

*Fall
Edition*

KINSHIP 1



Kin Canada

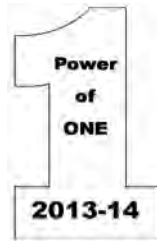
Kinsmen • Kinettes • Kin

District 1

2013-2014

Issue 1

Message From The Governors



Greetings Fellow Kin,

Wow what a summer!! The weather seemed to co-operate most of the time and that allowed for some incredible events to take place throughout the District. We managed to get to many of them, as did several of our Power Of One Team. From July 1st celebrations in London, St. Thomas, Cambridge and several other places, to the Rodeo hosted by the Drayton Kinsmen, to the ball tournament hosted by the Drayton Kinsmen and Palmerston Kinettes. There was also St. Mary's Summerfest, Meaford's Kin Kamp, Clinton's Pluckin Fest, Brantford's Ribfest (yay Governor Chris got to be a judge - mmmm Ribs and Chicken!!!) Family Fun Weekend with the Woolwich Kin and many many more!!! It has given us a real opportunity to be reminded again of what an incredible bunch of Clubs and Members we have in District One!!

We are preparing for a fantastic Fall Leadership Conference on November 8-10th in Cambridge hosted by the Preston Family of Kin!! One of our feature presentations will be on Rejuvenation program that was unveiled with incredible success by our own National Membership Committee member Tanya Bettridge. It is not to be missed. We are planning Seminars for all levels of experience of our Kin Members so watch for the promotional information to come out very soon.

We know there are a lot of great events and projects planned for this year, along with several Charters and Life Memberships. Please let Secretary Karen and Past Governor Terri know well ahead so we can send representation and get the information out to the membership.

As we embark on our Kin journey for 2013-14 Kin year we want to encourage you all to learn, love and laugh. Experience all you can and be the best you that you can be. Forgive each other, mentor each other, dream and plan and work the plan. You the members are the driving force of our great organization and without you there is no Kin. Remember there is Power in the individual and when powerful individuals work together great things will happen!!

Yours in Kin,

Chris Kekes and Melissa Suggitt

District 1 Governors



Kin Canada
Kinsmen • Kinettes • Kin
District 1



District Membership Director

Elaine Couch

Welcome back to a new Kin year. I hope everyone had a wonderful summer, and is ready to jump into the new year with both feet.

I have set a goal for District 1 that every club grow by one member. I would like to share your ideas for recruitment and retention with the rest of the district, and invite all club membership directors to contact your Deputy Governor, or myself. I also look forward to visiting as many clubs as possible this year, so please send me your invitations, and I will do my best to get there! I have already visited 3 clubs, and look forward to many more.

We are also looking at several new club charters this year. This is very exciting for all of us, because those new members come in with such great ideas and enthusiasm. I encourage all of you to reach out to those newly chartered clubs – the excitement is contagious, and they will appreciate your mentorship.

I will be updating you on our membership progress in the next edition of KS1. Feel free to contact me with your questions and requests for visitation or assistance. I am here to serve you, the members of District 1.

YIK,

Elaine Couch
District Membership Director

Power of One Council 2013-2014





Cystic Fibrosis Service Directors

Katie McKean & Bill Harris



“We are like pieces in a jigsaw puzzle. We are all unique, and have our own special place in the puzzle of Kin. However without each of us, the puzzle is incomplete.

It will be important for us to work together as we make plans for the future of Kin.”

**National President
Melodie LeMoeligou**



Preterm Weekend



Governors Chris & Melissa



Council Meeting



Coordinator Wendy "the Rules"



Power of One Executive Installations



Power of One Deputy Governor Installations

The Power of One Mission Statement:

To provide the best Member experience possible through fellowship, training and personal development, in an environment conducive to acceptance and tolerance.

Did you know:

Since 1964, Kin Canada has raised more than \$40 million for Cystic Fibrosis Canada and the median age for a person living with Cystic Fibrosis (CF) has risen from four in 1964 to over forty today.



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**Grow, Learn, Make Friends and Have fun...
While traveling the world!**



TICO: 50019198



DISTRICT 1 CYSTIC FIBROSIS TRIP 2014



Thank you to everyone who decided to join us in Roatan in February 2014. We have a total of 37 people filling 20 rooms at the Media Luna Resort & Spa.

We also have members & friends from District 6 and District 8 joining us!

For those of you not going with us but would like to help us out – we will be taking part in a humanitarian tour to a local school. If you have any school supplies, old clothing, tooth brushes etc. that you would like to send with someone going on the trip, the children and families in Roatan would greatly appreciate it!

This week is going to be full of growing, learning, making friends and HAVING FUN!

YIK

Bill Harris & Katie McKean

District 1 Cystic Fibrosis & Service Directors



***Outstanding Award
Winners***

***Amanda Christine
Brown***

&

Shane Walsh

**Outstanding Maple Leaf
Award of Distinction
Recipient 2013**



Amanda Christine Brown
Centre Wellington
Kinette Club
DISTRICT ONE

**Outstanding Kin Award
RECIPIENT 2013**

**Shane
Walsh**

KINSMEN CLUB
OF HAMILTON
DISTRICT 1



District 1

Speakers:

Mike Austin

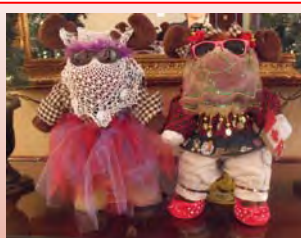
&

***Sharlene
Stafford***





National Convention 2013



Total Service Dollars **\$20,617,045**

35

New Life
Members

Includes:

Disaster Relief **\$8,875**

Kin Canada Bursaries **\$79,404**

Cystic Fibrosis Canada **\$1,191,997**

303,094* Total Service Hours

= 12,269 Days

= 1,804 Weeks

= 34.7 Years

3

New Clubs
Chartered

**based on 61% of clubs reporting*

Top District for Club Reporting **79% District 6**

Top Cystic Fibrosis Canada Donation **\$314,199 District 1**

Top Community Service Hours **59,952 District 1**

Top Service Dollars **\$7,922,114 District 3**

Hal & Elspeth Rogers
National Service Award Winner **Kinsmen Club of
Tadoussic District 5**

Service Upswing

- HREF Kin Canada Bursaries donations up
- National Disaster Fund donations up
- CF donations topped \$1 Million
- Telemiracle hit \$100 Million milestone



Kin Canada
Kinsmen • Kinswomen • Kin



District 1, I wanted to take this opportunity to thank you for your support during my year as National President. I thoroughly enjoyed my President Tour in your District. I was finally able to see more of your District than just the hotel in Cambridge and National Headquarters. Past Governor Terri was an amazing tour guide and the "Red Rocket" got us to where we needed to be on time each time. Although I couldn't believe that it actually bypassed an outlet mall that had a shoe store, what's up with that? I honestly didn't know that when Google tells you the time it takes to get somewhere that it is actually the time to beat and beat it we did. I had a wonderful meal with the Collingwood Kinettes and two beautiful puppies. I attended five spring zones in two days, and the themes of the meetings were awesome. Even though I am an Albertan redneck I can't say that I have ever had to shoot a gun to find out what my fine would be. And that venison lunch was incredible! And what was with the camel standing in a snow filled field. I know I was getting tired but I was pretty sure that I wasn't hallucinating. I was proud to have been the first National President in thirty years to visit the Drayton Kinsmen club house, and what a nice club house it is. And I can't forget the "50 Shades of Pink" meeting, wait maybe those are some pictures that shouldn't be brought up.

