



**ELIMINATE**

maternal/neonatal tetanus



**Kiwanis** | **unicef** 

# **Multi-division coordinator orientation**

November 18 - 20, 2011  
Brussels, Belgium

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# Welcome and introduction

Dave Curry

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(Saturday) 2008  
• Venue: Pulau Spring Golf & Resort  
• Time: 8:00 am - gather @ school - 2 pm  
@ Pulau Spring 9:00 am  
Bus are provided  
\* only for our children + 1 parent  
Extra: makanan: RM25  
Bas: RM20  
Semua di atas ini adalah harga

Cuti sekolah:  
• 8 Mac - 16 Mac 2008  
Naik sekolah:  
• Group 2 & 3: 17 Mac 2008  
• Group 1 & 4: 18 Mac 2008  
• Group 5: 19 Mac 2008

Sila bawa/ Paka:

1. Topi
2. Paka
3. P...
4. ...













# Thank You

- Your role is crucial
- Your involvement is paramount
- Without you, we cannot succeed





# A historic moment

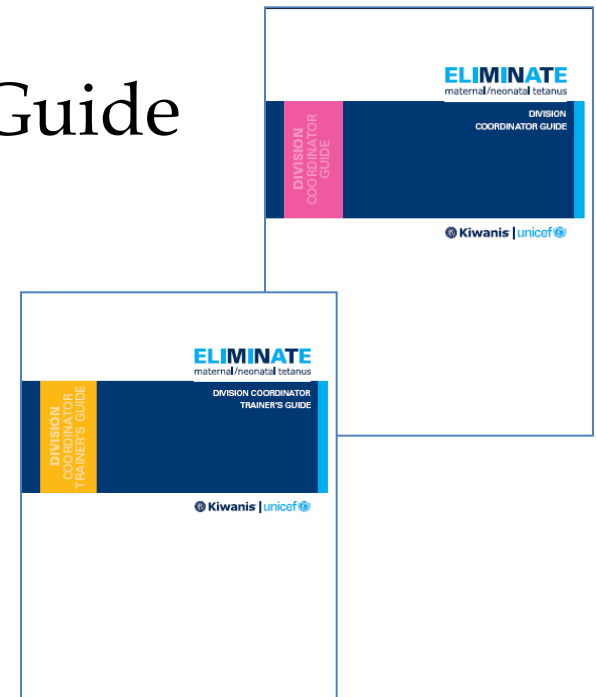
- For KI and KIF
- For mothers and children
- For the international community
- For us in this room



**I am committed to The Eliminate Project because I believe...**

# Your materials

- Multi-Division Coordinator Guide
- Division Coordinator Guide
- Division Coordinator Training Guide
- Agenda
- Pledge form
- Sample campaign materials



# Brief review of webinar content

Jean-Pierre Berton  
Lindsay Marciniak

[See webinar overview handout](#)



# What is maternal and neonatal tetanus?

- Kills 1 baby every 9 minutes
- Kills 59,000 newborn children every year, often also killing the mother
- Excruciating effects for mothers and babies
- Effects triggered by light or touch





# Babies and mothers are dying but there is a solution



- Highly preventable
- 3 doses of a 60-cent vaccine
- Immunity passed on to baby

# What progress has been made?



- Success in 20 countries
- Partners with a shared commitment and past successes
- Governments of at-risk countries will do their part
- Kiwanis is the final push

# A partnership to change the world



- Kiwanis's strength in reaching leaders and communities
- UNICEF's global staff and unbeatable supply chain
- Reaching those not served by anyone

# What we need to do

Save and protect 61 million lives



Close the funding gap and raise US\$110 million



# Strategic objectives

1. Help eliminate MNT
2. Achieve the fundraising goal
3. Raise the profile of Kiwanis International
4. Increase membership
5. Strengthen Kiwanis' giving culture and relationship with KIF
6. Build a platform for future funding
7. Prepare for the next opportunity





# Campaign overview

1. Communicate the story
2. Pledges over five years
3. Establish urgency
4. Comprehensive method
5. Build a leadership team
6. Focus on potential
7. Customize locally
8. Request extraordinary generosity
9. Say thank you
10. Celebrate success



# The Eliminate Project: 2011-2015

## CAMPAIGN TIMELINE



# Individual recognition: Walter Zeller Fellowship



Save or protect more than **690** mothers and their future babies.

Gift of US\$1,250

(one-time/over two consecutive years)

Donors receive:

- Walter Zeller Fellowship medallion
- Walter Zeller Fellowship lapel pin
- Personalized certificate

# Communication resources



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 **Kiwanis** |  **unicef**

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HOME BLOG KEY DATES HISTORY NEWS

### The Eliminate Project

**GIVE** **EMAIL US**  
**SHARE YOUR STORY** **DO YOUR PART**

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1 Glimpse of the Future

MAY 25, 2011

**[ DONATE NOW ]**

**MORE PHOTOS:**



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**Kiwanis**<sup>®</sup>

| **unicef**





# Resources

### WHAT YOU AND YOUR CLUB CAN DO

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Kiwans | unicef

**WANT TO KNOW MORE? BOOKMARK US...**

- Facebook.com/TheEliminateProject
- Youtube.com/TheEliminateProject
- Twitter.com/@EliminateMNT

**Official site**  
www.TheEliminateProject.org

### WHAT'S ON THE WAY

Resources for district connections in eight Kiwanis languages  
Ressourcen für District-Beziehungen in acht Kiwanis-Sprachen  
Ressources pour les connections de district dans les huit langues de Kiwanis

**Print collateral / Druckmaterial / Print collateral Imprimer le garanti / Documentation papier Stamps collaterale / Bijkomstend drukwerk**

- International brochure  
Informationsbrochure  
Folieto Informativo  
Brochure d'information  
Brochure informativa  
Informationsbrochure  
情報ブローチャー  
國際簡介
- What you and your club can do  
Was Sie und ihr Club tun können  
Folieto sobre lo que usted puede hacer  
Brochure comment vous pouvez aider  
Brochure su cosa possono fare  
Brochure: wat u en uw club kunt doen  
あなたとあなたのクラブが出来ること  
介紹書
- Recognition brochure  
Anerkennungsbrochure  
Folieto das reconhecimentos  
Brochure sul riconoscimento  
Brochure erkanntnis  
表彰に関するブローチャー  
介紹書

### ELIMINATE

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### THE PATH TO SUCCESS

From our hearts to the touch of a mother's hand  
THE ELIMINATE PROJECT'S FUNDRAISING CAMPAIGN

Kiwans | unicef

### BY THE NUMBERS FACT SHEET

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### ELIMINATE

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# 100K CLUB

Kiwans

### CAMPAIGN CONNECTION

June/July 2011 | www.TheEliminateProject.org

#### Rutgers University's Dance to Eliminate!

Due to the University's commitment to social responsibility, the University is proud to announce that it will be participating in the Eliminate Project's fundraising campaign for the elimination of maternal and neonatal tetanus.

