

KI BOARD UPDATE – JANUARY 2020

MEMBERSHIP & ENGAGEMENT

- Club building lags from previous two years. 2017-18 was bolstered by large numbers in North America and 2018-19 was bolstered by huge club opening numbers out of the two Philippine districts. 37 clubs were reported through 12/31/19. 35 is the average number of clubs opened by 12/31 over the last two decades.
- Europe has five new clubs - two in France-Monaco and two in Italy-San Marino.
- Taiwan not only leads Asia-Pacific, but all districts, with 13 clubs reported to date. Two other Asia-Pacific districts, Philippine Luzon (four) and Philippine South (one), have also reported clubs.
- Pacific Northwest (three) and Kentucky-Tennessee (two) lead North America club openings. To date, seven other districts in North America have reported one club.
- Total Kiwanis membership is up for the year by 1.69%. On average we are up by 1.64% at the end of December.
- One club opening event is planned in January – the Southwest District.
- Fast Kiwanis club opening fact - the last club opened during each year of The Formula is now charter revoked.

COMMUNITY IMPACT

- After researching and collecting quotes from potential vendors, KYP has selected Praesidium to operate a 24/7 “helpline” dedicated for us. The toll-free number will be staffed by trained personnel who will know our KI policies and will respond accordingly to the calls.
- We have chartered 130 new SLP clubs this year, which represents a 10% increase over January 2019, YTD charters.
- We hired a new Youth Protection specialist, Melissa McMann, who comes with a depth of experience in child welfare coupled with data and IT analysis.
- Key Club District Administrators and District Youth Protection managers meet this month for valuable youth protection training and creating district safety plans for upcoming youth events.
- The Key Club board and CKI board are meeting the weekend of February 1st in San Francisco, California and Las Vegas, Nevada, respectively.
- Vision Partner Landscape Structures has renewed its partnership for 2020 and plans are underway to refresh partner activities during this eighth year of partnership.

- Be on the lookout for member discounts from Cruise and Vacation Desk beginning with targeted campaigns to members who live within 240 miles of cruise ports.
- The Sandy Nininger Award has been updated with current brand standards and new award components. The award was created to honor Sandy, a recipient of the First Congressional Medal of Honor, and is awarded to Key Club students who make the most of their opportunities provided. It will become available for districts and clubs to purchase mid-January for use throughout the 2020 high school graduation season.
- Kiwanis licensing program has grown to 98 vendors vs.41 vendors at the same time last year. Q1 revenue for the 2019-2020 year also showed a sizeable increase over the year prior, up 235%.
- Thirty-four signature project applications have been submitted to district leaders. New this year is two tiers of winners, one for clubs with up to 27 members and the second one for clubs of 28 members or more. The deadline for each district to submit one project in each tier for competition in the 2020 Signature Project contest is January 27. Please promote the contest in your district and make plans to join the contest celebration at convention on June 17.
- The Grants Committee of the Kiwanis Children's Fund Board approved five club grants in January totaling US\$62,000. These grants will support creating a learning lab, building a multi-generational community playground, a summer camp that focuses on serving the community, building a playground that will host a children's community health fair and an educational center that supports children with special needs which will be the first library with latest technology devices and educational program and materials in the community.
- In addition, the Children's Fund provided disaster relief grants for clubs in the following districts: US\$435 to Japan District for the typhoon and flooding, US\$22,500 to Philippine South District for the earthquake, typhoon, and flooding and US\$5,000 to Australia District for the wildfires.

OUR KIWANIS IMAGE

- The digital campaign continues to successfully bring in new members during club builds. Strengthening and "retargeting" efforts have started as well.
- Printed pieces marketing the convention are available for district mid-year conferences and will be included in the general mailer. The first round of targeted marketing was a success, with an email open rate more than double our average.
- Given the success and reception of recent magazine issues, we are making the back page more utilitarian--something clubs can use during meetings and beyond.
- With Jack Brockley's retirement, Kasey Jackson will become the executive editor of Kiwanis magazine on January 16. Tony Knoderer will become the managing editor of Kiwanis magazine on February 1.

FINANCIAL VIABILITY

- Finance staff have been busy processing payments. *Approximately US\$10.718 million was invoiced in renewal fees for Kiwanis. As of January 10, 2020, we have processed US\$6.462 million (60.3%) of renewal fees. This has involved many discussions and calls with clubs to resolve billing issues.*
- Staff continues to work with districts that are not in good standing. This continues to consume much time and resources, but it has been a valuable exercise.
- We are also working with staff to accurately forecast 2019-20 expenditures and identify potential cost reductions in anticipation of the upcoming budget. We are now starting to prepare the 2020/21 budget.
- Staff has also been preparing for next week's "discovery" meetings with Fonteva for the new Association Management Systems.

LEGAL (attorney-client privilege protected)

- Mediation is underway in the Kiwanis Vocational Home litigation.
- We will be attending the conference in Atlanta for District Administrators and Youth Protection Managers.

Next KI Board Meeting: January 16, 2020 – Indianapolis/GoToMeeting

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