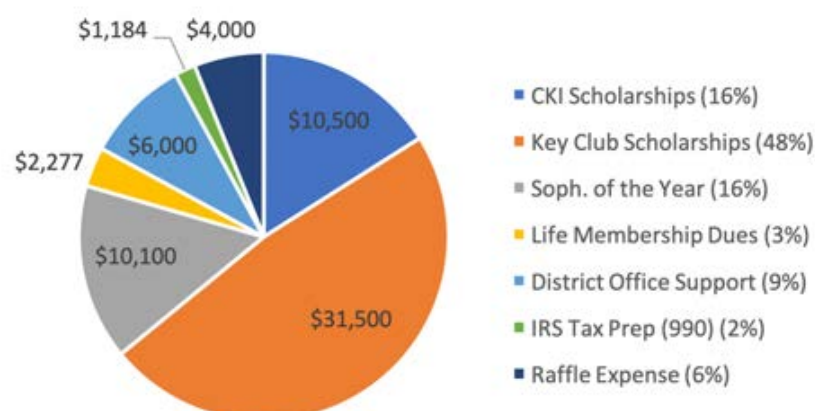
Below is the Income and Expenses summary for Fiscal Year 2018-2019 for the Foundation. What is clearly seen from the financials, the annual fundraising efforts is not enough to cover the annual expenses of the Foundation. The Board utilizes investment revenue to cover the annual short fall.

Ideally, annual fundraising efforts would cover the expenses and grow the Foundation so over time the Board can increase the amount of the scholarships awarded or the number of scholarships awarded.

Foundation Income 2018-2019



Foudation Expense 2018-2019



MARKETING ACTIVITIES REPORT

Your marketing team has been very busy since the last convention on lots of new programs and projects. Your active team consists of Governor Robin Meyer, Growth Chair - Susan Hennum, Video and marketing specialist - Mark Jones, Ki-Notes editor - Sean Dempsey, Website professional - Tom Brehm, and your Marketing Director - Marshall Kregel. There are many other marketing and PR professionals throughout the district that help on various activities.

First off, we do a lot of traveling. We visit clubs around Texas and Oklahoma and work with them on best marketing and PR practices. Our longest trip in the past month has been to Amarillo but we've visited a dozen more clubs and made presentations. We have trips planned to Brownwood, Houston, Corpus Christi and are making requests for Northern Territories in Oklahoma.

We're busy with efforts to open new clubs. 2 of our latest efforts are Sanger, Texas, and Venus, Texas. This includes meetings with school administrators and business leaders in the towns. We hold a lot of meetings via webinar. We do hope to get these new clubs started and chartered before the end of January. We are doing our own site surveys and creating our own handout material for the new clubs. We are talking with groups in Texas and Oklahoma about other possibilities.

Your district Facebook page has undergone quite a few changes in the past month or 2. We now post new material on the page every day so that clubs can copy and paste to their own Facebook pages or save the photos and post them to their club websites or Instagram accts. We try to tell stories with our posts so that people get an idea what our organization is all about. Slowly but surely, we hope to get our audience involved, and we will be posting club events on the district Facebook page too. Please send those to Marshall at mkregel@hotmail.com. Ask your club members to like the district Facebook page. We're trying to get our audience up to 2,000 "Likes" by next October 1st. Right now, we are at 869 as of December 1st.

We've created an Instagram account, you will see some of our posts. There is a large segment of our more youthful population that uses Instagram as their major social media. These folks aren't going to reach a certain age and suddenly switch to Facebook. It's important for us to share our messages on multiple social media accounts to reach a broader audience. We feel that one of the best ways to share our stories is with short videos that tell a story about life in Kiwanis. We have asked our ex-CKI leadership for their input, and we travel to clubs and get short video stories. Mark Jones is VERY good at putting these together. We want as many as 30 of these stories to share with clubs and media. We feel that it is best to get a broad swath of our cultures and ages in these videos. Somebody will see these videos and say "That looks like me, I'd like to join them".

We ran a marketing survey after the last convention and used just the email addresses of those folks who registered online for the convention. That means some people who paid by check or on-site may not have been included. But, we got over 75 responses (which was a very good response rate). We shared the results with the Sun City, Georgetown, team who will be putting on the next convention. Very good information for them. We purchased an inexpensive copy of the Survey Monkey software so you can expect more surveys over this year.

We assist clubs with personalized expertise on social media and legacy media. We create facebook pages, update them, or help with websites. We will create posts about events for a club if they ask us. We will definitely post them online for the club. A lot of clubs make us administrators of their facebook acct so we can add posts or make changes when needed. Ki-Notes is getting very good reviews, and we ask clubs to continue sending their projects to us. Sean Dempsey puts a LOT of time into making the Ki-Notes a great newsletter for the district. Well done Sean!