The event, "Dance to Eliminate!" will be held on the University's campus on Saturday, June 11, 2011, from 6:00 PM to 10:00 PM. The event will feature live music, dancing, and a silent auction. Proceeds from the event will go to support the Eliminate Project's efforts to eliminate maternal and neonatal tetanus.

For more information, please contact the University's Office of Social Responsibility at (732) 932-3333 or visit the Eliminate Project's website at www.TheEliminateProject.org.

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# MODEL CLUB

LEAD 2011  
Kiwans



# Campaign Resource Center log in

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English Deutsch Español Français Italiano Nederlands 日本語 中文(繁體)

HOME | BLOG | NEWS | CONTACT US | GIVE |

MNT RESOURCES

## Campaign Resource Center

Welcome to the Campaign Resource Center for volunteer leaders!  
Thank you for your commitment to The Eliminate Project.  
Log in to access files and resources assigned to you.

Don't know your login? [Contact your district.](#)  
Login not working? [Contact kiwanisone@kiwanis.org.](mailto:kiwanisone@kiwanis.org)

User Name:

Password:

Remember me next time.

SEARCH...  
GIVE EMAIL UPDATES  
FOLLOW US  
twitter #ELIMIN8  
SHARE YOUR STORY  
DO YOUR PART

KIWANIS.ORG | UNICEF | TERMS OF USE | PRIVACY POLICY | SITEMAP | SUBSCRIBE/UNSUBSCRIBE

Username  
campaign2015

Password  
Elimin8MNT

*case sensitive*

# Questions and answers

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# Communication and reporting flow

Filip Delanote

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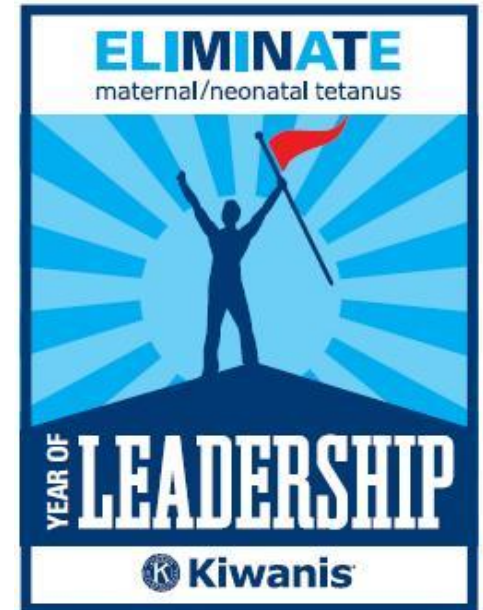
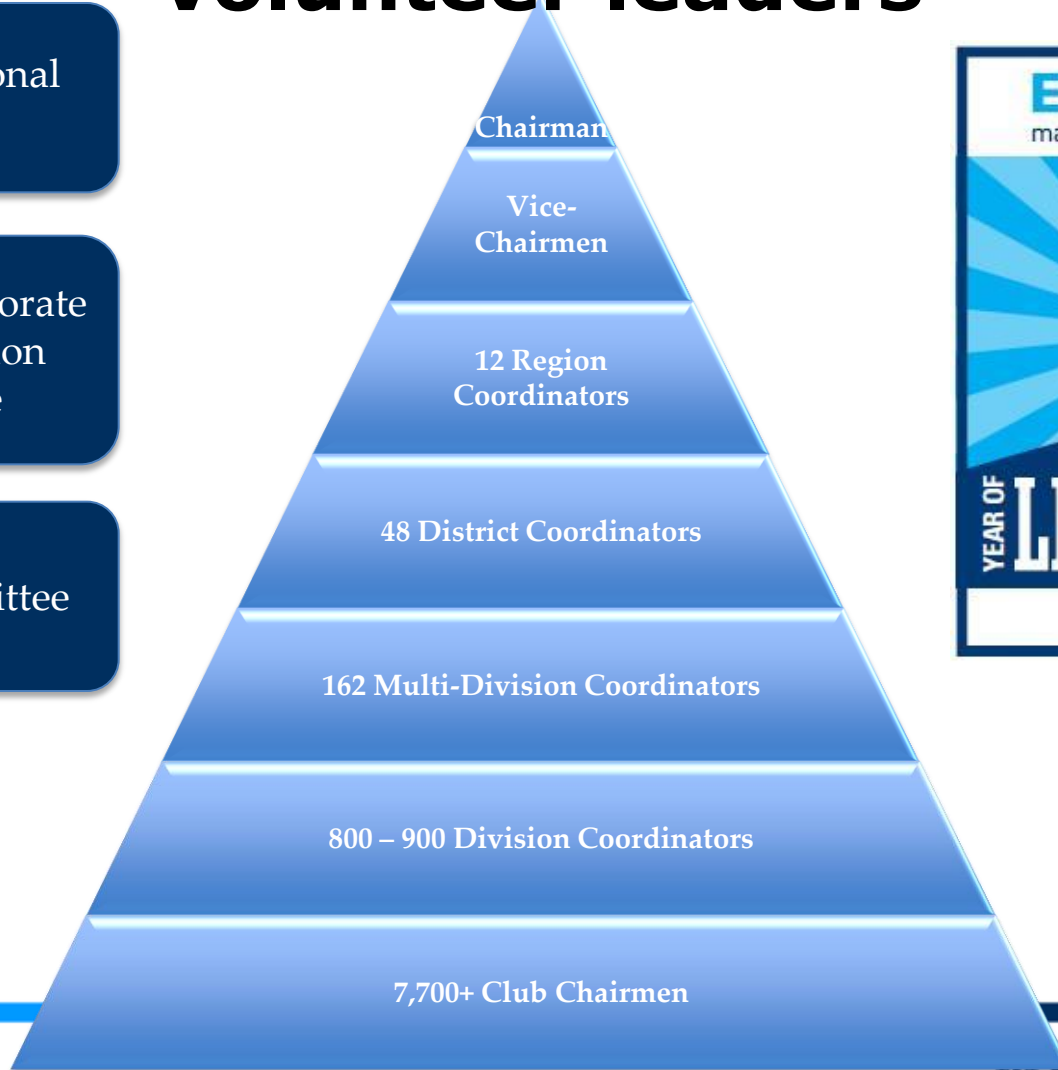