I also would like to thank Past Governor Marty and the Hamilton Kinsmen for allowing the board to use their clubhouse during one of the Board's face to face meetings last year. We all appreciated the time that you took out of your busy lives to help us out.

District 1, I am sure that you will have a wonderful year again this year. Keep up the good work and remember you are welcome in Drayton Valley at any time. Oh and thanks so much for the Kin Camp t-shirt, I love it!!!

Yours in Kin,

Penny Lees-Smith

Past National President Penny Lees-Smith
Kin Canada

KIN KAMP MOMENTS

A 4 Generations
moment @ Kin Kamp

Dave Winger

Tom Winger

Jenn Winger- Cumbo

Ava Cumbo



Awards

IMPORTANT!! Now that I have your attention I want you to realize just how important awards are to Kin. Inspiration is a key to building a lifelong member in KIN and what better way to do that than by recognizing their efforts. Recognition for those little goals and accomplishments that turn into big projects is a key to building a person's self esteem and letting them grow in Kin. Remember some people will desperately want to win an award and others feel that we should do away with awards altogether. For the Kin member in the latter group, encourage them to participate anyway, and help the eager members to be the leaders for their club.

So how can you encourage awards in your club? Ensure that every project chair person considers what award they could submit for and help them with that process. If you're doing the project yourself, make it a project worth submitting for, strive for excellence. By doing this you will inspire other members of your club to do the same. It is very important that each club has an Awards Chairperson. This could be a part of the Vice President's portfolio, the membership director's portfolio, or another director, or ideally a position all unto itself. This position is perfect for an experienced Kin member in your club that would like to take on a mentorship roll and guide the club and members through the awards process.

Have the Awards Chairperson sit down with your new members and follow through the Maple Leaf Program with them. If you encourage a new member to achieve the Maple Leaf of Distinction award, they will learn a considerable amount of valuable information by attending meetings and participating in ways that new members rarely do. A successful club has a President that closely follows and monitors the Boake Efficiency and Master Club Award. This award ensures that the club will have a great year with a good balance of information and fun for the members. Bulletin editors should be submitting their bulletins right away. This ensures that not only is your club being kept up to date, it will also ensure the Zone and District will be informed of any pertinent information from your club. As the awards director, your job is to ensure that all members are aware of the awards that are available to them as well as keeping them on track to attain that award.

Following the proper award criteria will ensure a good year for all members and be an

excellent learning experience. For those in a particular position, the criteria only need to be followed and the year will seem to flow so much easier. For example, if you encourage the Bulletin Editor to follow the award criteria for competition, his/her Bulletin will contain all the necessary information for your club as well as being entertaining. The goal may not necessarily be the award itself; the goal could be for the personal development achieved by competing for the award. Provide information to all members; not just at one meeting but at every meeting to keep them aware.

Highlight member's progress within the awards and how the club is doing on club awards. Make sure to follow-up and encourage participation. Keep track of awards participation; make yourself a chart so that the club and members can easily see what still needs doing to achieve the awards. When you discuss awards with your club members, make sure you include all

Awards at all levels – Club, Zone, District, & National. Discuss awards and encourage your club by making a difference in your community and being recognized for the work you do.

The responsibility of the Deputy Governor (or his/her Awards Director) is to encourage awards participation at all levels the same as the Club Awards Director; by providing all the information for application, due dates, helpful hints and assistance to involve all clubs in the Awards programme. The Deputy Governor should provide an outline of the Zone Awards and due dates (a copy of which should be sent to the District Awards Chair Odette); this should be passed along to the Club Awards Director. This will ensure that the information is in the hands of all the club members. As well, please upload that information to your web section of www.district1kin.ca.

REMEMBER! It's all about encouragement and personal growth. Encourage participation – not to win an award but following the criteria will make you do a better job and develop personally in Kin. Most of all remember to have fun and enjoy the fellowship of your fellow KIN members.



Odette Houle
District Awards Chair



Fellow KIN:

Has your club thought about recognizing someone in your community with an Honorary Membership to Kin?



Congratulations to Hamilton Chapter Vice-President Judy Henry (left) and President Karen Gliddon-Napper as they received honorary KIN membership from Kin Canada's Hamilton President Marty Makins. These ladies received their awards as the Hamilton CF Chapter joined the Hamilton KIN at their meeting last night.

Definition of an Honorary Member:

Honourary Members:

In accordance with the General Operating By-laws with respect to classes of membership, a club may choose to include a classification for honorary members. The club must define what constitutes an honorary member and the following guidelines may be considered:

- ☐ Length of time a person may hold an honorary membership
- ☐ Exactly what privileges of the club the person will be entitled to
- ☐ What procedure will be used for nominating an honorary member
- ☐ Will there be a maximum number of years a person may be nominated as a honorary member?
- ☐ Will the member be subject to the same rules of conduct as active members?
- ☐ Should honorary members be allowed to chair projects and what is the club's liability and insurance policy?

Keep in mind that only active and active life members may hold office. In order to hold office, members must be registered with Kin Canada
(to read more see “ The Successful Club Manual ” posted on the National Website)

Zone A Kinettes

I would like to thank the Kinette Clubs of Zone A for the opportunity to represent them as Zone A Deputy Governor. Past DG Karen Lemieux did an amazing job this past year and I hope I can fill her shoes with as much hard work and enthusiasm as she brought as Zone A DG.

Let me introduce myself, I am a proud 19 year member of the Kinette Club of Preston. In those 19yrs I've been on executive as President 3 times, Treasurer 3 times, co-bulletin editor and the list goes on. I've chaired many projects and have learned many different skills throughout. Have made lifelong friends, cried many tears of joy and sorrow, laughed till my stomach hurt and celebrated along the way. My husband is Dwayne Loughlean from the Kinsmen Club of Cambridge Preston and we have a wonderful 11yr old son Devon.

My Zone Team consists of 3 amazing ladies that are both knowledgeable and enthusiastic for this coming year. They are:

Sharon Champ - Secretary/Treasurer from the Kinette Club of Oakville. Sharon is a 6yr member, she is very involved with her club and has been on executive as CF/Service Director, Vice President, President and currently CF/Service/Membership/Past President. Sharon was Zone CF/Service in the past and is looking forward to being Treasurer/Secretary and looks forward to visiting other clubs this coming year.

Tricia Totten-Cooney from the Kinette Club of Preston. Tricia is an 11yr member of

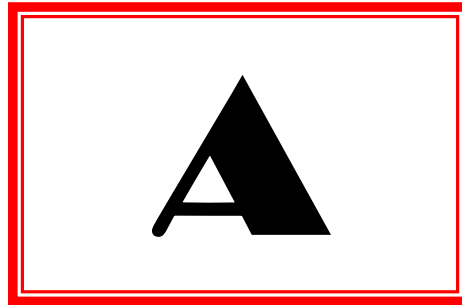
Preston and has been on executive in many positions, including President twice. This is her first venture outside the club level and she looks forward to learning and educating people on membership and awards. Tricia is looking forward to traveling to other clubs and learning more about how each club operates.

