



Kin Canada

Association of Kinsmen and Kinettes
Association des Kinsmen et Kinettes

2011-12 National Programs/Resources Overview District Leadership Seminar

National Message

Welcome to your term in office and to your new Kin team. The following is a brief overview of some of the programs/resources available from the Kin Canada national offices. We encourage you to become familiar with them.

National Dues Billing

Clubs are assessed for their membership as of September 30 of each year. The dues billing is mailed to clubs by mid-October with payment due on or before November 15. The club can choose one of two options: pay the amount in full or pay in instalments. The dues billing is based on the national budget approved by the delegates who attend National Convention in August.

Awards

National Awards are designed to encourage competition, as well as to provide a road map guiding members on how to get involved in Kin – obtaining maximum personal development. There have been several changes made to the awards brochure since last year, as the awards program became out of date and had minimal submissions. The new brochure reflects Kin Canada's mission statement for the National Awards Program which states that it will, "Promote a program which stimulates, and encourages personal development and leadership while recognizing integrity and achievement within the Association." The National Awards brochure is available for download at <https://www.kincanada.ca/kinsmen-members/en/members/68/National-Awards>.

Membership Services

To keep Kin Clubs and Districts up-to-date and informed about membership information, Kin Canada offers a variety of membership data and statistics for planning and development purposes. Visit <https://www.kincanada.ca/kinsmen-members/en/members/101/Membership-Forms-&-Requests>

New Member Registration Form: The new member registration form is of vital importance to our Association as this is the only way to add new members to the Club's official roster at National Headquarters. When National receives a New Member Registration Form with payment for the New Member Registration/Kit, the new member's kit, including a standard name badge, is shipped directly from our supplier as soon as possible.

Membership Status Report Forms (MSRFs): This form is used to re-activate or de-activate a member; change a member's information or change to Life Membership status. It's imperative that you make every effort to ensure the accuracy and completeness of this form since we use the information to send various National communication pieces to the individual member, including print issues of Kin Magazine.

Membership Application Form: The Membership Application form replaced the Proposal for Membership form and is for the Club's use only.

Annual Club Reporting Form

Clubs are requested to complete the Club's Annual Club Reporting form and return it to National Headquarters by June 15th of each year. This form is used to obtain vital information about the Club (i.e. incoming president, meeting days and time, service dollars raised, etc.). Some of this information is needed for the Association's annual report.

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Membership Development

The Membership Department provides tools and leadership that will facilitate the development (growth) of both Clubs and individual members in the areas of retention, recruitment and expansion. Its intent is to stabilize membership and subsequently see our numbers increase. Retention is the measure of the relative value that our association offers. The National Membership Committee recognizes the need for a comprehensive focus on helping Clubs retain their membership by creating a solid Club base for every member, new and seasoned.

We also recognize that issues of conflict and burnout are lessened when clubs are healthy and all members are engaged in the business of the club. In short, members will stay if we provide them with value that adds to their volunteer experience, and we will help clubs ensure that Kin is the organization of choice for the residents in their community. To inquire about recruiting and retention materials available to your club or district, please call 1-800-742-5546 Ext. 207.

Kin Canada's fight against Cystic Fibrosis

Our commitment to the fight against cystic fibrosis is stronger than ever. Please encourage others to continue this fight, and mark the annual Kin-CF Day, the first Saturday of May each year, on your calendar. The Great Strides Walk for CF will be held on Sunday, May 29, 2011. While this nationwide fundraising event will be managed by local CF chapters, we encourage all Kin to get out and make "great strides" toward finding an effective cure or control for cystic fibrosis.

National Disaster Relief Fund

This fund was established to provide short-term immediate financial assistance to any area within Canada declared a disaster area, when a definite need for such assistance is shown to exist. During the past few years, aid was provided to fire stricken communities in Districts 4 and 5, to flood victims in Stephenville, Nfld., and Peterborough, Ont. Internationally, aid was sent to help victims of the South Asian tsunami, Hurricane Katrina in New Orleans and Haiti earthquake relief. All clubs are encouraged to donate regularly to this fund.

Hal Rogers Endowment Fund and Kin Canada Bursaries

Kin Canada Bursaries is a program of the Hal Rogers Endowment Fund (HREF). This fund was created in memory of the Association's Founder, who passed away in September 1994 at the age of 95. To date (March, 2011), 691 students have benefited from the hard work and generosity of Kin members who continue to keep Founder Hal's dream alive. Hal was keenly interested in education and in helping young people pursue their goal of attending post-secondary institutions. His goal was to see the Association establish an educational fund and he hoped Clubs would stand behind him to financially support it.