# The campaign team- volunteer leaders

Past International  
Presidents

Lead Gift, Corporate  
and Foundation  
Committee

SLP Subcommittee



# Serve as a campaign leader

leadership  
motivation  
dedication  
excellence  
drive  
discipline  
passion  
heart



# Multi-division coordinator

- Take ownership of the campaign plan and goals
- Lead Division Coordinators and remaining team members
- Recruit and train Division Coordinators to guide their Club Chairs, Club Vice-Chairs and Club Treasurers
- Communicate information and progress out and report the same back in

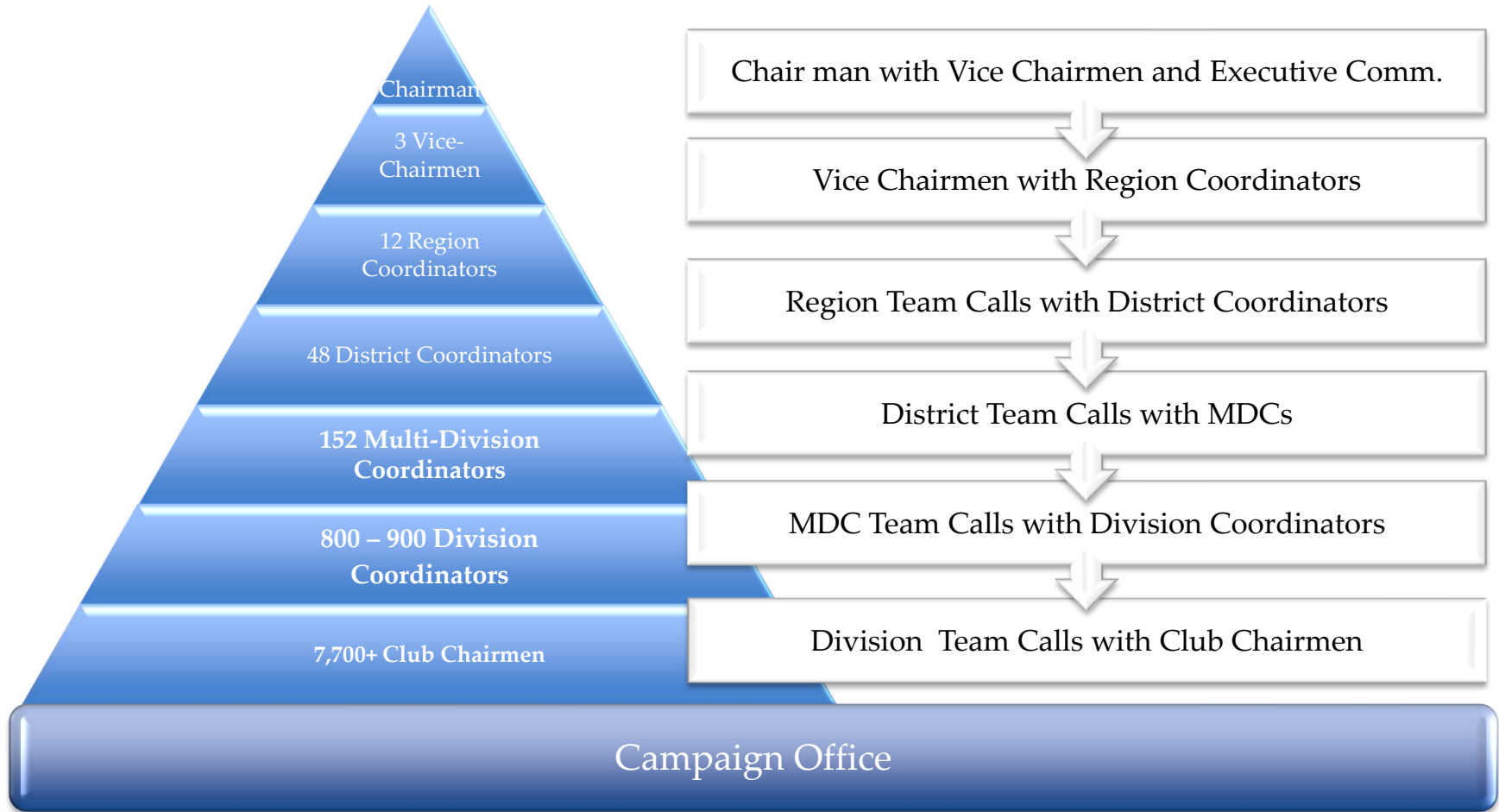


# The campaign team-cycle of communication



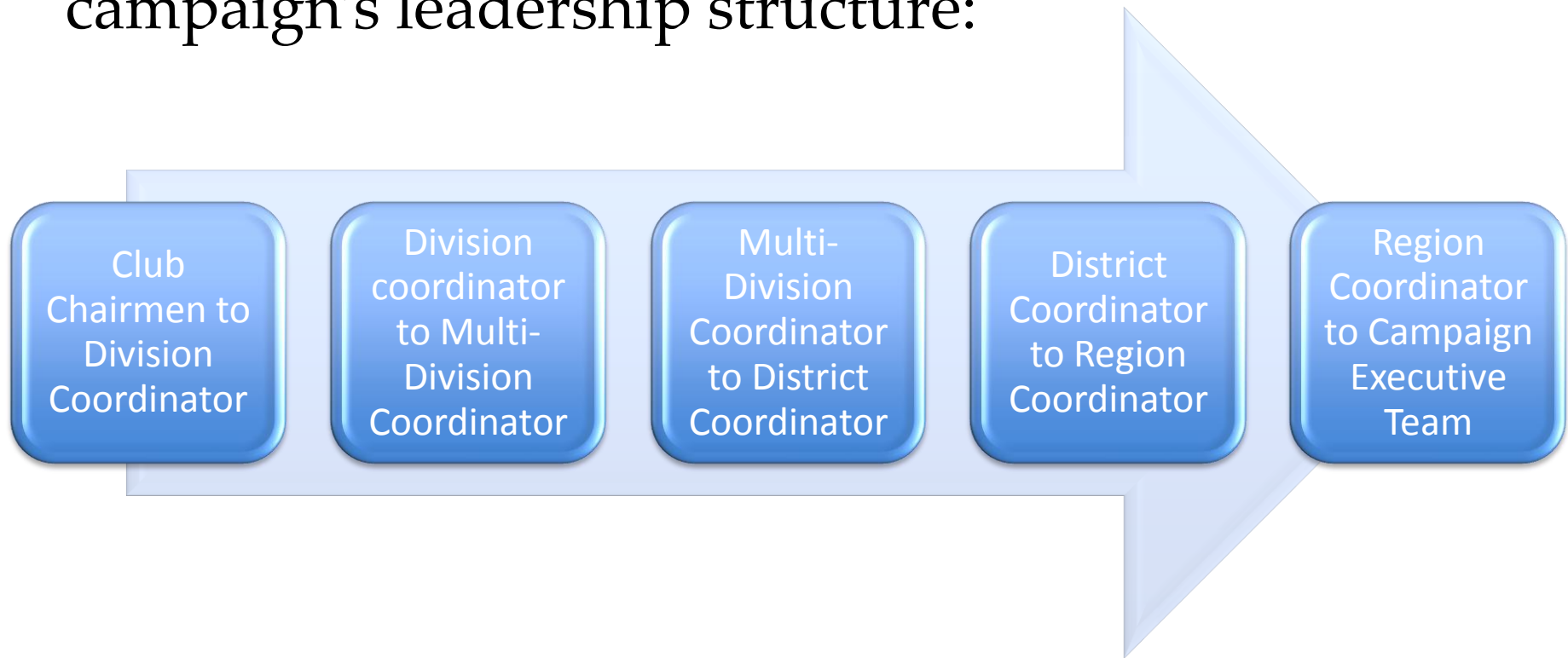


# The campaign team - team calls



# Reporting

Progress report/form submission will follow the campaign's leadership structure:



# Questions & discussion



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# Breakout sessions by district I

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# Questions and Discussion

- Do you have questions remaining on the information provided during the online webinar orientations?
- Specifically, do you have questions on the case for support, the campaign plan, the timeline, the recognition plan, or the resources?
- What is your impression of your role as a Multi-Division Coordinator?
- What appealed to you about the position and what, at this early stage, seems daunting or intimidating?