We have some new projects in the works. 2 of them are contests. One of the contests is listed in this Ki-Notes! We can do this! Not only does the publicity help the local club, but it helps all of us in the organization. Have fun with the contest and win a gift card while you are at it. We are handing out 10 gift cards to clubs and these are worth 60.00 each.

October was an awesome month for new membership. Let's keep it up.

*Best regards,
Marshall Kregel
Marketing Director*



Susan Hennum
Membership Coordinator

Holidays are the Perfect Time to Recruit for New Members!

The Christmas Holiday is upon us, and everyone is so busy. Some Clubs even take December off from their regular meetings and make it a **Month About Service!** With everyone's crazy schedule this month try something different. Move your meetings to your service projects. What a great way to introduce new community members to all the good things you are doing in your club.

Be sure to invite your Sponsored Leadership students to help. You can either create an event on Facebook inviting folks to share in the fun, send out personal emails to community members or simply urge every member to bring a guest or potential prospect. Remember guests can turn into prospects once they see all the fun happening.

Don't have a Holiday Service Project scheduled....NO Problem...Here are a few easy ideas. Be sure to have Kiwanis membership applications and handouts on Sponsored Leadership Programs.

- * Contact your local food pantry and get their list of needs. Ask Walmart or Target if you can set up a table and hand out the list to each shopper entering the store. Ask them to consider adding one of the items from the list. Be sure to tell what charity you are collecting for and wear your Kiwanis shirts. Have invitations ready for your next event for interested shoppers.
- * Collect Name tags from angel trees and purchase gifts as a group. Then have a wrapping party!
- * Serve at a homeless shelter. Invite guests to join you.
- * Set up a collection center for donations for backpacks for the homeless. Ask a local bank or other business to allow you to advertise and then have a collection date. Pack the backpacks (which can be ordered from the District) together as a group and invite guests to join you.
- * Have a Holiday Meeting with a special guest speaker. This is a great opportunity to ask the Mayor to come and give a city update for the coming year.

Be sure to advertise on social media inviting the entire town. Secure a neutral setting like a school or activity building. Have lots of hot chocolate, cookies and plenty of Kiwanis materials on hand!

Northeast Dallas Co. Club wrapped books for a Christmas Night at the library. Key club students and guests from the community were invited!



FACEBOOK



Facebook is the devil. Sort of.

Have you ever noticed when you post something on Facebook, you think it will do well but it goes absolutely nowhere?

Why does Facebook do what it does? And can you do anything about it?

My name is Mark Jones, and I'm from the Kiwanis Club of Lakewood in Dallas. My day job is a television news producer, and I've had a lot of experiences with social media. Good and bad.

Here's what I know:

There are no guarantees. Think about it. If there were, then the world would be flooded with ex-Facebook employees telling everyone how it's done - and making a fortune.

Nope. Facebook is constantly changing things... and they're famous for not sharing what they're doing. What we CAN do is to make it as easy as possible for Facebook to give our posts some love.

Number 1: Facebook prioritizes. Video over photos. Photos over text. Original posts over shares. That's not to say that plain old text can't get shared. It's just unlikely.

Number 2: Photos. Make them interesting. Kiwanians do take a lot of photos. The group photo. The speaker at the meeting, speaking at the meeting photo. The everyone get together for a photo photo. Be a fly on the wall watching the action, instead of the drill sergeant getting everyone into nice, neat lines. Oh and wipe off the camera lens on your phone. Please. Seriously. It's nasty.

Number 3: Don't share if you don't have to. What I mean by that is Facebook likes things that you come up with yourself. Think about it. Whatever it is, you took the time to create it and post it. Sharing? Meh. Doesn't take much effort so Facebook's not going to give it equal weight. Yes, I know it's easy and yes, I know sometimes you're trying to use your page to benefit someone else's page. Or vice-versa. I'm not saying you can't do it, just don't expect the same kind of reach.

Number 4: Facebook does not like competition. They want you on Facebook and they want everything you do online to be done through Facebook. By that, I mean that Facebook hates you posting links to videos from YouTube or Vimeo or Twitter. Think about it. They are competing with YouTube. They are competing with Twitter. The last thing they want to do is help the competition. If you see something on another platform that you want to post on Facebook, copy the text, download the photos or video and then post them to Facebook, as yours. But a word of warning: I'm talking about Kiwanis material, not the entire internet. Most of what's out there was created by someone and passing their stuff off as your own without permission is stealing. You don't work for free. Don't expect photographers and graphic artists to work for free. If you want something, ask! If you want anything I've produced for Kiwanis - it's yours to use as you see fit. No credit necessary.