Melanie McNeil from the Kin Club of Woolwich – Melanie joined Woolwich Kin because she wanted to get out in the community more, so her and her husband Warren found Woolwich a perfect fit. She enjoys doing their annual event 'The Grand River Amazing Race' every year. Last year she was President and enjoyed her experience. Melanie wants to get out to other clubs and see how other clubs that have been around for many years work, she thought that being on a Zone team would bring her more experience and learning more about the association she joined and looks forward to visiting clubs this year.

Zone A still has our Facebook page up and running "Zone A Pipeline" come and check it out and join our page if you like. We will be posting events, projects, socials, etc, from there and keeping it as up to date as possible.

Looking forward to a great year here in Zone A!

Zone A Deputy Governor Nancy Loughlean



Welcome to the Kinette Club of Centre Wellington

As the Kinette Club of Centre Wellington we chartered on May 6th 2011, sponsored by the Fergus and District Kinsmen Club. With 15 women we had two “seasoned” members Theresa McColl, past DG of Zone A and Muriel Brown an active Life member, which leaves us with 13 new kin.

By November we had to drop two of these lovely ladies from our roster, as illness and stress prevented them from ever attending. In the spring of 2013 we lost three more ladies; work and previous commitments keeping them away from us. Dropping us to eight “new” members, we were sad to lose them, we do say “Family, work, Kin”.

In June of this year I was reviewing the **Maple Leaf of Distinction Award**, as I was preparing to send in my own; to my surprise others were so close in points to earning their own. Therefore, I made a plan to get us all together to fill out paperwork.

Here I sat as the charter, and now past, president, and am pleased to say that one more of my goals was realized. Two years later, we the Kinette Club of Centre Wellington tallied our points, and seven out of eight of our “new” members received their Maple Leaf.

Amanda Christine Brown	540 points
Jenn Feil	320 points
Melanie Goodwin	315 points
Kim Lesperance	375 points
Mary Lloyd	330 points
Heather Muir	315 points
Lyndsay Hill-Warrington	470 points

We are travelling, making new friends, and still in the learning stages of our great Association. Our door is always open, as are our Facebook profiles and our hearts.

I want to personally thank all of the fantastic women in my club, I am proud to be in this with of you.



Photo l-r Mary Lloyd, Melanie Goodwin, Lyndsay Warrington, Kim Lesperance, Amanda Christine Brown Absent Jenn Feil, Heather Muir

Thank you also to Past Governor Dan Strugar for explaining some of the point categories to me, if not for him we would never have all accomplished what we did.

And to Kin Canada, District 1 and **Zone B** thank you for welcoming us with open arms into something we all love!

*Yours in Kin
Amanda Christine*

If you look at retirement like it's a championship golf course, the most successful golfers start by getting the best caddy.



You're the player, which means you're in charge of your game and the one making the shots. Your caddy should be putting you in the best possible position by giving you expert knowledge about the course and selecting the best clubs to use at each hole.

There are many kinds of caddies. But, when it comes to your retirement, wouldn't you want the kind of caddy who helps you achieve the same result without having to make all the risky shots?



By using a focused, tax-based approach, you can reduce risk and worry less about things like hazards and unpredictable rough areas. The course will be yours to master and we'll have you relaxing in the clubhouse after another great round.

You should be able to embrace your retirement like it's your favourite golf course.



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As of October of this year, I will have been a Kinette for thirteen years. In that time, I have had the opportunity to have many amazing experiences within Kin. I have participated in District 3's Telemiracle in Saskatchewan, I have performed in a Kin Dinner theatre production and I have rocked out on stage for Rock Kin Roll Revival, just to name a few of the bigger things. But, until this year, the one experience that I had not taken advantage of, was attending National Convention.

Part of the issue was cost – it can be expensive to go to National Convention, especially when there are flights involved. I honestly do not have that kind of money just laying around, waiting to be spent on a convention. But that's not my only excuse....there have been two National Conventions within driving distance of Cambridge, and I still didn't take the time to go to them. I justified not going because convention usually falls on the same week as my daughter's birthday.

This year, thanks to my position as Governor, I had the opportunity to attend National Convention in Newfoundland. With my daughter's blessing, and a really big birthday present, I made the decision to go to this year. To be honest, I was a little freaked out. My Governor partner was not able to go, due to work commitments, so I was on my own. Yes, there were other people there from District One, but for the most part we all kind of seemed to go our own way most of the time.

The first night I got there, I didn't know where to find anybody, so I meandered down to the lobby on my own, to figure out what I was going to do for supper. As soon as I got out of the elevator, I saw a girl that was on the same airport shuttle as I was. I started chatting with her, and within a few minutes, I had found some dinner companions. My new friends were Kendra Kidd and Genevieve Hinton, from the newly formed Peterborough Kinette Club. We headed down to George Street for dinner, followed by a long, UP HILL, walk to a grocery and liquor store. Kendra

and I really hit it off....we spent a lot of time together over the next week. As a result, I have a great new friend that I am still in contact with. We are making plans to get together soon. But she was by no means the only friend that I met that week. We even had a whole group of people cab it up to Signal Hill at 5:30 am on Saturday morning, so that we could see the most amazing sunrise that I suspect I will ever get to see in this lifetime.

The business part was interesting, and thanks to President Penny, brief and to the point. It was really cool to be there for the votes that happened. I got to be part of the convention that made Campus Clubs full members of the Association. I was a part of Kin History! And the fancy dinners were great. At the Awards Dinner, I got to see one of our own Kinsmen from D1 win the Outstanding Kin award – way to go Shane Walsh! In addition, I was also witness to one of

our own Kinettes winning the Outstanding Maple Leaf award – way to go Amanda Christine Brown! For the President's Gala, the decorations even reflected President Penny's love of shoes. It was emotional, celebratory and interesting to be a part of.

What I am trying to say, is that I had an amazing time at National Convention. I look forward to going again in the future. There are so many things to be gained by going – new friendships, having a real say in the business of our Association (many votes don't make it to a ballot vote, so you need to be there to have your voice heard), being a part of the celebrations, and enjoying the hospitality of your hosts.

This year, we have a golden opportunity given that National Convention is being held in Toronto. Yes, I know that we have all been to Toronto, blah, blah, blah. But the location is only part of the draw for convention. It is so much bigger than that! I encourage all of you to join me at National Convention 2014, in Toronto, to experience it for yourself.

Yours in KIN, *Governor Melissa*



Friday September the 13th – a HUGE success!!!



Cystic Fibrosis
Canada



Kin Canada
Kinsmen • Kinettes • Kin

Together for life®

With our layers upon layers, bright orange vests and some wearing toques, we were ready to start filling the field full of cars. However, breakfast was a priority (along with a Tim Horton's run – thank you Shelley). Our first vehicles arrived around 7am and the traffic flow never stopped. We ran into a bit of a delay with our shuttles due to accidents around Port Dover, but that didn't stop any of our visitors from partying away while waiting! Shuttles were loaded and constantly went back and fourth to our drop off point in town – the LCBO. We were only about 10 minutes away which made for a quick trip in and out of town. There were an incredible amount of far away visitors for this event – New York, Alberta, Florida and even Holland! There were people of all ages and many with Friday the 13th in Port Dover on their “bucket list”. Everyone was so friendly and there for a good time, which made our job a lot easier!