- How will you create a team atmosphere among your Division Coordinators?



# Breakout sessions by district II

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# Questions and Discussion

- Customization of Materials
  - Discussion and exercise to customize materials by district
  - Opportunity to draft an insert for the fundraising brochure(s)
  - Provide direction on the proper address to add within the pledge form



# Club fundraising

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# The comprehensive method



Customize:

- Choose the best combination of methods
- The more methods, the greater the fundraising success

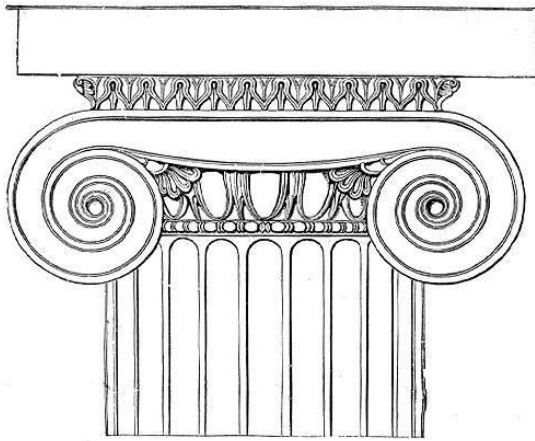
# Customize locally

A global organization like Kiwanis requires a fundraising plan with flexibility and cultural customization.

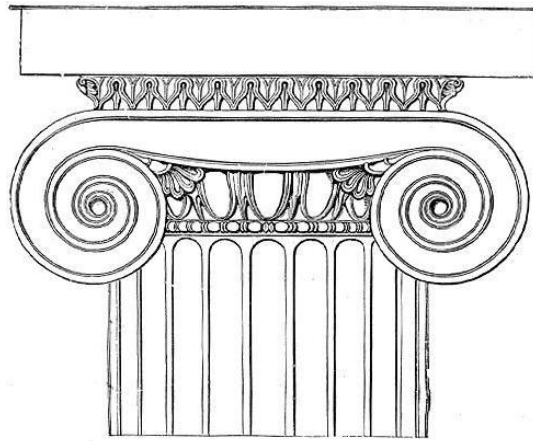


# Accelerate: request extraordinary generosity

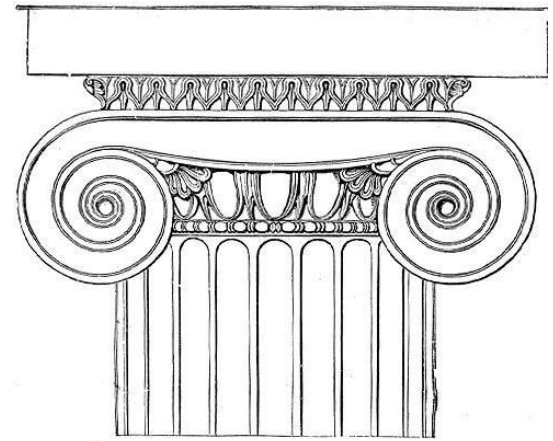
# US\$110 million



**Model Clubs**



**100K Clubs**



**Lead Gifts**

# Districts with Model Clubs

Switzerland-Liechtenstein

Belgium-Luxembourg

France-Monaco

# Model Clubs

Kiwanis Club Zofingen

Kiwanis Club Destelbergen Reinaert

Toulouse Hermes St Exupery



# Lead Gift Donors

Randolph and Drue DeLay

John Mayfield

Doug Schumann

Kiwanis Foundation of Canada

Milford and Lenora Hanna

# Focus on potential



Fish where there are fish.

