

BC WIRE

E-Newsletter for Builders Club Advisors

September 2010

Celebrate with BUILDERS CLUB and its cool new digital edition

Check out the recent issue of Builders Bloc magazine. In the new digital edition, every page appears as it does in print—plus you'll get easy links to resources, more stories and magazine archives.

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Leadership: the ability to listen, communicate, serve and guide others. How can you help your officers lead?

Builders Club's mission includes providing members with opportunities to develop leadership skills. And one of the core values includes leadership, which is the ability to listen, communicate, serve and guide others.

One way a Builders Club can foster the growth of leadership skills is by putting members into positions of leadership.

Each club is encouraged to elect a president, vice president, secretary and treasurer annually. By serving in these roles, members are able to learn and practice specific skills that will enhance their leadership abilities.

For more resources on electing, training and supporting club officers, check out [available downloads](#).

Save the date: Thursday, October 7 @ 8pm (EDT)

Want some easy ways to improve your club members' experience? Join us for an hour to learn suggestions to recruit members, ideas for service projects and ways to engage the Kiwanis family, among others. Gain the tools you need to lead your Builder Clubs.

[Register now](#) for the Builders Club Advisor webinar on Thursday, October 7 @ 8pm (EDT).



Renewal time

Kiwanis clubs can now renew their Builders Club membership for 2010–11. Go to www.buildersclub.org and click on [Club Renewal Center](#). You will need to know the faculty advisor's name/e-mail address, Kiwanis advisor's name/ mailing address and number of members. The US\$150 annual fee can be paid via credit card online or an invoice can be printed. Don't delay—your club will benefit from getting their 2010–11 supplies as soon as possible. If you have any questions, contact the [Member Services team](#).

Online—tools to help you lead

It is never too early to start planning your involvement in the annual [Builders Club contests and awards](#). Check out the [contest book](#) to see which category might be of interest to your club. You'll also notice the [speech theme](#) has been expanded to give your speaker more options. The [Annual Achievement Report](#) is a great guide to use throughout the year to see how your club is doing, and then, at the end of year, it can be submitted for a banner patch.

WaysToHelp.org grants

WaysToHelp.org invites teens in the United States to apply for grants to fund their community service ideas across any one of 16 issue areas. You can apply for a grant by visiting www.waystohelp.org and, after selecting an area of focus, choose "See Ways to Help" followed by "Apply for a Grant." Grant requests are reviewed and responded to on a monthly basis.



4 tips to increase your fundraising efforts

Builders Clubs use profits from fundraisers to support local and international causes, so the more successful your fundraiser, the more your cause will benefit. Here are a few tips to make your next project a hit:

1. **Publicize early and often.** Identify one volunteer to be the "head cheerleader" so there is a go-to person for questions. Promote your project before and during the sale, and try to alert parents ahead of time through the school's website and letters home. Make sure they know the reason for the sale so they will be compelled to participate. Track the project's achievements with a poster-size thermometer.
2. **Promote the product as a gift.** To get customers to buy more, emphasize a sale items as a potential gift.
3. **Personalize the product.** Brand the product with a Builders Club or your school's logo. Hold a contest to choose the winning message or image to help boost excitement.
4. **Involve parents and teachers.** Find ways to reward parents and staff who get involved. At some schools, principals will do something wacky if a fundraising goal is met. Ask how your principal wants to get involved.

(adapted from PTO Today, March 2010 by Evelyn Beck)

Hat Day: October 8th



Kylie Kuhns, a Builders Club member in Mifflinburg, Pennsylvania, lost her sister, Kelsey, in 2005 to leukemia. In Kelsey's honor, Kylie started Kelsey's Dream, a nonprofit organization aimed at helping cancer patients. Last year, Kylie organized a Hat Day on Kelsey's birthday, October 8th, to raise money for [Chemo Ducks](#), a program that provides a comforting and therapeutic toy to children during chemotherapy. Students in all of the schools in the Mifflinburg area donated a dollar and wore a hat for the day. Kylie is asking all Builders Clubs to join her in supporting Kelsey's Dream by hosting a Hat Day on October 8th. Check out [the Kelsey's Dream website](#) for more information. Also, Kylie created a [Hat Day flier](#) to use for your event.

Team up to fight childhood obesity

The Partnership for a Healthier America will bring together the public and private sectors, other organizations, business and thought leaders, the media, and states and local communities to make meaningful and measurable commitments to fighting childhood obesity. [Find out more](#) and discover how you and your club can get involved.



Friends for Change "Get the Word Out"

If you're organizing a service project, it's important to let your friends, family and community know what you're up to so they can pitch in and take steps to help your project succeed. The [Get the Word Out action plan](#), created by Disney's Friends for Change in partnership with Youth Service America, will give you tips on how to promote your event. It includes tips on connecting with the media and elected officials, working with community partners and reflecting, demonstrating and celebrating your results.