Each fall, Clubs receive a bursary package including the current application form and program evaluation guidelines for the Club Chairperson. Additional information and promotional materials are posted on the Kin website at www.kincanada.ca, in the Members section under National Committees. Clubs are asked to promote the bursaries to their local high schools by December 1st. Bursaries to be awarded are decided by the trustees in the spring, with a minimum of two (2) bursaries awarded per District each year. National Headquarters also notifies major Canadian universities and colleges about the availability of the bursaries. Students and the general public can access the application form and information on how to apply at www.bursary.ca.

The success of the bursary program depends upon the financial support of Kinsmen, Kinette, and Kin Clubs. Clubs are encouraged to include the Hal Rogers Endowment Fund in their annual budget.

The Hal Rogers Endowment Fund is governed by a Board of Trustees made up of six Kinsmen and/or Kinettes throughout the Association. Each year, two new trustees are selected for a three-year term. Trustee applications are available on the Kin Canada website. For more information, contact Bas Zak at bazak@kincanada.ca.

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Kin Canada Foundation

The Kin Canada Foundation, founded in 2005 and supported by voluntary contributions from Kinsmen, Kinettes and friends of the Foundation, continues to further Kin Canada's mission of community service. The Board of the Foundation is comprised of experienced Kin from across Canada with every District represented. In addition to the elected Board members, Kin Canada appoints a number of their Directors each year to the Board on an alternating basis.

The Foundation, a charitable corporation, assists the Association by raising funds to enable Kinsmen, Kinette and Kin clubs to better change lives and serve Canadian communities. Numerous Canadian charities also directly benefit from the Foundation's funds.

Hal Rogers Fellow

The prestigious Hal Rogers Fellow (HRF) program recognizes individual Kin, Associate Members, alumni, as well as non-Kin who have demonstrated integrity, leadership and service to their community. It may be given posthumously where circumstances warrant.

Each new Hal Rogers Fellow receives a commemorative certificate, pin and medallion. Proceeds from this program, named after Kin Canada's Founder Hal Rogers, will assist in the creation of a permanent endowment fund that will continue to support the work of Kin Canada and its Foundation. To date, twenty-nine Hal Rogers Fellows have been awarded. For details, contact Curtis Kimpton, President and Chair, at ckimpton@sasktel.net or Carmen Preston at cpreston@kincanada.ca.

We invite all clubs to find out how they can benefit from the Kin Canada Foundation, and encourage all Canadians to support the work of Kinsmen and Kinettes through the Foundation. Remember, a gift to the Kin Canada Foundation is a 'Gift that Gives Forever.' To indirectly support our volunteers' efforts to help their communities, please call (800) 742-5546 to make a donation. Cheques can be made payable to Kin Canada Foundation and sent to c/o Kin Canada 1920 Hal Rogers Dr., Box KIN, Cambridge, ON, N3H 5C6. Tax receipts will be issued.

Risk Management

National Headquarters provides many tools to help Clubs identify risk within their Clubs and information about the steps to take once the risk has been identified. The best tool in risk management is the Step-by-Step Risk Management Guide. With the help of the National Risk Management Committee, we are able to help Clubs understand requirements and help them protect themselves.

Communications (Publications)

Sharing information, encouraging feedback and facilitating dialogue are fundamental mandates of the Communications Department.

Kin Magazine, the official publication of Kin Canada, is published three times a year in print (February, June and October) from the Communications Department. Online editions are posted three times a year and posted on the Kin Canada website (April, August and December).

The mission of *KIN Magazine* is to report Kin news by highlighting club service projects and member achievements, and strengthening the Association and the Kin Canada brand through overall business and marketing strategies. Articles of general interest to our members, such as business, finance, travel, health and education, are also included. Members are encouraged to submit news articles and photographs.

The magazine generates non-dues revenue through paid advertising. By encouraging businesses to advertise in *KIN Magazine*, you'll be helping to attract more non-dues revenue. To view a production schedule or for more information, contact Karen Piovaty, Communications and Marketing Manager, at kpiovaty@kincanada.ca or call (800) 742-5546 ext. 204 or visit <http://www.kincanada.ca/kinsmen-pages/en/content/38/KIN-Magazine>

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Kin-nections is a member-only newsletter distributed with the quarterly club mailings via Canada Post. For cost efficiency, National and District officers receive this mailing via e-mail. It contains timely information from National and is also posted on our website in the Members section under Publications and Resources, Newsletters.