# Evaluate fundraising potential

Our experience tells us the **40-40-20** rule will apply:

**40** Percent of clubs will participate at a high level

**40** Percent of clubs will participate at a moderate level

**20** Percent of clubs will do little or nothing

# Questions & discussion



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# Closing remarks

Dave Curry

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# An extraordinary start!



# A picture tells 110 million words

















**Twenty years from now  
you will be more disappointed  
by the things you didn't do.**

**Than by the ones you did do.**

*Mark Twain*





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**Kiwanis** | **unicef** 

# **Multi-division coordinator orientation**

November 18 - 20, 2011  
Brussels, Belgium

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# Greeting from the Chair

Randy Delay

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# Review the fundamental points

Dave Curry

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# The comprehensive method



Customize:

- Choose the best combination of methods
- The more methods, the greater the fundraising success

# Multiple year pledges

- Pledging maximizes the campaign's giving potential
- Gifts can be pledged over multiple years, up to a five-year period









(AP PHOTO)

# Identifying targets and goals

- Targets now, goals later
- Targets represent a starting point, touch points on the path to our goal
- The target is not the goal
- Goals are established by local leadership in 2013



***“The greatest danger  
for most of us  
is not that our aim is  
too high and we miss it,  
but that it is too low  
and we hit it.”***

***Michelangelo***

# Identifying high-potential clubs

- Large membership
- High attendance or frequent and successful projects
- Proven history of fundraising success (IDD)
- Demonstrated enthusiasm for The Eliminate Project





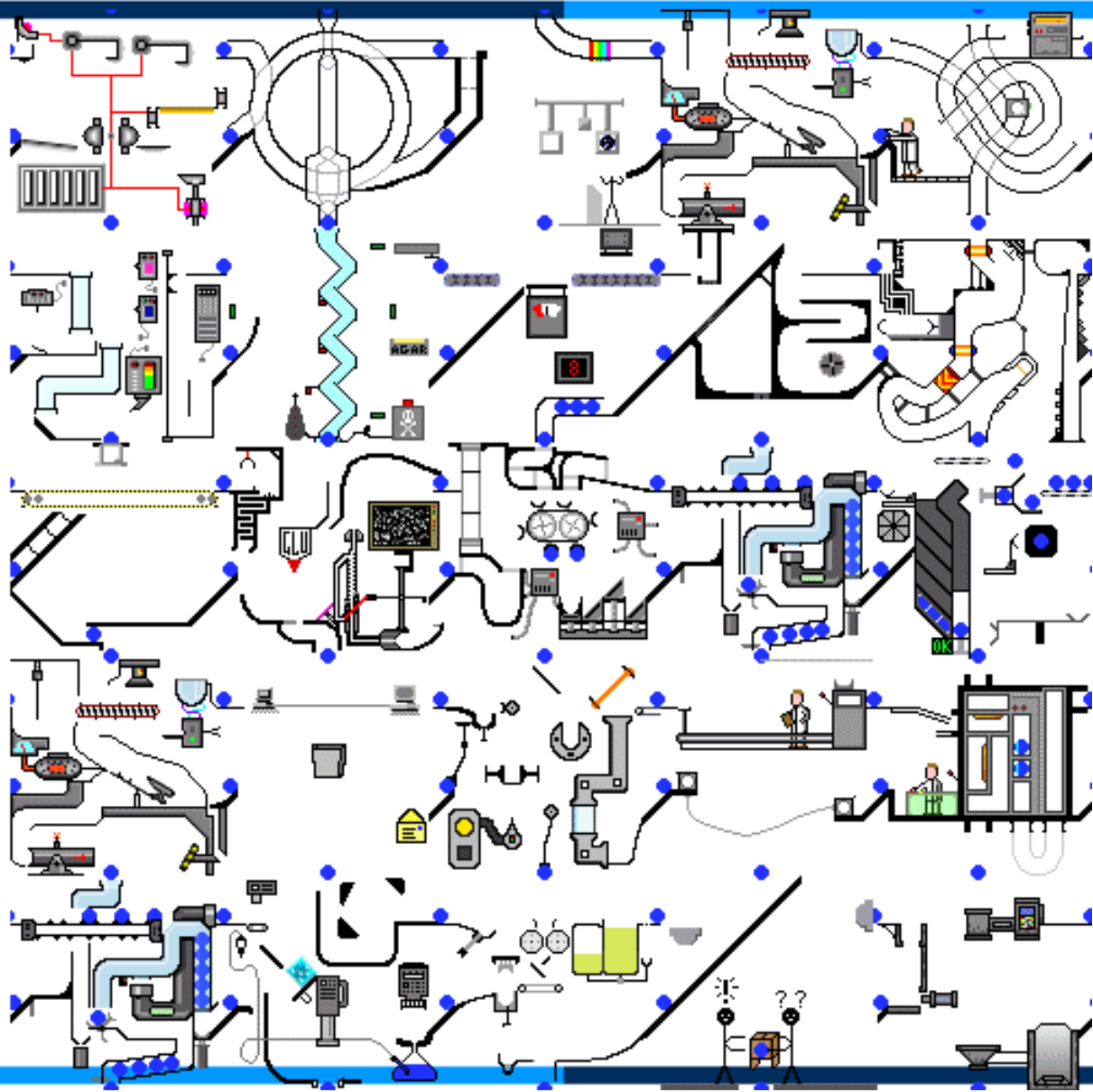






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***ALWAYS DO YOUR BEST***

***IT WILL BE DIFFERENT TOMORROW  
THAN IT IS TODAY***

***CAN'T JUDGE YOURSELF IF YOU  
TRIED TO DO YOUR BEST IN A  
SITUATION***

***“Don’t judge each day  
by the harvest you reap,  
but by the seeds you  
plant”***

**Mike Murdock**



***“The difference between  
history’s boldest  
accomplishments and its most  
staggering failures  
is often, simply the diligent will  
to persevere”*** – Successories

***“Never give up, Never give up,  
Never give up”*** – Winston Churchill

*“If I find 10,000 ways something won’t work, I haven’t failed and am not discouraged, because every wrong attempt discarded is another step forward”*  
- Thomas Edison