Throughout the day we had 14 volunteers, many there for the full day and some coming in to cover off a few shifts so we could take a quick run into town and see all the goings on. We had 6 people directing traffic into the parking lot off of the road and taking money, and the remainder were spread out in the parking lot making sure everyone stayed in a straight line and pointing them to the right row. A huge shout out and thank you to our volunteers on Friday – April Maclean, Debbie Hodgkinson, Lisa Burechails, Steve Cherry, Shelley Dorey, Karen Lemieux, Frankie Kekes, Dave & Bea Crowley, Tiffany Allen and Tina Glanville. On Saturday a group of us headed in to help clean up the Kinsmen campground. We found some, uh, interesting items and cleaned up a tonne of empties. Thank you to our Saturday volunteers – Brenda Dineen, Lisa Orth, Shawna Salzman, Melissa & Tim Suggitt and Heather & Murray Hartrick (as well as those who stayed over Friday night to help clean up). One of our biggest thank you goes to the Port Dover Kinsmen and especially Brad Rockefeller – without Brad's support we would not have had this opportunity to work at the parking lot raising money for Cystic Fibrosis.

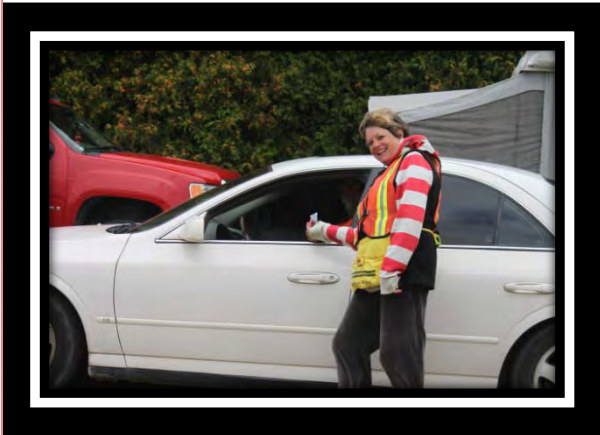
With this Friday the 13th done, we are really looking forward to the next BIG one – Friday June 13th 2014. Yes, there is one in December, but I don't think we will be parking many cars that day! Mark it down in your calendars and we hope to see you at the event in June. This day is something that you have to experience first hand. Totals will be announced at FLC, please join us for the day so you can celebrate with us!

YIK

Bill Harris & Katie McKean

District 1 Cystic Fibrosis & Service Directors

Port Dover Pictures



Hello Everyone!

National Convention has just ended and what an experience it was. From what I have heard and the pictures I have seen, the hospitality was amazing. Congratulations to all the award winners. Every project deserves a standing ovation; you are doing great things for your clubs, your communities, and for each other! So just where did the summer go? It seems like only yesterday we were at Spring Convention and now the Zone Team is in full travel mode visiting and installing clubs. Well soon enough up here we will be seeing that dreaded white stuff so we try to get all the visits in before we have to make igloos.

I certainly hope that everyone had a fantastic and relaxing summer and is full of enthusiasm for the new Kin year! There is already so much going on in Zone C and so many plans being made for the coming year. I will be listing them all in our newsletter so be sure to take a peak online. Why not make a road trip up to Zone C for a day and support your fellow Kin at one of their events.

Last year I tried to write interesting articles but let's be honest we only read what is happening in our neck of the woods. So this year I thought I would see if anyone really does read these articles. So I am going to tell you all about coffee. I know you are thinking is she out of her mind. Well the answer is Yes, a little, but I am still going to write about coffee.

So what does coffee mean to you? Something to perk you up, something refreshing, or perhaps something to relax with? The truth is it can be all of these things. It is something enjoyed on a cold winters day and on a beautiful sunny morning at Kin Kamp. It is something shared with friends and family. It comes in lots of different flavours and sizes. You can mix it with whatever you feel like at the moment or with a favourite additive. Maybe you have a special blend that you prefer above all others. Maybe you don't like coffee and prefer tea.

Whatever your choice, I am sure you have a favourite.

Now the guys up here in Zone C have a special coffee. We call it the 'travelling coffee'. It started out as an idea to help reintroduce interclub visitations to Zone C. So we bought two very large bottles of the 'travelling coffee' and distributed it to the Flesherton Kinsmen. They were told it was very special coffee that could only be opened when it was shared with another club. So Meaford Kinsmen caught wind that the Flesherton Kinsmen had some awesome coffee to share and came down for a visit with the Flesherton guys. Each Kinsmen was to have an ounce of 'coffee' with whatever additive they preferred and enjoy some fellowship with their fellow Kin. Well I don't know who was pouring the coffee but they certainly didn't know how to measure it properly. So needless to say they had a great time that night. At any rate Meaford



Kinsmen took the coffee from Flesherton back to their club. Now rumour has it the coffee is still sitting in their clubs rooms and they are just waiting for a visit from another club. Either that or they shared it at Kin Kamp. I am sure there were a few that would have liked it for their hangovers.

Now at Zone Conference another two bottles of travelling coffee were bought. One was given to Stayner Kinsmen and one to Shelburne Kinsmen. So now we have three bottles out in Zone C all waiting to be shared with fellow Kin. So my advice to you is drop in at one of these clubs and share a 'coffee' with them. Each club is known for its hospitality and would love to have a visit with members from your Kin club. So get visiting each other, and enjoy that 'coffee'. And if they don't have any Zone travelling 'coffee' left there is always beer. Happy travels and safe driving, remember to always have a designated driver.

Yours In Kin

The Kinette Club of Collingwood held their 4th Annual Charity Golf Tournament on Sunday August 25th at beautiful Duntroon Highlands Golf Course.

50 golfers registered for the day, and what a day it was! Beautiful sun shone down on everyone until the last few were packing their clubs into their vehicles. And the heavens opened (and shot lovely bolts of lightning out too) ...

Thank you to everyone who traveled from far and wide to make our day a success! Special thanks to all of our extended Kin family, current and retired, who put in teams in support of our day.

Prizes were given to the winning men's, ladies and mixed teams and of course the most honest team was honoured. As well, we awarded both the longest drives and closest to the pin for men and women.

With the support of the 50/50 draw, purchase of mulligans and the opportunity to have the pro "Drive for a Donation", we were able to donate \$319 to Cystic Fibrosis as well.

Stay tuned for the date for next year's FIFTH annual, and come out for a day of fun, friendships and fundraising!

Monika McKean

Project Chair





The Kin Canada Foundation logo is made up of very distinctive and symbolic elements.

The leaf and distinctive red color represent the “heart” of Canada and celebrates the fact that the Foundation was formed by Canadians, for Canadians. The dirt and stem with the leaf symbolize that we are committed to building and sustaining a “greener” planet for future generations. The 3 stylized human figures represent all Canadians, and Kinmen, Kinettes and Kin members of Kin Canada Association, cheering for the spirit and the “heart”

Kincanadafoundation.ca

Hello District One,

We want to thank District 1 for the support in our success for the opportunity to be your Vice Governors.