Kin CyberNews is an e-newsletter sent once a month (third Wednesday) to members with valid e-mail addresses. *Kin CyberNews* includes time-sensitive Association news, committee updates, a calendar and messages from our partners. To subscribe, e-mail Melina Hayward at mhayward@kincanada.ca

Membership Matrix is a monthly on-line publication exclusive to Kin Canada members. The Matrix focuses on membership issues and features articles and editorials submitted by members of the National Membership Committee. It is posted to the Kin Canada website each month by the Communications Department. It is also available on a subscription basis. Requests to be included on the distribution list can be sent to the Membership Coordinator at jwulff@kincanada.ca.

Media Relations

The Communications Department offers Clubs and Districts support in their media relations efforts, including assistance with preparing news alerts, media releases and public service announcements.

Website (www.kincanada.ca)

The Kin Canada national website has two audiences: the general public and Kin membership. The non-member section informs the public about general Kin Canada information with the goal of attracting them to the Association.

The Members' section of the website is designed for members and Clubs, as well as District executives. Here you will find useful information and the necessary tools to be effective in your day-to-day operations – Serving the Community's Greatest Need. If you require assistance using the website, please contact Denoja Kankesan, Communications Coordinator, at dkankesan@kincanada.ca or call (800) 742-5546 ext. 203.

Stakeholder Relations

Because Kin Canada is a member-driven Association, every effort is being made to elicit as much input from as many members as possible, to arrive at consensus regarding the future of the Association. The former kin2kin.ca stakeholder consultation website has moved within the main Kin Canada website at www.kincanada.ca. It can be found in the Member section under "Let's Talk!"

Kin members can also voice their opinions through the use of online polls, blogs and forums. Consultation sessions are also held at numerous events, including national convention, FLCs and Spring Zones. For more information, e-mail consultations@kincanada.ca

Marketing

The Marketing Department works to ensure that the Kin Canada brand, national marketing materials and national advertisements are consistent across the country. The "We Are All Kin" campaign and its internal and external branding are managed by the Marketing Department. Clubs can contact the Marketing Department for assistance with Club marketing strategies, event promotion or development of advertisements.

You may also contact the Marketing Department to request National marketing materials or to get a copy of the most current logo/crest for use on your Club's materials. Please note that a Master Licensing Agreement must be signed by each Club before they are permitted to use the logo or crest. E-mail Karen Piovaty, Communications and Marketing Manager, at kpiovaty@kincanada.ca or call (800) 742-5546 ext. 204.

Social Media is used on a daily basis to make national announcements, promote club events, share member news and allow members to participate in informal conversation with other members from coast to coast. The Marketing Department can help clubs with their social media efforts and advise them about ways to cross-promote events and announcements. Kin Canada can be found at www.facebook.com/kincanada and www.twitter.com/kincanada.

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Kin Canada Member Benefit Partners

Member benefits programs are used by many Associations and Chambers of Commerce to provide their members with savings on everyday personal items and services as a way to offset the cost of membership. Most of Kin Canada's Partners also provide some return back to the Association to help further offset dues – this usually happens based on the level of member participation in each program. This program is designed to bring value to members while generating non-dues revenue.

Kin Canada Preferred Fundraising Partners

The Kin Canada Preferred Fundraising Partner program is an extension of the national Member Benefits program. The difference between the two programs is that a Member Benefit partner offers direct savings to the member through a discount on product or service, whereas preferred fundraising partners offer Clubs a wide range of products and services that appeal to almost everyone, making your Club's fundraising efforts profitable, simple and hassle free. Members are encouraged to visit <http://www.kincanada.ca/kinsmen-pages/en/content/164/Member-Benefits-Program> for current information about the program and to view a complete list of partners.

Kin Sales

Kin Sales is a division of Talbot Marketing. The purpose of this retail division is to provide merchandise and regalia that is branded with the Kin Canada logo. A portion of each sale is returned to Kin Canada in support of member programs. For a full catalogue of merchandise, please visit www.kincanada.ca and go to the Kin Store.

National Convention

The Kin Canada National Convention is held each year in mid-August. This convention is hosted in a different city each year and every effort is made to maintain a rotation across the country. The purpose of the convention is to conduct the business of the Association (it is our Annual General Meeting), as well as to provide opportunities for education and fellowship to our members. For more information on upcoming conventions, please visit <http://kinvention.ca>