



SHARE, LIKE, TAG our NATIONAL VIDEO

Our National Video was premiered at Convention 2014 and has been viewed over 35,000 times in the last two months. Find it on our YouTube channel or email marketing@kincanada.ca for a downloadable copy. If you'd like a customized version for your club, Memory Tree, the producers of the video can customize starting at \$300. Please contact www.memorytree.ca for more information.

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Communication Across the Generations

...what to keep in mind when talking to other age groups!

LAURA HAMILTON, COMMUNICATIONS COORDINATOR

When you relay a message, there's a lot of aspects to consider: the actual facts verses opinions; and both parties' values, culture, class, member/outsider status, perception, ego, gender, and GENERATION. Yes, age makes a difference when communicating! Especially when it comes to communication methods, work attitudes and feedback expectations.

Traditionalist/Veterans (1922-1945)

Trusted Methods: face-to-face, letters
 Core Values: respect, discipline, conformity
 Feedback: no news is good news
 Reward: satisfaction in a job well done

Message that Motivates:

Your experience is respected

Generation X (1965-1980)

Trusted Methods: cell phones
 Core Values: fun, informality, skepticism
 Feedback: want to know how they're doing
 Reward: Freedom

Messages that Motivate:

Forget the rules, do it your way

Baby Boomers (1946-1964)

Trusted Methods: telephone (landline)
 Core Values: optimism, involvement
 Feedback: the don't really need or want it
 Reward: money, title

Message that Motivates:

You are needed and valued

Generation Y/Millennials (1981-2000)

Trusted Methods: internet, email, texting
 Core Values: realism, confidence, fun, building social networks
 Feedback: want it at the push of a button
 Reward: meaningful work

Message that Motivates:

You will get to work with other bright, creative people

Keep the above in mind when recruiting new members, advertising events, and thanking volunteers. Remember, a poster may work best for some people, while others will look for event details on your Facebook page. Some members will like being recognized for their efforts publicly, where others would prefer and appreciate a handwritten card and a quieter thank-you. Not everyone will fit into their age box, but it helps to consider the generation individuals come from. Kin Canada encourages Clubs to involve people of all ages - the older generation brings experience and wisdom, while the younger bring fresh perspectives and new muscle.

If you have any questions or would like communications advice, contact Laura Hamilton, Communications Coordinator at lhamilton@kincanada.ca.

Order Kin Canada rack cards and brochures for the new Kin year!



**Catchy.
Convenient.
Concisely
Informative.**

Rack cards are the perfect size to leave at your local Chamber of Commerce or municipal building. They are also great for lobbies, waiting rooms and to hand out.

What about club booths and tables or while you're doing a service project? Once you've engaged a potential member or volunteer, leave them with an informative brochure.

Is there a Welcome Wagon group that greets newcomers to your area? Ask to put Kin material in their welcome basket.

You can customize the back of both the brochures and rack cards with contact and meeting information.

Don't miss an opportunity to get the word out about your club and the many benefits of membership.

Order some today! E-mail marketing@kincanada.ca

Didjano...?

- ... National Dues Billing and Proof of Incorporation are due back at HQ November 15.
- ... Our Annual Insurance Reporting is being done online again. Find the form and instructions at www.kincanada.ca/insurance-reporting. If you need a paper form, contact Melanie at mnieson@kincanada.ca
- ... Kin Canada's Accident Benefit Rates have been reduced! It's now \$1.40 for members and \$2.00 for volunteers.
- ... 2,200 people like Kin Canada on Facebook - make sure you're one of them. We're also on Twitter, Pinterest and Instagram. #KinCanada
- ... We have a new National video. It can be found on our YouTube channel. All Clubs are welcome to use it as a promotional tool.
- ... Club specific logos are available. Request yours from Nadyne by emailing marketing@kincanada.ca.
- ... The 95th Annual National Convention will be hosted by the Kinsmen and Kinette Clubs of Brandon from August 20-22, 2015 in Brandon, Manitoba.
- ... Kin Canada's Bursary Program is celebrating 20 years of helping Canadian students. Please remember HREF when you're drawing up your budgets.
- ... The Award Winners page at kincanada.ca is now public. Celebrate your winning club/district/members by sharing the link on your websites and Facebook pages.
- ... Participation in the 2013-14 Diane Rogers Kin Pride Award was 95% online!
- ... 24 members achieved the Maple Leaf Award in 2013-14.
- ... We'd like to welcome Vesey's Bulbs to our Preferred Fundraising Partner Program.
- ... Kin Canada's online sales page is almost ready. Until then, you can order all of your club supplies from HQ by calling Susanne at 1-800-742-5546 ext. 212 or emailing kinsales@kincanada.ca.
- ... Historic business was completed at National Convention with the approval of the new General Operating By-law No. 2.
- ... **There are a lot of changes to this year's awards brochure, which have been highlighted online. Please check them out.**

Club-Specific Logos

Have you requested your club-specific logo? You can get a professional, high-quality logo that can be used on your promotional materials, website, social media and more.

Let's get Kin recognized anywhere in Canada! If your club hasn't yet signed a master licensing agreement (or you're not sure) email Nadyne @ marketing@kincanada.ca.



Kin Canada

Drayton Valley
Kin Club



Kin Canada

Kinsmen Club
of Coaldale



Kin Canada

St. Marys
Kinette Club



SERVICE REPORTING

kincanada.ca/service-reporting-form

We've Simplified our Online SERVICE REPORTING

The reporting form is now shorter! And now, when you submit it online, we email you a copy. Plus, if you report all your events as they happen, HQ will do your year-end service tally for you.