As the active portion of the Kin year rolls in, we are excited to work with our members and assist and support where possible. We also look forward to working collaboratively with this year’s Governors and their team.

As District 1 is the largest district throughout Kin, we understand there may be challenges but we also understand we can have the largest goals and the largest successes throughout Kin. We are prepared to help work through potential challenges in order to meet the goals and to celebrate the successes of District 1.

Fall Leadership Convention (FLC), is quickly coming our way. This event gives District 1 clubs and members the opportunity to learn through workshops and through networking with other clubs and members. We encourage the entire district to take advantage of this valuable opportunity.

We look forward to seeing you there.

Yours in Kin, Dwayne & Joanne

“T.E.A.M.”



Rejuvenation... Starts With You!

The Kin Canada Rejuvenation Series program was launched at National Convention 2013 in St. John's, Newfoundland by the National Membership Committee (NMC). The program and seminar had been seven months in the making with the goal to help Kin Canada clubs rejuvenate themselves – and each other. With retention being the forefront of membership issues to tackle, the Rejuvenation Series aims to inject positive energy and big first steps toward retention stability at every level in the Association, but especially at the most important level – the clubs.

re·ju·ve·nate

1. to make young again; restore to youthful vigor, appearance, etc.
2. to restore to a former state; make fresh or new again

Q: What does Rejuvenation mean for Kin?

A: It means renew, refocus and refresh. It's not about changing who we are – who we are is pretty darn awesome – it's about refocusing on what makes us great, moving past identifying problems and going straight to the solutions. Kin Rejuvenation is about getting back to the basics of who we are and why we're here – and letting go of everything that distracts us from that.

Q: What are the components of the Rejuvenation Series?

A:

- The first component is the Rejuvenation Seminar. It was presented to all delegates at National Convention 2013, and will be made available to watch online in the near future. The seminar may be repeated at Fall Leadership Conferences, District meetings/events, Zone Conferences or other Kin functions.
- The second component is the brochures. Each brochure addresses a retention issue/topic – it explains what a club looks like who has that issue, provides a fun and simple activity to do which puts a big spotlight on what that issue is doing to the club, asks some key questions post-exercise to get members thinking, then offers some guidelines on how to move forward and resolve the issue. The program launched with six topics – these topics were identified by the Governors of 2012-2013 as being the main retention issues in their District.
- The third component is the Case Studies – similar to the brochures, these Case Studies address retention issues by using a non-Kin example. Participants review the Case Study and answer the questions. Afterward, the facilitator walks them through how it applies to Kin. The Case Studies are very effective in providing those “light-bulb” moments as members realize what the heart of the problem is and how simple the solution can be.
- The fourth component is a crucial one – the feedback survey. Using a quick & easy online survey, we ask facilitators, participants and audience members to give us feedback on their Rejuvenation Series experience. This feedback will allow the NMC to alter the program and ensure that it's tailor-made for the issues of the day.

Q: Will there be more components?

A: You bet! The NMC is busy with the program launch right now, but in the near future there will be videos, mini-seminars, additional topics and more!

Q: Who is implementing the program and how?

A: The incoming and outgoing Governors all received a sneak preview of the program, were given the Rejuvenation Series package to home with them, and they also helped facilitate during the Rejuvenation Seminar. They have all the tools to help rejuvenate their District. We're counting on the Governors to meet with all of their Deputy Governors and District/Zone Membership Directors to come up with a plan on how best to execute the program and ensure Clubs & Members are given every opportunity to rejuvenate themselves and others. Deputy Governors will be a major key to program success. In addition, Clubs can access all the resources themselves and implement Rejuvenation within their own Club – or visit another club and rejuvenate them. The beauty of the program is that it doesn't require professional facilitators, doesn't require an intervention by staff or Kin officers... it can be something the Club does on their own. More importantly, it's something a Club can do for a fellow Club. If your Club is awesome, why not use these tools and help make a struggling Club just as awesome?!

Q: How do I access the Rejuvenation Series program?

A: There are several ways!

- Go to www.kincanada.ca/rejuvenation and download everything!
- Contact your Governor(s) and ask about the program
- Contact the National Membership Committee (NMC) and ask about the program
- Contact your Deputy Governor and ask about the program

Fellow Kin, we've all spent a lot of time identifying the issues that cost the Association so many members each year, we've all spent time looking at the statistics and we know what we need to do to help this Association – and our Clubs – grow and be strong & healthy. The Rejuvenation Series program is that first step toward that goal, but we need YOUR help. This program provides solid, specific, solutions-based groundwork to help all Clubs. Whether your Club is really struggling, or is one issue away from being excellent, or is already excellent and wanting to help fellow Clubs, this program has the potential to make a powerful, positive difference.

Always remember - Rejuvenation starts with YOU.

Pastry from Scratch



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WELL FELLOW KIN, AS OUR YEAR HAS BEGUN, WE LOOK AHEAD TO FALL LEADERSHIP CONFERENCE IN CAMBRIDGE ON NOVEMBER 8-10, TO BE HELD AT THE CAMBRIDGE HOLIDAY INN.

IT WILL PROVE TO BE AN EXCITING TIME AS THE 80S COME TO TOWN.

SO PLEASE FILL OUT YOUR REGISTRATION FORM FOUND HERE IN KINSHIP 1, AND COME PARTY 80S STYLE.

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AT OUR FRIDAY EVENING ROCK KIN ROLL REVIVAL 16TH ANNIVERSARY SHOW, SATURDAY EVENING OUR PROM NIGHT WILL BRING YOU BACK TO LIFE, WHILE IN THE HOPES OF "KINTERTAINMENT" AN 80S KIN PROM BAND, MIX THAT WITH SOME GREAT BREAK OUT SHOWS, AND SOME THRIFTY BUSINESS BY GOVERNOR CHRIS AND MELISSA, AND YOU HAVE A FUN FILLED PACKED WEEKEND FOR AN AFFORDABLE PRICE. FILL OUT REGISTRATIONS NOW....BEAT THE CROWD OF PEOPLE.

i ♥ 80's



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NOVEMBER 8-10 2013**

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Saturday Sixteen Candles Prom Gala \$50 _____

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Risk Management

Accident Benefit (AB) Insurance for club volunteers (non-members)

As you know, last year we introduced AB for non-member volunteers. Fortunately, this year, we have been able to sweeten the pot. Once again the policy will be available and clubs will be able to sign up their volunteers for AB coverage. Thankfully you will no longer be limited as to how many “blanks” you can have.

Last year the policy allowed you to pay for only two “blank” spots. Blank spots covered only up to two volunteers. I’m happy to report that you will now be able to sign up and pay for as many “blanks” as you need and for only \$3.00 per volunteer per year. The only catch is that you must contact HQ with the names prior to needing the coverage. Without the name there will be no coverage available to them. More AB information will be available in the October National dues package.

The Insurance Reporting Form will NOT be mailed out this year. Clubs will be asked to complete the form online. The form will be available by PDF or paper upon request only.

Full instructions in the October National Mailing.