Number 5: Time on videos. There's no magic number but if you're aiming for 5 minutes on a video, you're pointed in the right direction. If your video is 10 seconds, it had better be an amazing 10 seconds. No one wants to pay to put an ad on a video that's shorter than the ad itself. Everyone is in the video streaming game. Facebook wants to say it dominates video.

Number 6: If you want more people to see your stuff, post regularly. It shows you have the discipline to post regularly. If you only have one particular time to come up with something and post, use the "draft" and "schedule" features. Set things to post when you're fast asleep or hard at work at your day job. Makes the whole thing a lot easier to manage.

Number 7: There is strength in numbers. Facebook likes activity. Show them that Kiwanis is active by liking or following as many Kiwanis pages as you can. It will also give you ideas on what to post or how to make your posts better... by seeing what is out there.

I saved this until the very end: why use Facebook at all? Why not Instagram, where the kids are? Or Twitter where the media and politicians are? The simple fact of the matter is that people love to hate Facebook but when it comes to just sheer numbers of people, across all age groups, all at one time... the one thing most of them have in common is... Facebook.

Like it or not.

By Mark Jones



Texas Oklahoma District Partners Once Again with Veterans Resource and Outreach Center for Veteran's Day Project



In April 2019, Key Clubbers from all Texas and Oklahoma stuffed backpacks for homeless veterans at their annual DCON. Those backpacks were distributed to police and sheriff departments in the Dallas area and East Texas. So when the new Veterans center ran out, the call went out and the new Northeast Dallas County Kiwanis Club stepped up. Club members from the new NEDC Kiwanis Club organized a fundraiser and collect-ed funds to purchase an additional 250 backpacks. Community groups such as the Rockwall Young Men's Service League donated funds and boys to this project. Other clubs in the area such as the Richardson Kiwanis and White Rock Kiwanis along with NEDC Kiwanis donated funds to this project.



**Rockwall Young
Men' Service
League**

For information on how your club can start a Backpack program for Homeless Veterans contact District Disaster Chair, Marshall Kregel.

For more information on the Veterans Resource and Outreach Center go to: <https://lifemessage.org/veterans>





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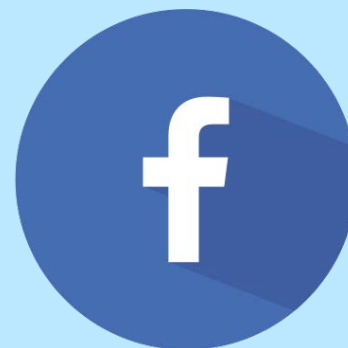
TEXAS-OKLAHOMA DISTRICT

KIWANIS MEMBERSHIP CONTEST

2019-2020

- Must be at plus 5 or greater to qualify
- Starting membership numbers used will be the certified numbers for October 1, 2019
- Contest ends September 30, 2020 and the certified membership numbers for October 1, 2020 will determine the winners
- Contest is for existing clubs.
- Categories:
 - Clubs 25 members or less
 - Clubs 26 to 50 members
 - Clubs 51 or more members
- Prizes will be awarded in each category
 - Club with the largest net increase \$500
 - Club with the second largest net increase \$250
 - If there is a tie for first or second place a drawing will be held.
- **Added incentive:** Any club eligible for this contest who has a net increase of plus 20 members will receive a voucher for one club member to attend the District Convention in 2021. This voucher will include:
 - One free registration and one free entrance to each ticketed meal
 - Total approximate value: \$250

BEST MEME CONTEST!



Facebook Social Media Contest

Goal

Get at least 40 “Likes” AND 40 “Shares” on any 1 NEW post on your Kiwanis Club’s Facebook Page. The post must be created and posted after Nov. 20th. No prior posts (or reposts) accepted for the contest. You must use a fresh image and message for this contest.

Prizes – 10 prizes of 60.00 each in the form of a visa gift card for each club that achieves the goal. One card / club awarded. Therefore, 10 clubs can win a gift card. No time limit on the contest but some clubs will be able to achieve the goal in 1 day. Funds can go either to your Service account or to your Administrative account.

