



Celebrating success

Objective: To foster pride and encourage future action between community organizations and members

Goals: To make sponsors, partners and Kiwanians feel valued and appreciated

Purpose: To get ideas about when and how to recognize members' contributions and behaviors

Audience: Entire club

People get involved when they know they're doing something meaningful. They stay involved when their efforts are recognized. And what gets recognized gets repeated.

Celebrate your members

If your club doesn't have an annual celebration, consider planning a formal or social event that is filled with fun, fellowship and recognition.

However, there's no need to wait until the end of the year to recognize a job well done. Recognition is most effective when it is frequent and immediate. Make sure to consider the person being recognized when you show your appreciation. You may, for instance, choose to extend verbal praise (publicly and privately), give a note and small gift, smile and say thank you as often as possible or even plan a social get-together.

Recognize your community partners

Many of the successes in your Kiwanis club are the result of the relationships and partnerships your club has developed to support large-scale projects. Without this support, the impact and scope of these projects would be diminished.

Acknowledge your club's partners and sponsors to:

- Inspire others to become involved.
- Build community support for future initiatives.
- Emphasize community service.
- Offer opportunities to highlight community issues.
- Demonstrate that one person can be an effective agent for change.
- Make those engaged in community service feel that they and their work are valued.
- Provide examples for the rest of the community.

Consider recognizing a partner or sponsor in any of these situations:

- **The achievement of a goal in which sponsors or partners played a significant role:** The goal may be an endpoint or a major milestone leading to the successful completion of a project or initiative.

- **A club event specifically to honor collaborators and partners:** Say thank you at a club meeting, a special dinner or another type of recognition event.
- **Special occasions:** These often provide the perfect vehicle for showcasing the hard work and dedication of community partners. Global observances such as Earth Day, Universal Children’s Day and Mandela Day present opportunities to praise those who work on the issues they represent.

Specific ways to honor sponsors and/or partners include:

- Publicly thank them, perhaps with a gift, donation or award, at a club event, community meeting or even in a radio or TV interview
- Mention or highlight them on your website and/or event posters
- Write a press release or article, and/or invite the press to an event
- Present a gift or award at a public event
- Host a party in their honor
- Present “community hero” awards
- Make a donation in the person or organization’s name to a local project
- Honor them with a one year dues-paid membership to your club