Melanie Nieson
Kin Canada



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Zone K Kinettes

The summer has gone quickly and our new Kin year is underway. I would like to congratulate all of the members who have stepped forward to serve on the executive of their clubs. Although it is a little extra work it is a commitment to your club and community you will never regret.

Many of our clubs had events planned for the summer. Goderich Summerfest was a great success. The crowds enjoyed great bands and fun atmosphere at the Beer Garden on the beach. The midway up town was a popular area for families. The Nascar Simulator with proceeds going to Cystic Fibrosis was a blast and proved how great a driver I really am (not that anyone watching would vouch for me on that...Shhh DG Dave)!!!

In Clinton, Pluckinfest 17 proved to be one of the best ever. The weather was beautiful. All the events were filled to capacity, Chicken BBQ and Wings in the park sold out. The children's activities and reptile show were a big hit. We had some great Holey board and Slo-pitch teams and as always the dancing and music played late into the night at the street dance.

Because of family commitments I was unable to attend the summer festivities in St. Marys and Mitchell but have heard good reports.

Although some of our meeting yet, they are still and events for this year. Just and chicken sales, fashion garage sales etc. There are out there for Cystic Fibrosis Pins for Cystic Fibrosis are bringing those along with me as I do my visitations.

A large, bold, black letter 'K' is centered within a light blue rectangular box. The box has a thin black border.

clubs have not had their 1st busy planning their projects some are home tours, pizza shows, blood donor clinics, some great fundraising ideas and community service. The available and I will be

We have a great District team this year and they are working hard to make this year successful for all of us. If you need help, information or whatever I am willing to help in any way I can. If I don't know I will find out or contact someone who does! I look forward to meeting and working with all the wonderful people in Zone K.

YIK

Betty Kelly

Deputy Governor
Zone K Kinettes



lia sophia

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Anne Frank....

A 14 yr old girl hiding from the Nazis under terrifying conditions penned these words "How wonderful it is that nobody need wait a single moment before starting to improve the world."

I'm a 7 year old child trapped in the body the 43 year old woman. I have been a hockey mom, Figure skating volunteer, Girl Guide leader, and a now that my kids have left the nest, Well truthfully I evicted them.

It's finally my time to do what I want; I can also say I'm proud to be a member of the Kin family.

As children we all believed in forever, As Scarlett O'Hara said tomorrow is another day.

Tomorrow was the day we rode our first bike with no training wheels, threw our first ball,

And jumped our first skipping rope. Our youth was all about pushing the envelope and learning how to get back up after falling. When we look back now we remember the scars, the bruises and the broken bones, we easily forget just how much fun it was to climb that tree before we fell out of it.

As we leave childhood behind most of us tend to lose a few things along the way. We lose our sense of adventure, our desire to play in the rain, and our hunger to learn. We often hear the phrases just grow up, are you sure you want to do that and are that really necessary. A lot of us as adults heed those words but in the process of growing older we have forgotten how to live.

We go to places with dark secrets.... And relive all that has wronged us. We become consumed with how we are perceived, often keeping our opinions to ourselves for fear of offending someone. This is the place where we will hear ourselves say "Now is not the time" But more importantly this is where we forget to live each day to the fullest.

So you may be asking at this point where exactly she going with this.

As you may know I'm relatively new to kin, however my handlers and "ob" are always telling me that phrase just won't work anymore.....apparently after your first fine session and a convention you're consider a seasoned "kin"

Not long before joining kin my outlook on life took a dramatic turn with the loss of loved ones and role models.

I lost 3 grandfathers who had all served in the military. As with all veterans, when their country called they stepped up without a moment's hesitation. The loss of these 3 men in a 1 yr span

Should have served as a lesson to cherish every moment, I can sadly say only part of that message was received.

Within the next 2 years I lost my step-father and my grandmother. It's truly amazing how one cannot fully appreciate life until they are faced with loss. And yet the message was still not fully received.

2 ½ yrs ago I lost one of the most remarkable people I knew, my father in-law. He had many finable phrases and I'm going to do my best to not empty my change pocket, however the sergeant at arms is to track me down later.

He taught me that if I was going to be a part of any organization, and to quote his words

"I'd better damn well be willing to help and if I wasn't I shouldn't bitch about how things are being done". This was just one of the many things I learned from him but it's the one I've tried to follow the most.

If you didn't know him well you'd think he was a crusty ol coot..... He was not a patient man

But he was a lovable man once you got past his huff and puff.

The most amazing thing I remember about him was his age. He was 77 but he had the soul of a 7 year old childlike most children.....he was exasperating.....impatient and a procrastinator all at the same time, but his zeal for life is what I remember the most.

While he was slowly dying of cancer he and I knew that there may not be a tomorrow.

His urgency for the now propelled my rants and raves with all who could hear.

Go see him, help him enjoy the time he has left....I don't want you to have regrets.

Was it because I got him...some family members said I did most say it was because we had similar personalities.



Before he passed we had a brief conversation; he was so mad due to the fact that his time had run out, yet he was concerned for the loved ones he was leaving behind. For me I can honestly say I was prepared for him to go I had no regrets, he taught me how to play in the rain and to live in the moment... And my last words to him were thank-you for teaching me.

In my own personal experience I have witnessed all the could have, should have, would have, but the most striking example I've witnessed was the day before his passing when one of my relatives murmured, with head in hands, I thought I had more time.

At that point in my life I could finally say "message received". I try to follow this message in all aspects of my life. If you were to ask my kids what my response would be to them saying "Just a minute or I'll do it later" They would probably tell you "mom's head just spun 3 times" After all there is no time like the present

I'm not one to sugar coat things. If it walks like a duck and quacks like a duck then it must be a duck and as much as you would prefer I called it a swan, it just isn't going to happen.

I'm very passionate when it comes to causes I feel are worth fighting for

And I have no problem letting people know how I feel whether they want to hear it or not.

Kin has helped to fill a void in my life and in turn has allowed me to help others along the way.

So the next time I do something silly like shave my head or roll around in the snow playing ball, just remember that I'm only 1 person trying to do a little something to help change the world.

Love me or hate me....I am what I am

Respectfully submitted by Lisa "Sally" Orth



Membership Retention

The Lost Piece of the Puzzle.



What's More Valuable to your Club's Existence – Membership Recruitment or Retention?

Recruitment is the most important activity for club membership development and to secure its existence, right? Not necessarily.

Although many club officers may think that if new members are not joining, the livelihood of the club will not survive. However, in order for new members to join, it's necessary to have a solid foundation of members which will always stimulate membership growth. Here are three reasons why retention is more important than recruitment:

1. Get retention right and you will have built the basis for recruitment. High retention rates are the signal that you have happy, satisfied members. These members tend to share the club success stories with others, automatically creating a grassroots recruitment campaign.

The point: Start with retention, and follow with recruitment.

2. “A bird in the hand is worth two in the bush” is certainly true for service clubs. It's true not only because it takes less effort to keep a member than find a new member, but also it is less expensive to retain a member than recruit a new one.

The point: Recruitment often gets the attention, but retention will make your treasurer much happier; ultimately, the membership numbers will make your club executives happier, too.

3. A low retention rate is a signal that you have serious underlying problems in your club. Recruiting members is primarily a function of great marketing, but member retention is a function of both marketing, and more importantly, a great membership experience. If you can't keep your members, then you are wasting money recruiting them until you fix the problem that is causing members to leave.

