



Capital Connections
Fredericton 2022
Eastern Canada & The Caribbean District Convention
Catch the Kiwanis Wave, One Child at a Time

Signature Project Workshop

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Signature Projects

Signature projects are important for the future of Kiwanis

- They help to elevate awareness of Kiwanis in the local communities
- Engage current members and remind them why they joined Kiwanis
- Provide valuable and needed service to a community
- Maximize community resources
- In other words, signature projects show the impact a Kiwanis club can have on a community.
- From playgrounds and parks, festivals and fundraisers, signature projects are the hall-marks of what Kiwanis clubs are known for in their communities

They:

- ♦ Impact Children's Lives
- ♦ Build Stronger Communities
- ♦ Improve our own lives

Elements

There are five (5) Elements of a Signature Project:

- 1. Recurring**
- 2. Brand Enhancing**
- 3. High Impact**
- 4. Membership Focus**
- 5. Partnership**

1. Recurring

- ◇ The Project should take place annually, at minimum
- ◇ If the Project is new, you must show an intention of continuity

If your project is not effective anymore or is not doing what it had set out to do, there is allowance to change aspects of it or start a new project with intention to continue.

Elements

2. Brand Enhancing

- ◇ The project should be designed to elevate the Kiwanis brand in the local community.
- ◇ Ensure Kiwanis banners and other signage are visible. Install permanent signage where necessary
- ◇ Use the Kiwanis logos on all promotional materials
- ◇ Have volunteers wear Kiwanis branded shirts to the events
- ◇ Make it a media event, whether it is the launch, handing over or the actual event

*Take advantage of the Kiwanis brand book guidelines for proper use of logo which is available at www.kiwanis.org/brand.



Elements

3. High Impact

- ◇ This is a very important element for the promotion of Kiwanis and your club and the impact it has on the community
- ◇ The project should demonstrate a positive impact on the community
- ◇ The impact should be measurable
 - ⇒ This is determined by the number of children served, the amount of funds raised for the project, the number of service hours spent on the project, the number of Kiwanians participating, number of new members joined and the community's awareness of the project

A great way to measure the success of your project is by doing an assessment. It will also help you to plan and enhance the next project or the next phase.

4. Membership Focused

- ◇ Your signature project must be membership driven
- ◇ It must involve and be supported by the majority of your members
- ◇ It should be designed to include all members
- ◇ It is a great way to keep current club members engaged and happy
- ◇ It is also a perfect way to expose outsiders and potential club members to Kiwanis mission and give them a taste of Kiwanis

Elements

5. Partnership

- ◊ Partnership maximizes your service in the community
- ◊ It can provide resources, products or services for free or at reduced rate
- ◊ It helps to promote the Kiwanis image and develop relationships with the corporate world
- A good signature project is one that involves civic partners, community stakeholders and Kiwanians alike
- This is guarantee to leave a positive impact and lasting impression in the community
- It will also open the doors for sponsorship and most importantly attract new members to your club and ultimately to the organization

E.g. of partners are: corporate partners, civic organizations, schools, fire department, police and elected officials

**A Kiwanis International community partner is Sister Cities International. Kiwanis International benefit individuals and communities around the globe through international service. To learn about them go to <https://www.kiwanis.org/about/partners/sister-cities-international>.*

Some other partners are UNICEF, March of Dimes, Office Depot

Identifying Your Project

A signature project may encompass any or all the 3 aspects of:

- **Service** - hands on and has direct impact
- **Fundraiser** - Also hands on and funds raised used for an even greater impact or event
- **Event**

If your project is a Fundraiser, be sure to include the initiative that the proceeds will support

***Remember funds can also be accessed from the Children's Fund for your project*

Assess your community needs

- **Choose a Project to Benefit Kids**
 - ◆ One that will last for years to come and your Kiwanis club will be known for throughout the community.
- **Bring Your Project to Life**
 - ◆ Form a committee to start working on the project
 - ◆ Utilize the diverse skills of your members on the committee

Identifying Your Project

- **Work with Kiwanis Partners**

- ◆ If you do not have partners from the list created by Kiwanis International, seek partners that align with the Kiwanis mission to preserve the trust of its members and communities
- ◆ Working with partners stretch your limited financial resources
- ◆ Report your partners to Kiwanis International

