



COSMOPOLITAN INTERNATIONAL

THE CLUB THAT FIGHTS DIABETES

Newsletter

September 2016



Membership Message by John Keeley, International Vice President for Membership & New Clubs

Remember to follow the Recruitment and Retention Plan by submitting the names and contact information for ten prospective members on the Great People Who Should Be Cosmos form to your club Membership VP. Once the majority of club members have done this, the planning for your club's Fall Membership Event may be initiated by your club's Membership Committee. Out of every ten invitations sent by your club's Membership Committee, three will attend your Membership Event and one of these three attendees will become a club member over the following sixty days.

Fall Membership Event - Let's get started!!

A. Refer to the Cosmopolitan Recruitment and Retention Plan

B. Membership Metrics - 10 Invited Prospects: 3 Attendees: 1 New Member

- Need people to invite - Each member submits a 10 name Great People Who Should Be Cosmos form to your club Membership VP
- Planned by a minimum 3-person Membership Committee

It is easy to compile a list of ten prospects once you realize that, like yourself, everyone is interested in serving their community at some time in their lives. It helps if you know your prospects; however, this is not a requirement.

- All forms, invitations, and planning guides are on: cosmopolitan.org > Member Center > CI Resources. Call ED Tracy if you need assistance locating documents.
- \$100 gift card awarded to members who sponsor 3 new members in a calendar quarter
- Questions? Contact John Keeley, International V.P. Membership and New Clubs (keeleycosmo@gmail.com)



Marketing 101 by Bob White, International Vice President for Marketing

In August, a number of Rapid City Cosmos visited the Kamp for Kids put on by Diabetes, Inc. to share lunch and present a sponsorship check. As our club members were invited to the front of the dining hall for the presentation, the realization set in that within the last six or seven years, the Cosmo presence had grown from two members presenting a check for \$500 to the current large number of members moving to the forefront to present a \$10,000 check from the club plus another \$7,500 from the Cosmopolitan Fund for Children (CFC). Soon the people standing there included members of the Cosmo teens, parents of camp attendees, camp organizers, camp staff and a pediatric endocrinology doctor – all of whom are Cosmos. For the remaining 100 or so individuals still seated, I seized the opportunity to tell the story of who we are internationally and locally, how we had raised the funds and invited all the teens and parents to join. As a testimonial to how our club is evolving, there were as many teens and parents standing as there were us old relics.

During lunch, our club president went around to the tables and found a couple more teens interested in joining and the mother of one of our current teens, who decided it was her time, filled out an application and wrote a check. Several others asked for applications and exchanged contact info. One girl was introduced to me by staff from the Endocrinology Center as someone who should receive a service dog. As a side note, there were two other service dogs at the camp. I was also approached by someone who offered to run “Facebook” for Cosmos.

The keynote speaker after lunch turned out to be Sierra Sanderson, Miss Idaho 2014, who made national news for participating in the Miss America pageant with her insulin pump clipped to the outside of her swimsuit. I was able to connect with her and hope to add her inspiring story to our menu of “great stories.” She also suggested I connect with her “diabestie,” Nicole Johnson, Miss America 1999, who also is a type-1 diabetic. Ms. Johnson and Ms. Sanderson each have written and published books which should be added to the Cosmo list of resources and may be able to be distributed as a fundraiser. In a final twist, Ms. Johnson has started a young adult group (ages 18-30) after which we may be able to model our own group to mold future Cosmos.

There will be a lot of follow-up to bring these efforts from one event to fruition, but these kinds of results can happen at every event with a little opportunism. Everything we do should be public and intertwined.



Committees want YOU!

Here is your chance to get involved! The following committees have been established for 2016-2017 and need your help in order to be successful.

Consider joining a committee and helping to make a real impact in the future of Cosmopolitan. Contact ED Tracy at headquarters@cosmopolitan.org or 717-295/7142 to sign up for more information.

Action Planning
Diabetes/Cause
Finance
IT/Website
Leadership

Marketing
Membership & New Clubs
International Conventions
Fundraising
PIPs Annual Review



Teen Auxiliary Receives Green Light

The creation of Cosmo teen auxiliaries is now approved! As we continue to reach out to young people and involve them in our mission to bring an end to diabetes, Cosmopolitan will now formally acknowledge auxiliaries composed of teens age 13 through 19. The teen auxiliary bylaws and constitution are available on the Cosmo website (www.cosmopolitan.org). Considering starting a teen auxiliary in your area? We're here to help! Contact John Keeley, Vice President for Membership and New Clubs at keeleycosmo@gmail.com. International dues for teens will be \$15, and we will begin accepting applications shortly. Watch future newsletters for more information or contact John or ED Tracy with your questions.



Where in the World is the Website?

If you attended the 2016 International Convention in Norfolk, you got a wonderful glimpse at the new website that is currently in the works. In the weeks that followed, we experienced an unanticipated delay with ClubRunner, the new website vendor, but we are now back on track with plans to launch the website very soon. International President David House is working with ClubRunner to transfer our membership database, and Website Committee Chairman John LiCausi is working with ClubRunner on functionality and design. Feel free to contact ED Tracy with any specific questions you have. Thank you for your patience while we bring you this exciting chapter in Cosmopolitan history!



Mark Your Calendar!

November 3, 2016, 7 p.m. CT – Fall Board Teleconference

March 3 and 4, 2017 – Winter Board Meeting, Omaha

May 17, 2017, 7 p.m. CT – Spring Board Teleconference

July 27 through 29, 2017 – International Convention, Regina, Saskatchewan

Cosmo members are always welcome to attend any board teleconference or live meeting. Please contact ED Tracy if you would like to attend or for more information.



It's Story Time!

We have a tremendous outreach as an International Organization on our Diabetic projects. We often don't get much publicity or have tools to tell our stories. The International Board has assembled a series of 5 short video presentations, and each club will be receiving these in the next couple of weeks.



And finally...

"When someone shows you who they are, believe them the first time."

--The late Maya Angelou, American poet, memoirist and civil rights activist

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