# Questions & discussion



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# Introduce the “Train the Trainer” sessions

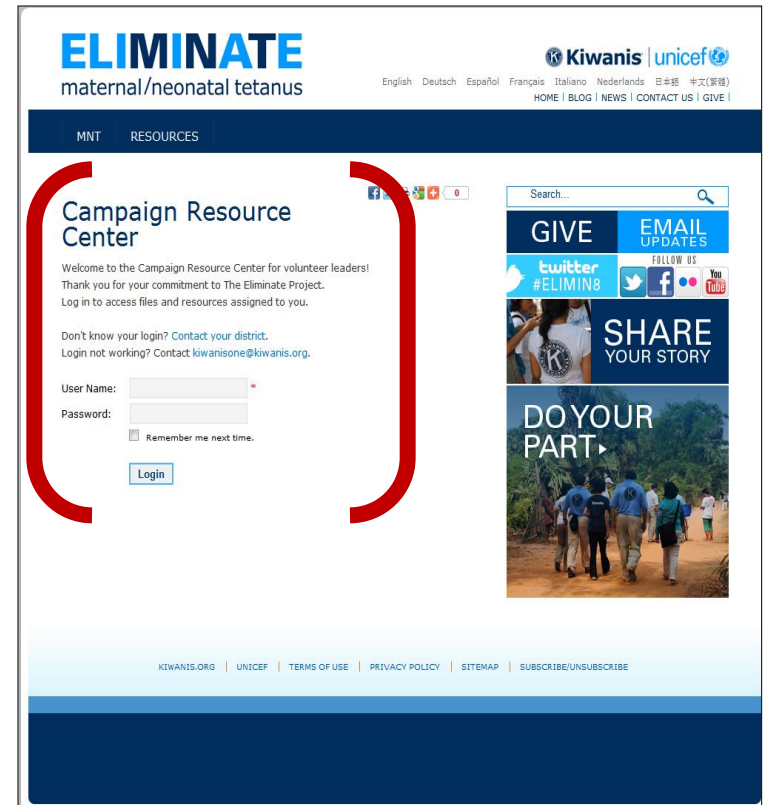
Ruth Pollak

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 **Kiwaniis** |  unicef 

# Procedures and support from campaign office

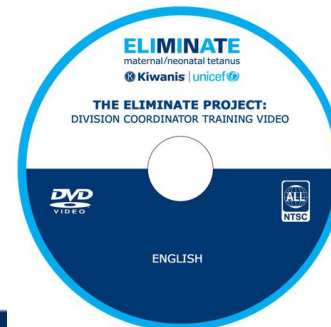
- Campaign staff
- Campaign Resource Center
  - Username: campaign2015
  - Password: Elimin8MNT
- Division Coordinator Orientation kit
  - (by mid-November)





# Materials for division coordinator trainings

- Division Coordinator Guide
- Division Coordinator Trainer's Guide
- Division Coordinator Training Video
- Other forms and brochures



# Scheduling & leading orientations

When planning your Division Coordinator orientation consider all the logistics:

- Timeline
- Geography
- Equipment
- Venue



# Timeline and geography

- Timeline
  - Allow two weeks
  - Training will last four hours
  - Consider a Saturday orientation
- Geography
  - Consider travel
  - Schedule in the most central location possible



# Equipment and venue

- Equipment
  - TV and DVD set up
  - Computer and projector
- Venue
  - Home
  - Library
  - Community center
  - Kiwanis office



# Division coordinator orientation facilitation

- Read introduction
- Play video
- Discuss “Important Points”
- Ask questions





## Important dates

- **January 1, 2012** – deadline to recruit Division Coordinators
- **February 15, 2012** – deadline to train Division Coordinators
- March 15, 2012 – deadline for recruiting Club Chairs
- May 1, 2012 – deadline to train Club Chairs

# Review the division coordinator orientations

Filip Delanote  
Ruth Pollak

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# Enjoy your lunch!



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# Practice by district

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# Objectives

- Become familiar with the resources
- Identify the main points in each of the seven sections
- Think about ways to facilitate a training
- Practice presenting the sections within your teams

# Suggested Structure

## First 60 minutes:

- Review each section of the Division Coordinator orientation

## Second 60 minutes:

- Rehearsal for each Multi-Division Coordinator

**District Coordinators will lead and facilitate group discussion**

## Questions?

Ask your region coordinator, a vice chairman, or a campaign staff member

# Team Breakouts

- 1: Case for Support
- 2: Campaign plan overview
- 3: Role of division coordinator
- 4: Human impact and recognition
- 5: Club fundraising and activity
- 6: Personal giving – why and how you should ask
- 7: Reporting and working relationships



# Budget and administrative matters

Lindsay Marciniak  
Tore Strom

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# Campaign forms

- All campaign leaders must complete the
  - Recruitment forms
  - Progress reports
  - Expense reimbursement forms (occasionally)
  - Surveys, questionnaires, etc.

### The Eliminate Project gift/pledge form

You can give quickly and securely at [www.kiwanis.org/foundation/giving](http://www.kiwanis.org/foundation/giving). Otherwise, please return this completed form to the address at bottom.

Name  Member #  Title and business

Address

City  State/province  Postal code  Country

Kiwanis club and location  Kiwanis club #

Telephone (with area code)  Email

**Signature of donor or representative**

My total gift pledge is US\$ \_\_\_\_\_ to support The Eliminate Project.

One-time payment for the above total gift is enclosed. Make check payable to the "Kiwanis International Foundation" and write "The Eliminate Project" on the memo line.

I wish to pledge my total gift (listed above).

US\$ \_\_\_\_\_ has already been paid.

Initial payment of US\$ \_\_\_\_\_ is enclosed. Make check payable to the "Kiwanis International Foundation" and write "The Eliminate Project" on the memo line.

I wish to make my payments via credit card.

MasterCard  Visa  Discover  American Express

Card number  Expiration date  Security code

Name as it appears on credit card

Please send my pledge reminders or schedule my credit card payments (choose one):

Monthly  Quarterly  Semiannual  Annual

I would like installments of US\$ \_\_\_\_\_ beginning \_\_\_\_\_ (month/year) and ending \_\_\_\_\_ (month/year).

This gift is anonymous.