The bottom line is that recruitment is important for your club, but retention must be your first priority. If you master the art of member retention, then recruitment will be fun and easy, leading to success for your club.

Many clubs are looking for ways to keep their members, but may not realize that they may be losing them until they notice that meetings are consistently not well attended or that membership numbers decrease from month to month. So the question is, when does member retention start?

Immediately!

The first day a member joins, your club has to constantly work to keep members happy and find new and innovative ways to maintain member satisfaction.

Did you know that it's cheaper to retain a member rather than recruit a new one?

Why is that the case?

Because when a member is lost, two must be recruited to grow so it's double the time, effort, and money to attain the desired results. Also, when a member is retained, new growth occurs with every new recruit since it is likely that every member will bring in at least one new one.

So how can you make this happen for your club?

There are 6 golden rules that will bring your club retention success:

1. Respond and receive promptly. New members need to feel included and welcomed as soon as they join the club. There's no such thing as too much communication! New members want to know what the club is all about and quickly learn about its culture and practices before spreading the word. Make this a club effort by ensuring each member is involved with the new member's induction.

Have the membership committee chair assign roles for everyone during the induction ceremony.

2. Demonstrate personal interest. If club executives don't show that they care about each member and the value he/she brings, it will cause the member re-evaluate the reason for joining and second guess participation.

Pay attention to member attendance records and follow up with new members with a personal phone call when they miss a meeting. Use a Customized Attendance report to generate a view of meeting attendance to immediately see trends and act upon them.

3. Deliver uninterrupted service. Constant and consistent meetings, communication and activities validate the club's purpose and goals. Make sure that new members are added to your member contact list to begin receiving the club eBulletin and other messages, and follow up with them to ensure that they are receiving these emails.

4. Provide up-to-date resources. Maintain a members section on your website where they can find documents like bylaws, past events, and other useful info to gain a better picture of your club.

Help them login to your Club website and show them how to use it. Some ideas for your club website and education on these items might include: creating a member profile, browsing the member directories, committee sections, and private documents area.

5. Members' needs change. So does the need for ongoing research to evaluate their response. With non-traditional communication and marketing methods on the rise, don't be afraid to step out of the familiar routine. Try different ways to create awareness about your club and activities so members will know that the club is informed about and taking advantage of current trends.

6. Membership Audit. Provide avenues where you can receive feedback about your club (i.e. Conduct surveys, firesides, and assemblies) to determine success. You should audit members (new and long term), officers and the membership committee to get a well-rounded response of your club success.

By following all these rules, not only will your club retain your current members, but these members will be excited to promote the club and contribute to its growth and success in your community. From the first day members joins your club, the challenge is on to make sure they're happy and actively involved. Instead of always sporadically reacting to losing members, invest in the well-being of your members and your club from the start, instead of playing catch up at the end.



Ever been scratching your head trying to come up with a different way to raise funds for CF?

The Collingwood Kinettes held our second Cystic Fibrosis Yard Sale this past July and what a huge success it was.

Every Kinette did a home "purge" and as well, we advertised through media and facebook that we were accepting donations, and did the public ever respond. We were thrilled not only by all of the goods dropped off by the public but the as well by the amount of money collected as we had nothing priced, all was by donation only.

In total we raised over \$1150 with this easy project!

We all have junk .. give it a go!!

Submitted by Monika McKean, President, Kinette Club of Collingwood



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By working together we can help them grow, learn and understand all the wonderful aspects of Kin so that one day, after graduation, these students will migrate into Kinsmen, Kinette and Kin Clubs or maybe even charter their own.

Consider chartering the future of Kin Canada.

For more information please contact Melanie Nieson
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Fun around the District



Fast Facts

- ⊗ As of June 30/13 the average age of a member was mid 40's
- ⊗ Canada has the highest life expectancy in the world for people with cystic fibrosis
- ⊗ We have 6 National Committees .. Can you name them?
- ⊗ Across our Association we have 8 Districts and a total of 54 Zones
- ⊗ Kin Canada Bursaries is one of the largest non-corporate providers of bursaries in Canada.
- ⊗ In 1987 Cystic fibrosis was adopted as a National Service Project.
- ⊗ In 1999 the upper age limit is eliminated as a qualification for active membership.



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General Fundraising and Dues Reducing Ideas

QUESTION: How much of a percentage are clubs allowed to keep from Service dollar fundraising activities to put into the General account for “administrative” purposes?

ANSWER: As much as you wish, there are no written rules; however the rule of thumb is 15%

ALSO DID YOU KNOW ..

That you **can** keep 100% of those proceeds **ONLY IF** the fundraising activity is advertised as “funds raised are to support the operations of the Kin Club of Wehelpyou”

With that being said, clubs that have very large fundraisers would be able to generously offset their General account by moving 15% (or whatever the club decides) to assist in covering operations / administration. So if you’re struggling for some ideas on how to make money **specifically** for your general account, here are a few:

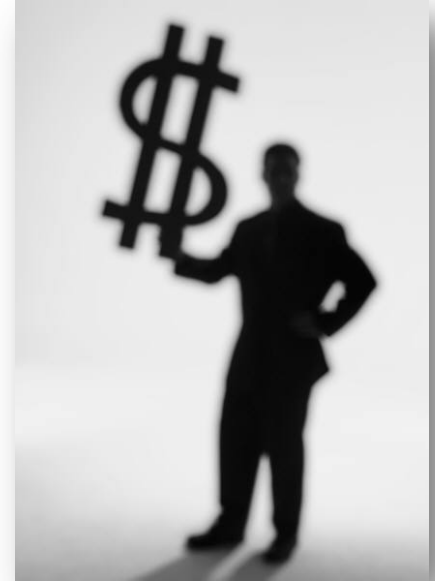
1. Host a “Craft Auction” and invite family, friends and other Kin. Everyone makes a craft or food item to donate and the items are auctioned off to the highest bidder. Funds raised are raised “internally” so can be put into the General Account
2. Host a Zone Conference or Zone Meeting .. you’re doing for other Kin, those are internal funds as well
3. Host an FLC or Spring Convention .. ditto the above information
4. Cater to your Kinsmen, Kinette or Kin club ..
5. Cater to members of Kin .. weddings, parties, etc., even tend bar if you are Smart Served
6. Host an “internal” (friends and family only) fundraiser such as MacMillan Meats, Chicken sales or other home party ideas

Here’s more food for thought; ***how much do you pay personally for dues in your club?***

Did you know that the total cost of belonging to Kin, with payments at the zone, district and national level, are in the area of \$220 per person. REMEMBER .. the difference between what YOU PAY and what the CLUB PAYS must be made up from fundraising in your community. Some clubs make this easy on their members. Some charge only a minimal amount (\$100 per year) others charge the full amount (but broken down into monthly payments) and then there are those clubs that recoup nothing from their members to cover the cost of dues. Those clubs must do a **LOT** of fundraising to offset the cost of their club operations.

Let’s take for example the FULL \$220 across the board price tag. What does that really break down to in the long run? \$22 per month over the course of your 10 months of Kin per year. \$22.00 .. really .. not a lot in the grand scheme of things. That’s 11 days of an XL Timmies Tea; less than ½ the cost of a gym membership and if you smoke, MAYBE 2 packs of cigarettes?

