

Membership Matrix

VOLUME 4, ISSUE 7

MARCH 2008

SPECIAL POINTS OF INTEREST:

- Discover the Value of Being Kin
- Share in D2 membership successes
- Join the Kin2Kin forum
- Reserve the Fish DVD
- February membership Stats

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The Value of Giving

In this issue of the Membership Matrix, the topic is the value of Kin. We are going to present to you the things that we value the most about Kin. To me the value of Kin is the friendships I have made with over the many years I have with Kin. Also I have learned another valuable lesson and that is the value

of giving. It is an amazing feeling when you go out to a service project and help out the people in your community or lend a hand to a charity's weekend project. You must have similar stories about your involvement in Kin. Why not write a column about yourself in your bulletin or better yet send me your

story to put into the Matrix. Be proud of your accomplishments and share the gift of Kin.

Richard



Friendship and Fellowship

Friends are important for many reasons, but one of most important – though you may not have thought about it – is to help us learn more about ourselves. Have you ever noticed that when you talk to a friend about a problem, you gain a better understanding of it? The things you say, *out loud*, to a trusted friend are generally things that are important to you. Friends can tell you many things about yourself that you may overlook. A friend may notice

that you have a real skill working with numbers, that you're great at explaining things to others, or that you always order a chocolate shake to celebrate something. When your friends tell you these things, it helps you understand what makes you unique. Some people are content with a few close friends. Others feel the more friends the better. Either way, making a new friend is always a rewarding experience. Understanding what it means to be a good

friend will help you form treasured friendships. One of the greatest things about belonging to Kin is the many wonderful friendships you form.



D2 Success Stories

Club success can be measured in many different ways. Success can be measured in dollars raised, members gained, and personal member growth and energy.

The Geraldton Kinette Club chartered on February 4, 2007. This club's success is in their desire to become Kin. As the KINDRED SPIRITS FOR SPROUTS they met for two years and followed through with the desire to become a Kinette Club becoming our first charter in 10 years. Four members showed up at



FLC in Thunder Bay showing the District that they were CHARGED UP to join the association. The success they shared with us helped us to have a positive growth and get our membership kick started. The Kinette Club of Bois-sevain chartered on May 5, 2007. The success that these ladies have had in District 2 is amazing. This group of 16 women are well known for their "go and get 'em" attitudes and enthusiasm for Kin. In a two week period before their charter these ladies

met six times and had the attitude that they were already Kin. They had spread energy to the Kinsmen Club, to their home zone and finally to the District. Their success rubbed off on other clubs and a POSTIVE ENERGY started to spread.

The success of these two new clubs rubbed off on all others in our District. If we share the success we have with others, this Association will be successful for years to come.

Gord Patterson

Achieving a Common Goal

Imagine Canada without art, inspiring sport, social activism, health research and the vast array of social and community services. Who would provide safety for people in distress, support for families in need and new opportunities for Canadians seeking to embrace a new, productive lifestyle? Think about the volunteer sector as one of the

legs of a three-legged stool. Service clubs like Kin Canada add support, balance and value to the private and public sectors. Collectively it brings millions of people in thousands of organizations engaged in tens of millions of acts of courage and compassion that, when added together, create conditions for

change, new opportunities, and economic development.



HQ is proud to present
 Kin Canada's Stakeholder Consultation Initiative's micro-site, visit:
www.kin2kin.ca
Check it out. Check it often.

The Fish Philosophy DVD is available to borrow from HQ. This presentation will be a valuable tool for promoting positive attitudes in your club.

Contact Melina Hayward at mhayward@kincanada.ca to reserve a copy.



The Value of Being Kin

by Kerry Rajotte

Explaining the value of Kin seems to be one of those elusive things in life. We know or we understand the value is there but when asked to make a list of the values or categorize them it becomes more difficult. There are the obvious, concrete items that you can point out. We have a National Headquarters and a staff to take care of everyday Association business. You can see this and understand it. We have a comprehensive insurance policy covering our clubs. There is documentation to prove this. You can see it and so can understand. While you may not like the cost of this item it is a necessity of doing business in the world today.

It becomes more difficult when you try to explain the worth of having a purpose, or achieving a goal, or making a difference in your community. The inherent values of Kin. You can not see these things and they are very difficult to put a value on. A comparative analysis may be one way to explain.