Give quickly and securely at [www.kiwanis.org/foundation/giving](http://www.kiwanis.org/foundation/giving)

The Eliminate Project Campaign Office  
2016 Woodbine Street  
Indianapolis, IN 46208 USA  
[www.TheEliminateProject.org](http://www.TheEliminateProject.org)

### Gift recognition information

Please complete this section only if the individual or party to be recognized is different than yourself (the donor).

Walter Zeller Fellowship (must pay a total of US\$1,250 or greater within 60 days of pledge)

Charter Zeller (must pay US\$1,250 in full before September 30, 2011)

---

Donor to be credited (name as it should appear on future donor recognition)

City  State/province  Postal code  Country

Recipient name (as it should appear on certificate)

Anticipated presentation date

Club name  Club key number

Recipient mailing address (if not a Kiwanian)

City  State/province  Postal code  Country

Please allow 210 weeks for the award to be prepared and delivered

**Mail award to:**

Name

Address (please include an e-mail address to get all updates)

City  State/province  Postal code  Country

Telephone (with area code)

This award is a surprise

Thank you for your generous commitment to support The Eliminate Project.

Kiwanis International Foundation

# Where to find campaign forms

- Appendix of the Multi-Division Coordinator Guide
- In your packet of materials
- On the Campaign Resource Center



# Campaign budget

- Central planning and administration
- International campaign leadership orientations
- Select travel
- Campaign promotional materials, publications, and communications





# Good stewards

Every US\$1.80 not spent helps to save or protect one mom and her babies



# Reimbursement process

- Complete a budget approval form
- Once approved, incur the expenses and keep all receipts
- Complete the campaign expense reimbursement form and submit it to The Eliminate Project campaign office
- One important note: all expenses must be recorded in US dollars for consistency
- It generally takes two weeks to process and reimburse the funds

# Questions & discussion



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# Recruiting division coordinators

Peter Lux

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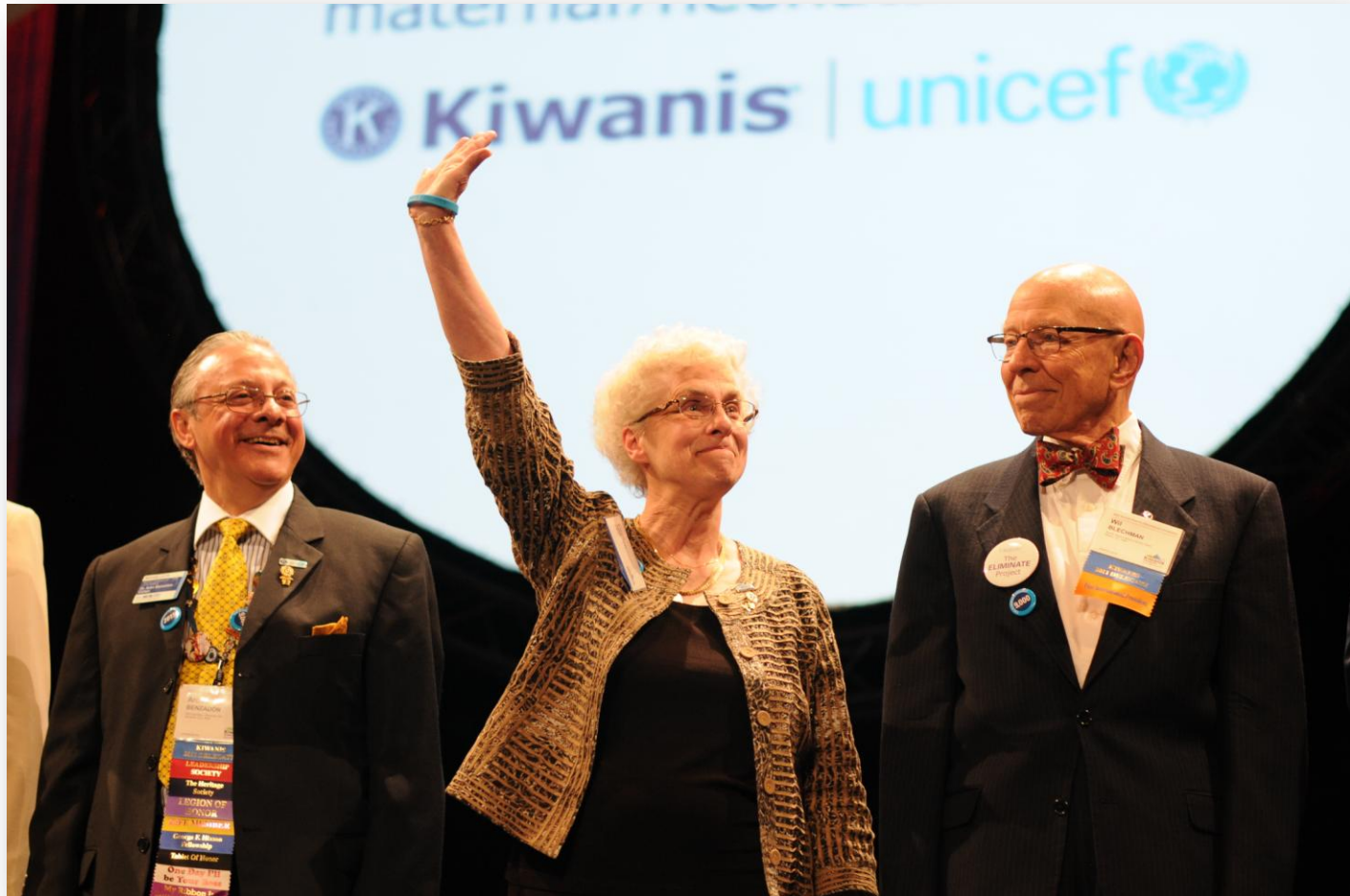


# Role of division coordinator

- Recruit Club Chairmen in each club
- Provide leadership to the division team
- Work with all clubs in their division
- Identify high-potential clubs and members
- Provide guidance to set initial club fundraising targets
- Manage communication and reports with Club Chairmen and Multi-Division Coordinators



# Characteristics



# Ideas: recruiting division coordinators

- Past District Governors, Lieutenant Governors, or Club Presidents
- IDD leaders
- Taken an active role in your division
- New Kiwanians, energetic and eager to take a leadership role
- Medical professionals who are passionate about the cause
- People who like to fundraise

# Other ideas?



# Recruitment process

## Step 1

- Speak with Kiwanis leaders and campaign staff to build your candidate list.

