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Trick-or-Treat to support The Eliminate Project



In 2011, Kiwanis-family clubs participated in [Trick-or-Treat for UNICEF](#) and raised more than US\$600,000 to support [The Eliminate Project](#). This translates to saving or protecting more than 333,000 mothers and their future children from maternal and neonatal tetanus. Builders Club alone raised more than \$37,000. That's amazing! And it shows the power of people of all ages to help children around the world.

A new goal

We're hoping to make an even larger impact this year. Do you think we can make it to \$45,000? That would add up to 25,000 lives. Can you imagine if every member committed to saving just one life each? With 45,000 members, that would raise \$81,000. That's only \$1.80 per member.

Pizza & patches

To thank you for all of the hard work you're putting in this season, we've developed a few special treats for you and your club. The club with the most Trick-or-Treat funds turned into the Kiwanis International Foundation by November 9, 2012, will win a pizza party. Also, keep in mind the new Kiwanis-family recognition program that kicked off October 1. Clubs that raise just \$10 per member qualify as a bronze level club and can earn a banner patch. Trick-or-Treat is a great time to try to hit that goal!

Be sure to check out the Trick-or-Treat site for more [fundraising ideas!](#)

Sticks and stones: Anti-bullying Month

Millions of children worldwide have experienced bullying at school. Any bullying hurts a child's self-esteem, but at its worst, bullying could lead to high anxiety, bad grades, dropping out of school or even suicide.



The good news: You can help.

Kiwanis is taking a stand against bullying with the help of its Kiwanis youth leadership programs—K-Kids, Builders Club and Key Club. Through service, students learn about the impact they can make on their communities by giving, caring and sharing. Sponsored youth become leaders who are examples to their peers and who help create a safe, bully-free environment.

Bully prevention also promotes Kiwanis-family values: serving the people around us, building better communities for ourselves and future generations, and showing others the importance of the Golden Rule.

Take time during your meetings to talk about bullying. It used to be that bullies were found on the playground, but now they have made their way onto [social media sites](#). Middle school is such an important time to teach kids the harmful effects of bullying. Create awareness by hanging up [anti-bullying posters](#) in your school. [Join the fight.](#) [End bullying.](#)

Coming in November: Kiwanis Family Month

Anyone can go out and do service, but with Kiwanis, you are a part of something much larger. From our youngest K-Kids to our oldest Kiwanians, we have generations of members who are passionate about service and making a difference. November is a time to celebrate that family. Here are some ideas to help you get started. Make sure you take plenty of pictures and [tag Builders Club on Facebook](#).

Project Ideas

K-Kids: What was your favorite childhood book? Take the time to read your most loved book to K-Kids members and tie in a fun service project that relates to the story that you can do together.

Key Club: Invite Key Club members to your meeting and do a hands-on service project or to talk about high school.

Circle K: College can get pretty stressful. Why not take the time to send your local CKI club notes of encouragement and a sweet snack?

Aktion Club: Make a poster of your club members handprints to share with Aktion Club. Write the phrase "High 5 for being awesome, Aktion Club!"

Kiwanis: November is also a month to be thankful, so why not tell your Kiwanis Club why you are thankful for it?



Prematurity awareness with March of Dimes

How can you work together for stronger, healthier babies? Get involved with Prematurity Awareness Month and World Prematurity Day on November 17th. Download our youth volunteer guide at marchofdimes.com/youth for talking points, school and community projects and a sample two-week awareness and fundraising plan.

Contact teamyouth@marchofdimes.com with any questions or to share your ideas.

5 tips for building up Builders Club

1. **Students are stepping up to be leaders.** Giving students that chance to step up and be that leader is one of the best parts of Builders Club. Just because a student isn't president doesn't mean that there aren't other opportunities. Make him or her a chair of a committee for The Eliminate Project or encourage him or her to take charge of a service project. Always let students know when they are doing a great job either verbally or with a special note. It may not be a big deal to you, but it just might mean the world to them.

2. **Positive reinforcement always makes a difference.** Sometimes middle school students are way too cool to participate. Why not add a sweet incentive? Any student who completes five service hours a month gets a full-size candy bar of his or her choice. Make a chart of different levels the kids can reach. If you reach your goal of service hours as a club, host an ice cream party! A little positive reinforcement might just jump-start all sorts of motivation. At the end of the year, recognize your MVV (Most Valuable Volunteer).

3. **Invite speakers to your meetings.** For example, if you're making care packages for firefighters to give to little kids who have lost everything, invite a firefighter to come in and talk about it. Making kids aware that there are other children in their own community who have nothing might really deepen that passion for service.

4. **Do service projects and fundraisers with the K-family.** Working with K-Kids will make your members feel like role models. Working with Key Club or Circle K members will make them feel cool because they know an older kid. Take it one step further and create a buddy system.

5. **Get your club involved with the school.** Try out projects such as a school-wide dance or kickball tournament. Make Builders Club the club that every kid wants to be a part of. This will make your members proud to wear their Builders Club gear (if they weren't already before) and help increase your membership.



Builders Club Program Kits

If you don't have yours yet, be sure to keep your eye out for your program kit coming to a mailbox near you! These kits are filled with great resources to help your year run smoothly. If you have any questions about getting your kit, please contact Nicole Harris at nharris@kiwanis.org.



Idea Oasis

From books and articles to videos and personal interactions, different things inspire us every day. Every month, a few of those inspirations will be gathered here in the Idea Oasis.

[18-minute inspiration: It's not what you do; it's why you do it](#)

Three years ago, Simon Sinek spoke about how great leaders inspire action. This video discusses what makes Apple different from other computer companies and why the Wright brothers were the first to take flight while others had a clear advantage over them. This 18-minute video will inspire your passion about Builders Club and inspire others who have that same calling. [Go to the video here.](#)

[Your body language shapes who you are](#)

Social psychologist Amy Cuddy shows how "power posing" can affect testosterone and cortisol levels in the brain, and might even have an impact on our chances for success. [Go to the video here.](#)

[For success in the long run, brain power helps, but what our kids really need to learn is grit](#)

Check out this article about how to make kids successful, from the standpoint of cognitive vs. non-cognitive development, passed along by Brent Hambly of the Florida District. [Go to the article here.](#)



"Our chief want is someone who will inspire us to be what we knew we could be." -Ralph Waldo Emerson