To do this you could examine what other service organizations pay to be members. We all know that regardless of the service organization, there is a cost involved to belong to **all** of them. Some are relatively inexpensive compared to Kin, such as Lions International (approximately \$50 per year) or the Royal Canadian Legion (\$25). However, Lions International has 1,400,000 members and the Royal Canadian Legion about 100,000 or so. With your payment of dues for the Royal Canadian Legion you obtain...the right to vote. No personal development, no leader-

ship courses, etc. Lions International varies, however, effectively, their zone level doesn't exist. It is their Governor's responsibility to visit every club in his/her District (50 - 70), and few can afford to attend the international conventions.

Rotary dues vary from \$200 - \$700 per year. Soroptomists and Zonta International dues are around \$700 yearly, sororities at universities start at about \$500, and the list goes on. In an earlier study completed on dues, comparing 32 international service organizations, Kin Canada was amongst the lowest in the world.

Let's compare ourselves to the only other all-Canadian service organization – the Canadian Progress Club (CPC). CPC has approximately 700 members and 40 clubs throughout Canada, and in fact, they mirror our organization in a majority of areas. They pay approximately the equivalent of our national dues yearly. Of their national dues, a total of \$5,000 is spent on club administration, training, membership, education, planning, public relations, marketing and postage. They have only one staff member who works three days per week.

You may now say why would I care what other organizations pay? I am not a member of other organizations. So we will go one step further. You may yourself, or you will know someone who pays to be a member of Golf & Country club every year. This can vary greatly in yearly dues, but lets average it at \$1000, including your initiation fees and annual dues. For this you can play golf when

you want for five months of the year, attend member's only events and eat in the clubhouse. You may play hockey every winter. Average cost will hover near the \$2-300 mark. For this money you get to play hockey once a week, a team jersey and you may get a trophy. Belonging to a curling club will cost approximately \$350. For this annual fee you get to curl weekly, are invited to special events and must spend a predetermined amount in the clubhouse over the course of the six-month period. When you look at some of these numbers it would seem that the cost of being a member of Kin is not only less but offers you a wider variety of intrinsic value.

You will most certainly meet new friends and experience fellowship in all cases. You will not be given the opportunity to work on your organizational skills, your writing skills, or your presentation skills. You will not be helping your community by being a member of the local hockey team, or playing golf. You will not be working on your administrative, marketing or public relations skills. You will not be offered education and training unless it is specific to golfing, curling or hockey.

What is it worth "to strengthen interpersonal relationships, manage stress and handle

The bottom line is the cost of Kin is two dollars per week but the value of Kin is priceless.

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Kin Canada figures and stats

As of February 29, 2008 there were 322 Kinsmen Clubs, 192 Kinette Clubs and 25 Kin Clubs registered at Kin Canada National Headquarters, bringing the total number of clubs to 539. The number of Active, Active Life and Associate Members in the Association was 7,364.

Contact Us!

The Matrix would like any articles that you have that would make great stories for this newsletter. Or, if you have a fantastic program for membership, we would be happy to print it. Please email kimura@telusplanet.net or dmoxxam@kincanada.ca

National Membership Committee

The members of the National Membership Committee are ready, willing and able to assist you with any membership questions or concerns that you may have. Please feel free to contact any member with your inquiries.

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Value of Being Kin

fast-changing conditions? You'll be better equipped to perform as a persuasive communicator, problem-solver and focused leader. And you'll develop a take-charge attitude initiated with confidence and enthusiasm?" \$1,595 plus GST. This is what it costs to join a Dale Carnegie course. Kin Canada delivers these same abilities and much more, for much less.

Kin Canada delivers the best service in the world to their communities. In any town across Canada, you can find a member of the Kin family to help you if you need it. Chances are some of your best friends are Kin, and a good portion of your social life revolves around them. How much is this worth?

Kin Canada will assist you on your resume. Many major corporations look for community service when seeking applicants. Most Police forces demand it from a new recruit; Applicants to teachers college are advised to show it. Some banks still ask their managers to join a local service club and will pay the annual dues for them. How much is this worth?

If none of this has made you think about the value of being a member, maybe some of the following will inspire you. Kin Canada allows you to make a real difference in your community and in your country. Think of the impact that our \$1.5 billion contributed to Canada have made. Our partnership with the Canadian

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Cystic Fibrosis Foundation and the \$35 million we have donated have made a life altering difference. What about the impact of TeleMiracle the Rehabilitation Foundation, our work with BBQ Canada, Raise the Flag Day, Proud To Be Canadian Tour, Celebrate Canada in the Capitals, Kin Ride to Low Tide, Multiple Sclerosis, Rick Hansen's Man in Motion Tour, Hal Roger's Endowment Fund, Hay West, Kinaspire to Stop the Fires, the Juno Beach Center, and all of the local projects you and your club have made? How much is this worth?

The bottom line is the cost of Kin is two dollars per week but the value of Kin is priceless.