- **Get Budget-Boosting Help**

- ◆ Check to see if there are items from the Kiwanis Warehouse that you can use. They are discounted and shipping is free (<https://www.kiwanis.org/about/partners/kiwanis-warehouse>)
- ◆ If you have [Office Depot/Office Max](#) in your area, they have a savings program that provides preferred pricing to Kiwanis clubs, with additional benefits including preferred customer assistance. Registration is free and easy. Visit this site to register <https://www.kiwanis.org/clubs/member-resources/service-projects/signature-projects/signature-project-toolkit/step-4>
- ◆ Select suppliers in the community in which the project is being done and negotiate with them for full or partial sponsorship

Promote your signature project

- ◆ Spread the word about your signature project in the community through public relations and social media, etc.
- ◆ Get your team together and execute your project
- ◆ Take inspiring photos (Avoid poses such as check acceptances, podium speakers and groups standing in line or stacked rows. If you're shooting a service project, look for an action photo of the volunteers in progress or interacting with children)
- ◆ Let your photos tell the story
- ◆ Copy the links of news clippings into your signature project report
 - ◇ Print and electronic coverage
 - ◇ Youtube links
 - ◇ Social media views/likes/shares

Celebrate Your Success!

You have worked hard ↔ Your club members have worked hard ↔ Your community partners have worked hard!

RECOGNIZE THEM!

CELEBRATE THEM!

Debrief partners and volunteers. **Start planning the next phase of your project...**

Writing Your Report

- Establish the Goals of your Project (What was the objective/aim and the desired result)
- Highlight the requirements – the Key Elements
- Include statistics relevant to the reader
- Provide project cost and/or funds raised
- Link the project's objectives with its results, make certain that you include the original mission and goals.
- Describe the project's impact and make certain it supports the needs of children
- Highlight future project enhancement

- **REPORT YOUR SUCCESS**

- ◆ Your club secretary should report the club's signature project in the **"meaningful service"** category on the monthly and annual report, which can be accessed on the secretary's dashboard.
- ◆ The annual report is due November 30.
- ◆ By reporting this information, you are assisting Kiwanis International in creating partnerships that can support the club's mission.

Persons to Invite to your Project

Inviting special guest to your events will increase the media's interest. This should be someone with whom your club has worked on the project or someone who will benefit from the project. This will create community awareness about your club and helps build quality relationships with local officials.

Persons to consider inviting:

- Local public officials/Mayor/Town Clerk/etc.
- Local performers/bands (to perform at the event)
- School principals/Superintendents/Coaches - particularly if the project involves school children
- Parent Teacher Association officials
- Faculty advisors for Circle K, Key Club, Builders Club, K-Kids, Aktion club, etc.
- Restaurant managers/owners - Ask a local restaurant to donate food items to your event and feature them as a sponsor. Invite them to the event.
- Bank managers, Police officers, Firefighters, Emergency Medical Technicians
- Grocery store owner/manager - As with local restaurants, your club can seek donations of food from local grocery stores. Ask the manager to attend and mention the donation when possible.
- Radio celebrities/Newspaper reporters
- Neighborhood association presidents (especially in the area you are working)
- Local heroes

What the Judges Look For

- Community Impact
- Community Partnership
- Membership Participation
- SLP Participation (If you do not have SLPs you can invite SLP participation from your sister clubs of neighbouring clubs)
- Benefit to Children
- Kiwanis Branding
- Media Coverage
- Ability to follow instructions

Team 2021

- Merdina Callum
- Governor Jim Scott
- Distinguished Lieutenant Governor of Excellence Leighton McKnight

Team 2022

- Merdina Callum
- Vice Governor John Chave
- Distinguished Lieutenant Governor of Excellence Leighton McKnight

Congratulations to our 2022 Signature Projects Winners

Winners -Tier 1 (Clubs with 27 members or fewer)

	Club Name	Club ID	Division	Project Name
1st	Kiwanis Club of the Garden Parish – KI Top 10	K13153	24	Ocho Rios Primary School Reading Garden
2nd	Kiwanis Club of St John's	K03555	21 Caribou	St. John's Kiwanis Music Festival
3rd	Kiwanis Club of Central Abaco	K18674	22 Sunshine	Project Abaco Rise 2.0

Winners - Tier 11 (Clubs with 28 members or more) - 2021

	Club Name	Club ID	Division	Project Name
1st	Kiwanis Club of Owen Sound	K01382	8 Huronia	76th Annual Kiwanis Club of OS Santa Clause Parade
2nd	Kiwanis Club of Brantford	K00016	4 Colonel Talbot	Kiwanis Back to School Food Drive
2nd	Kiwanis Club of Seaways	K05173	3 St Clair Blue-water	Seaway Kiwanis Christmas OFF the Farm