So, now that we’ve covered the **Cost of Kin**, let’s talk about the **Value of Kin**. The rewards we receive for being in this wonderful Association, ones that we can’t put a price tag on.



What do you see as a benefit be it personal, professional, emotional – to being a Kin member? Think back.....what skills have you developed since you joined this organization? Are you able to stand up in front of your fellow Kin and propose or defend a fine? Are you able to put to paper a project report for something that you have run in your club? Have you jotted down your thoughts and submitted them to the bulletin? Kinship One? Kin Mag? Perhaps the Quill Award? And what about all those times you have assisted on a committee to make a fundraising event happen within your community.... yes, you gained skills and knowledge there. These skills are just a few that many of us seem to absorb through osmosis being in this wonderful Association. Skills that NEVER would you be able to put a price tag on.....ones that you have gained not only while working to better your community but while making friends and having fun at the same time. Heck, school was never this fun!

So, we could list some of the tremendous skills and benefits we gain as being:

- ✓ Friendships

- ✓ Team work skills
- ✓ Travel
- ✓ Project planning
- ✓ Public speaking
- ✓ Networking
- ✓ Sense of community
- ✓ Sense of self-worth
- ✓ Meeting planning
- ✓ Organizational skills
- ✓ Multitasking skills
- ✓ Writing skills
- ✓ Co-operation
- ✓ Debate skills
- ✓ Compromise

What kind of a price-tag can you put on the skills that you receive in Kin? Not only are all of the opportunities available to us just by participating, we have the added bonus of being able to grow our skill set by accepting positions on committees, on the club executive, on the zone executive...district...national...and the list goes on. At each level, there is training provided and a whole new network of people that will help you grow, learn, make friends and have fun.



NEW NATIONAL AWARD ... MEMBERS AWARD OF EXCELLENCE

Objective:

- To continue to build upon the objectives of the Maple Leaf of Distinction Award and the Founders Award for Achievement, the Members Award of Excellence is for members with more than 5 years of Kin experience.

Eligibility:

1. Open to members who have been active, active life or associate members for a **minimum of 5 years**, to commence after this time frame
2. There is a three-year time limit from the date the member enrolls in the award to achieve the requirements
3. Must complete **five of the seven mandatory categories**
4. Attain a minimum of **400 points under Optional Requirements**
5. Must obtain a minimum of **100 points in each of the three years of the program**
6. The portfolio must be forwarded to National Headquarters within **60 days** of completion of the program

CHECK OUT THIS AWARD AND THE REST OF THE NATIONAL AWARDS PACKAGE AT WWW.KINCANADA.CA

Current Kin Canada Logo(s)

National logo



Kin Canada

Kinsmen • Kinettes • Kin

KIN CANADA LOGO USAGE

External (public) usage

Only the Kin Canada National logo or a club-specific logo should be used on literature, signage, tickets, advertising and Facebook pages (etc.) when an event or activity is external (public).

Club logo



Kin Canada

Kinsmen Club
of Winnipeg

Club logo

Each club should use their logo as much as possible for marketing and PR purposes — to identify the club in your community, to promote your service projects and fundraisers and to recruit new members. There is no better promotion or advertisement for your club than someone seeing your members doing great work in your community and having a fun time doing it together.

Don't be shy to "Kin" your efforts! Just as you would promise one of your sponsors (e.g. a bank, hardware store or local cafe) that you will put their logo or name on everything related to the event they're sponsoring, do the same for your own club.

Make sure that everyone in your community knows that Kin sponsored the event, built the wheelchair ramp, sponsored the student for a Kin Canada Bursary, hosted the fundraiser or participated in the Cystic Fibrosis Canada's Great Strides™ walk. Make sure to have your club logo on signage, posters, event tickets, shirts for volunteers (including members) and any brochures or advertisements. If you're cosponsoring an event, make sure that your club logo is as large as the other same-level sponsors.

Use only within the Association:

District logo



Kin Canada

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District 6

Internal (member only) usage

Zones and Districts use friendly competition to inspire members and promote excellence; however, different logos that identify the various levels of the Association can be very confusing to an external/non-Kin audience. As such, Kin Canada District and Zone logos should only be used within that Zone and/or District and for "member's eyes only."

District logo

The District logo can be used on the District's website and Facebook Group, on the District newsletter and for the promotion of District-specific events such as District Convention. The District logo can be used on documents developed by and related to the District — but can only be used within the Association (not to be distributed externally).

Zone logo

The Zone logo can be used on the Zone's website, Facebook Group, Zone newsletter and to promote Zone-specific events such as the Zone Spring Conference. The Zone logo can be used on documents developed by and related to the Zone — but can only be used within the Association (not to be distributed externally).

Zone logo



Kin Canada

Kinsmen • Kinettes • Kin

District 1 • Zone D

National logo



Kin Canada

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Unauthorized or compromised artwork

Never reproduce or recreate the crest manually or electronically and do not use JPEGs for printed publications (they are not high enough resolution). Always use the digital artwork available from Kin Canada's Communications Department. For electronic files of the approved Association logos (National, District, Zone and club-specific) and crest or to request a Master License Agreement, please contact the Communications Department at Kin Canada National Headquarters at (800) 742-5546.

USE OF OLD CRESTS AND NAMES

Do not use these old logos:



Kinsmen & Kinette Clubs of Canada
Les Clubs Kin du Canada

Use of old crests and names

To be consistent with brand uniformity across the country, clubs are strongly encouraged to discontinue use of the old Association crest (at right with only ten maple leaves) and begin using the current Kin Canada crest as adopted by the Association in August 2003 (see above).

Likewise, the former crest with Kinsmen or both Kinsmen and Kinettes in the lower scroll(s) area is not to be used.

- The old Association names (*Kinsmen & Kinette Clubs of Canada* or *Association of Kin Clubs*) should not be used in any circumstances.
- The Kin Canada crest with a trademark (™) symbol should be replaced with the newer version with the registered (®) symbol (see above).
- The old oval Kinsmen and Kinette logo (any version) is should be replaced by the current National logo with Kinsmen.Kinettes.Kin under Kin Canada.



Kin Canada

Association of Kinsmen and Kinettes
Association des Kinsmen et Kinettes

Save the Dates



- *November 8-10, 2013*
Fall Leadership Conference
Cambridge, On
- *May 2 – 4, 2014*
Spring Convention
Collingwood, On
- *August 14-16, 2014*
National Convention
Toronto, On



www.kincanada.ca

Kin Canada
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www.district1kin.ca

**Follow District One
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Order Marketing Materials

Through Kin Canada, you can order:

- Free marketing materials for your club
- Print-quality files to send to your own printing company

Don't hesitate to give Lauren or Nadyne a call! They will answer any questions and send you the materials you need ☺

1-800-742-5546

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Don't forget that this is **YOUR** District newsletter; project photos, editorials, content and comments to the editor are always welcome. Don't wait til the deadline, send your tidbits now and I will do my best to publish in a future edition of Kinship 1.

Yours in KIN,

Terri Iredale

District One Communications Director
ters@sympatico.ca