## Step 2

- Speak with each candidate and explain the position in detail.

## Step 3

- If the candidate shows sincere interest, send a letter or email that briefly reviews your conversation and encourages a positive reaction.

## Step 4

- While the candidate is considering the position, ask another appropriate Kiwanis leader to encourage the candidate.

## Step 5

- At the appointed time, contact the candidate to determine his or her response. Continue to motivate, reassure and encourage your candidate's acceptance.

## Step 6

- When a positive answer is received, complete the Club Chairman Candidate Form and immediately mail, fax or email it to The Eliminate Project's campaign office.

# Important points

- Complete the division coordinator recruitment form
- Recruitment deadline: **January 1, 2012**
- Orientation deadline: **February 15, 2012**



# Questions & discussion



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 **Kiwaniis** |  unicef 

# Wrap up

Randy DeLay

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# Review

- Outlined each section of the Division Coordinator orientation
- Discussed practical considerations
- Reviewed each of the resources available to you
- Worked with district teams
- Discussed ideas for recruiting Division Coordinators
- Introduced administrative and budget matters

**Thank You!**



# **Multi-division coordinator orientation**

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Brussels, Belgium

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# Opening remarks

Daniel Vigneron

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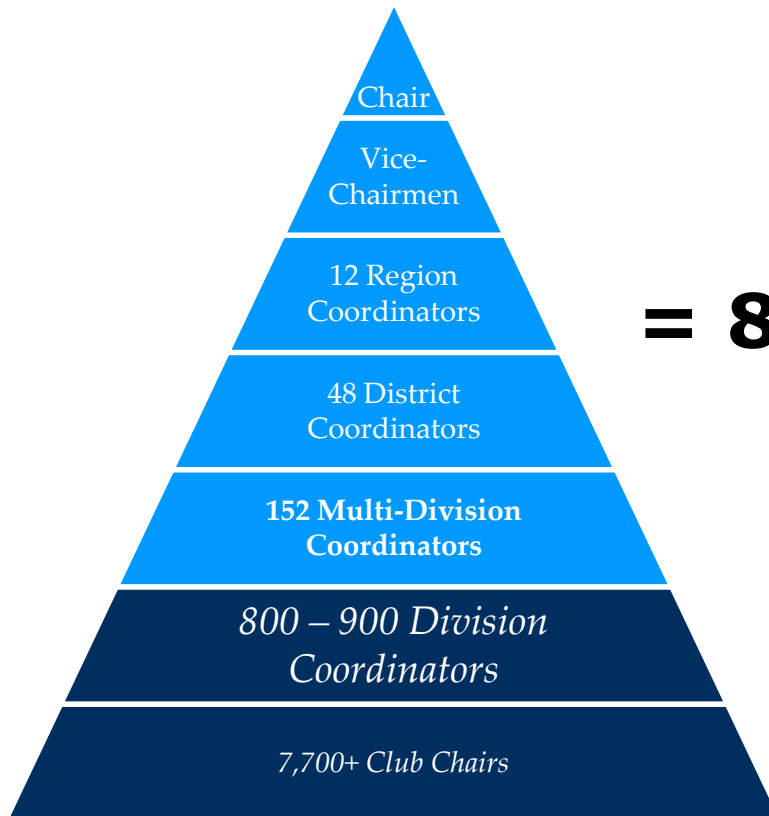
# The lives you are changing



# Inspiring this and future generations



# A vital element to our success



**= 8,999 + 1**





# I am committed because...





# Nothing is impossible



## We will...

Raise US\$110 million

÷ Provide US\$1.80 per life

Protect 61 million mothers & babies



# The best job





# An impact like none other



US\$1.80 x 695 days = US\$1,250

# District presentations

Jean-Pierre Berton  
District Coordinators

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# Questions and discussion

Jean-Pierre Berton  
Filip Delanote  
Ruth Pollak

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# Recap of orientation, next steps and closing remarks

Randy DeLay

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 **Kiwaniis** |  unicef 

# Recap of the weekend

- YOU are vital to our success
- Communicate
- Inspire clubs
- Spread the word
- Use your resources



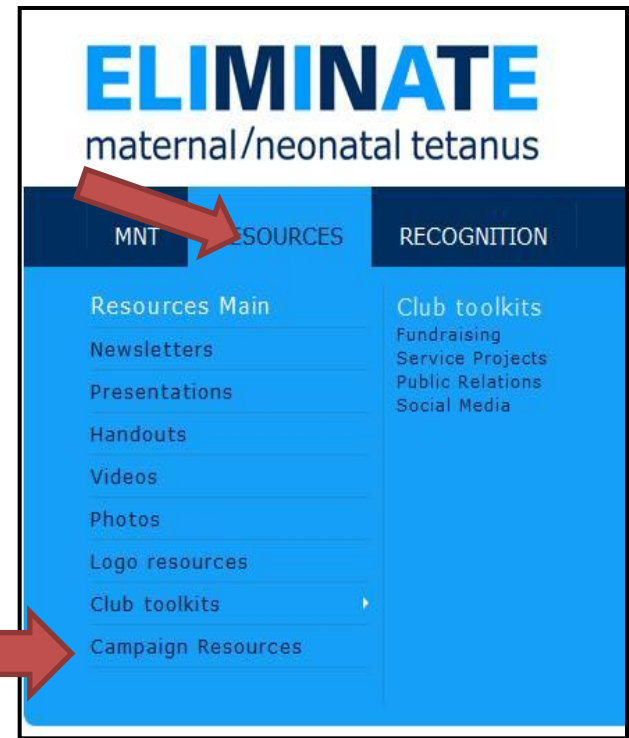
# Recap of the weekend

- “New Money”
- Comprehensive method
- 40:40:20



# Next steps

- Visit the Campaign Resource Center
- Select division coordinators by **January 1**
- Schedule Division Coordinator training
- ID Model Clubs & 100K Clubs
- Promote The Eliminate Project





# A historic moment

- For KI and KIF
- For mothers and children
- For the international community
- For us here today



**Thank you  
for your help**



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