Congratulations to our 2021 Signature Projects Winners

Winners -Tier 1 (Clubs with 27 members or fewer)

	Club Name	Club ID	Division	Project Name
1st	Kiwanis Club of Windsor - KI 4th place runner-up	K00132	3 St. Clair Bluewater	Back to School Program
2nd	Kiwanis Club of Curaçao	K05935	26 Trade Winds	Kiwanis Hoben DESTAKA
3rd	Kiwanis Club of Sunshine City-Portmore	K19098	23 West	Student Engagement & Colour Me/Story Competition

Winners - Tier 11 (Clubs with 28 members or more)

	Club Name	Club ID	Division	Project Name
1st	Kiwanis Club of Providence-Montego Bay - KI Gold Winner	K13192	25 Cornwall	Breast Cancer Awareness 5K Walk/Run
2nd	Kiwanis Club of Central Abaco	K18674	22 Sunshine	Project 'RISE'
3rd	Kiwanis Club of Greater Portmore	K16610	23 West	Poultry Rearing and Sustainable Vegetable Garden

Examples of Signature Projects

Project: Kiwanis playgrounds

Recurring activity: Maintenance of equipment; addition of equipment

Brand enhancing: Playground signage indicating Kiwanis support; Kiwanis branding on playground equipment; volunteers in Kiwanis logo shirts; media event for grand opening

Impact: Number of children served by playground; monies raised to build playground; hours of service for playground community build; number of service hours donated by volunteers

Membership/partnership focused: Place ribbon-cutting invitation in weekly school newsletter inviting the community to bring kids to play on the new playground; personal invitation sent to civil servant community leaders (i.e. police chief, fire chief, mayor) to attend ribbon cutting

Project: Pancake breakfast for a cause

Recurring activity: Annual events

Brand enhancing: Kiwanis branding on banners, tickets; Kiwanis logo on plates, napkins, cups; use of Kiwanis logo aprons and chef hats; volunteers in Kiwanis logo shirts; media event

Impact: Money raised; number of children served with money raised; number of service hours donated by volunteers

Membership/partnership focused: Kiwanis-branded table at breakfast; staffed by Kiwanis members in branded apparel; distribution of club information, community impact, and membership invitation/form

Examples of Signature Projects

Project: Scholastic Reading Oasis installation

Recurring activity: Ongoing replacement of books; maintenance of room equipment and supplies

Brand enhancing: Kiwanis naming rights; Kiwanis logo stamped in each book; media event for grand opening

Impact: Number of children served by reading oasis; monies raised to build reading oasis; number of service hours donated by volunteers

Membership/partnership focused: Personal invitation sent to civil servant community leaders (i.e. police chief, fire chief, mayor) to attend ribbon cutting and reading oasis dedication

Project: Bike safety clinic

Recurring activity: Annual event

Brand enhancing: Collaborate with local police or fire department for elevated public relations; Kiwanis banner at event; volunteers in Kiwanis logo shirts; media event

Impact: Number of children served through bike inspections; number of children served through bike helmet distribution; number of service hours donated by volunteers; potential number of children saved by bike safety

Membership/partnership focused: Members in Kiwanis-branded apparel circulate among kids and parents talking about Kiwanis Service Leadership Programs and extending invitations to join

Examples of Signature Projects

Project: Flag distribution

Recurring activity: Takes place on flag flying-appropriate holidays: Memorial Day, Independence Day, Patriot Day, Veterans Day, Flag Day

Brand enhancing: Kiwanis logo placed on flag poles; volunteers in Kiwanis logo shirts

Impact: Number of flags distributed; number of service hours donated by volunteers

Membership/partnership focused: As members go door-to-door in community soliciting flag subscriptions, extend invitations to homeowners to attend a club meeting

[Club improves hygiene at schools in the Philippines on Vimeo](#)

[Club's breast cancer awareness walk is a celebration on Vimeo](#)

[Kiwanis Club of Chelsea, New England and Bermuda District on Vimeo](#)

[Kiwanis Club of Olympia, Pacific Northwest District on Vimeo](#)

[Gramps Morgan - People Like You \(Official Music Video\) - YouTube](#)

NOTES





Compiled from information at:
<https://www.kiwanis.org/clubs/member-resources/service-projects/signature-projects>