When clubs report, it provides us with the information needed to give everyone an overview of the year and the overwhelming amount of change a group of people working together can make. It feels good to look back on the year and see what your dedicated clubs have accomplished. Not only that, if your club seeks sponsorship, it's important to have these stats on a club level to show the impact you have on your own communities. We want to share your good work far and wide! Please help us do this by submitting your event results after each event through the Member Centre. There is also a hardcopy available under the resource centre for you to print off and have with you at events.

If you need any assistance with this, feel free to contact Lindsay Irvine, Projects Coordinator, at lirvine@kincanada.ca.

National Committee Updates

Membership

One of the most exciting moments of Kinvention was the announcement of year-end Membership levels. The association showed a growth of +122 with 5 districts up over last year. Check out the committee's celebratory video at kincanada.ca/national-convention.

Corie Ruzicka-Olson, Member Liaison Officer
corie@kincanada.ca

Charter & Expansion

Kin Canada has five existing campus clubs with another one joining this November. It is not too late to sponsor one of these amazing clubs. The committee is now working on another club type that will help us continue to grow. Details coming this winter. For more information on starting a club within our association contact Melanie.

Mélanie Nieson, Risk Management Coordinator
mnieson@kincanada.ca

Awards & Recognition

The first Kin Canada Lifetime Achievement Award was awarded at Kinvention 2014 to and in memory of Mickey Boyle. This year launches the Kin Excellence Program which makes the Maple Leaf Award of Distinction, the Founders Award For Achievement, and the Member Award of Excellence a three-tiered trophy award. Affidavits must be submitted within four months of completion. The Green Club, Green Project and Communication Awards have been retired due to lack of participation. Affidavits may not be signed by the person who is submitting for the award; it must be signed by another club executive.

Susanne Marchment, Administrative Assitant
smarchment@kincanada.ca

Service

Mark your calendars - National Day of KINDness is on Saturday, February 21, 2015. More information about NDK and how to order KINDness kits is in this mailing. The new, shorter online service reporting form is available under the reporting tab in the Member Centre. If you report all your events as they happen, we'll take care of your year-end tally. We are also looking for Canadian Blood Service Champions to help promote a national blood drive initiative. Details included in this mailing. And remember, service resources can be found in the Resource Library of our Member Centre at www.kincanada.ca. We've also started a Pinterest page for sharing project ideas.

Lindsay Irvine, Projects Coordinator
lirvine@kincanada.ca



Keeping Founder Hal's Dream Alive

Searching for New Trustees

Applications for new trustees are now being accepted. Members dedicated to keeping Founder Hal's passion for education alive are asked to put their professional skills and Kin-related experience to work.

In addition to awarding bursaries to post-secondary students from across Canada, the board is responsible for promoting the HREF and encouraging clubs to fundraise for this worthy fund. There are six trustees with two new members selected each year. The term of office is three years, ending June 30, 2018.

Responsibilities:

Most meetings are held by conference call; the Annual General Meeting is held at National Headquarters in Cambridge, Ontario in the spring. Trustees are selected in February 2015 and are required to attend this meeting. Transportation, accommodation and meal expenses are provided.

Committee Tasks:

Secretary/Treasurer duties, developing promotional and communication material, writing reports/articles and providing information to clubs and members.

Qualifications:

- You must be an active member in good standing of a club.
- Teamwork and effective communication is critical.
- Other beneficial qualities include: computer skills, public speaking, fund-development and promotion/marketing.

Application Deadline:
February 1, 2015

The application form is available at www.kincanada.ca/apply

"As the Chair for the HREF Committee, I have expanded my service work to a national level. By reviewing applications submitted, we get a snapshot of a amazing Canadian students looking for assistance to further their education and achieve their dreams. Being a Trustee provides me with the opportunity to meet and network with other Kin who want to make a difference. Together we can make sure that Hal's dream of *providing and promoting education* lives on."

~ Tammie Corbett
HREF Chair

For more information contact:
Lindsay Irvine at National HQ
1-800-742-5546 ext 215 or lirvine@kincanada.ca

Would You Like to Host National Convention?

We are looking for clubs to host our Kin Canada 2017 and 2018 National Conventions.

Benefits include: Great exposure for your club and community, potential revenue for host club(s), personal development and new skills growth.

Bids are now being accepted for:

2017

East - Districts 6 and 7

2018

Central - Districts 1, 2 and 8

For more information about hosting or to fill out an Intent Form, contact Lindsay Irvine at lirvine@kincanada.ca or 800-742-5546, Ext. 215.

The National Awards & Recognition Committee Needs You!

Are you looking for a new challenge? Want to have more influence?

We are looking for new people to join our team. The NARC is made up of committed Kin members and exists to recognize integrity and achievement within the Association. It also encourages personal development and leadership.

What's in it for you?

- The opportunity for your input and ideas
- Learn more about Fellow Kin and HQ
- Build skills

What's in it for Kin?

- Your skills, time & knowledge
- New ideas, vision & creativity

Some of the skills we are looking for:

Vision, strategic thinking, creativity, ability to work with others

Term of commitment for this committee is two years, active participation includes:

- Teleconference meetings (approx. 1 per month)
- Research/ investigation into member participation in awards program
- Participation in/presentations at Kinvention

For more information about joining the NARC, please contact Susanne Marchment at smarshment@kincanada.ca or 800-742-5546, Ext. 212.