Rules

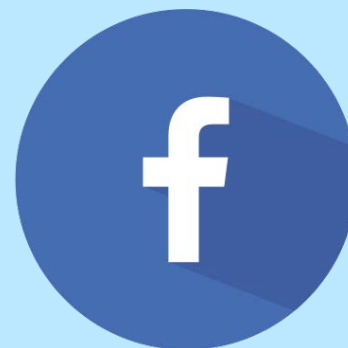
*Must use a picture or short video to attract attention to the post. The picture **MUST** include some sort of Kiwanis service activity (as opposed to an award ceremony or a dinner meeting). The text accompanying the post must invite people to join your club, invite them to one of your club meetings, or direct them to www.kiwanis.org/join to find a local club to join.*

You must use the hashtag #KidsNeedKiwanis somewhere either in the picture or in the text under the image.

*Once you have achieved the minimum 40 Likes and 40 Shares, send a link of your winning post to Marshall Kregel. His email address is **mkregel@hotmail.com**. His Facebook address is: **<https://www.facebook.com/marshall.kregel>**. You can use an upcoming Event as your post, such as announcing that your club is serving Thanksgiving Dinner at a homeless shelter, or planning a Christmas event. Just include an image in your post.*

(CONT.)

BEST MEME CONTEST!



What are good ways to help us win?

Get your local Key Club or CKI members to “Like” your post and share it and you might finish this contest in a couple of hours! You could tell them that the kids that participate will be invited to an evening Pizza Party and then your club can use the 60.00 gift card to purchase pizza for the evening. What a great way to get the kids together with the Kiwanis Club. IF you have a large club, then ask every single member of the club to “Like” and “Share” the post and you might finish the contest pretty quickly.

Or...We will let you make the post on your club’s Facebook Page and on one other Facebook page, like your community Facebook page and then combine the shares and likes. What a deal!! Once you have achieved a total of 40 shares and likes between the 2 pages, take screen shots of both and send them to Marshall.

What does this contest achieve?

It shows clubs how easy it can actually be to make your important club post go “viral”. Plus, with 40 shares, your post could be seen by thousands of people and this is a great way to introduce Kiwanis into the community. Who knows, you might get 1 or 2 (or more) new members if your post reaches enough people.

Hint: Which image do you think will attract the most shares? A picture of a few people standing in a yard holding a rake or a picture of one of your Key Clubbers helping out at the local Kennel and holding an armful of puppies? (Spoiler alert – puppies win out every time.) Don’t overload your audience with text. Make your picture exciting and your message short and sweet.

DECEASED SINCE CONVENTION

MONTH	DIVISION	CLUB	NAME
February	10	LTG 01-02	Bessie Mae Ford
April	5	Kerrville	Walter "Wally" Freeman
August	3	Cy-Fair	George H Crowell Jr
	3	Cy-Fair	James Meadows
	19	Mount Scott Area	Michel Hutchins
	20	Duncan Chisholm Trail	Donald R Howland
	21	Holdenville	Mike Turner
	35	Greater Abilene	Aline A Cleveland
	39	Mansfield	Daniel Roy Boyer
September	1	Fort Worth	Mary J Naff
	2	Greater Plano	Charles Skibell
	3	Houston Sunrise	Melvin L Myers
	4	Corpus Christi	Eugene Sugars
	8	Sherman	Lloyd Perkins
	9	College Station	Murray Milford
	9	Huntsville	Melvin F Taylor
	9	Huntsville	Marjorie B Rex
	12	West Angelo	Joe Bill Lee
	14	Lufkin Seniors	Billie Williams
	19	Oklahoma City	Terry Vanlandingham
	30	South Oklahoma City	Patricia Gann
	31	Muskogee	Daniel K Clem
	32	Greenville Golden K	James Kusewitt
	39	Arlington Southwest	Jonathan Young
	39	Arlington Sundowners	Peter Mac Hott
October	3	Houston	James B Inghish
	14	Henderson	Charles H Richardson Woody
	14`	Lufkin	Gann
	14	Lufkin	John Q Squyres
	21	Ada Diamond K	Robert L Ardiana
	23	Waco	Faye M Slough (Mrs. Eddie)
	25	Sapulpa	David Main
	30	Mustang	David F McElhaney
	39	Arlington Sundowners	Paul Rogers Wyatt Jr
November	30	Norman	Don R Symcox
December	5	San Antonio Bexar	Bill Crump

All listed with sympathy and memory.

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I work with my clients to protect their financial futures with the right policies in place to provide for the unexpected risk in their personal and business lives.



If you would like to be a district sponsor and advertise your business online, on the district Ki-Notes, Website, and Convention books, please contact Marshall Kregel at mkregel@hotmail.com and he will send you an application.

Get a full year of online presence for as little as \$200.00/year!