

K-Family Relations Service Event for Kiwanis One Day April 2

Goal: Every Child in Every Hospital Receives a Spring Activity Basket

Club Presidents of the K Family:

I have a service project for all hands of the Carolinas Kiwanis Family to work on together as a team: a Large Scale Service Project that is inexpensive, provides for a flexible schedule, allows multiple layers of secondary opportunities including membership and promotion of Kiwanis. Saturday, April 2, 2011 for Kiwanis One Day, I would like our K family members to work together to provide a Spring Activity Basket to every child in every hospital within our states. I believe this goal is measurable, attainable and reasonable. There are 342 medical sites in North and South Carolina. Many of these sites do not offer children's services. Therefore the ratio of site per club should be less than one per club. All clubs could begin this process by contacting their local hospital and speaking to the person in charge of the pediatrics floor. Invite the new contact to a meeting, talk about this project and set up details like when to finalize basket decisions.

I have spoken to many clubs and have had positive feedback pertaining to the overall objectives and implementation. Many clubs have already made the contacts and set plans into motion.

We can grow by building new clubs in new areas and by saving the clubs that are disbanding. Our club count in the future could grow by reaching out and targeting a market without Kiwanis. This project would extend our service level at an inexpensive cost plus provide us new exposure. A few phone calls to a local hospital where Kiwanis does not exist is a way to meet the President or director of the medical service providers, as well as their nurses and administrators who could potentially be members of a new Kiwanis club. The sponsoring club could make contact with the Mayor, the Fire and Rescue Squad, the YMCA, and the School Superintendent as well as a few retailers who could provide basket supplies, if the reception to a new club is warm. Please contact your Lt. Governor if you are interested in expanding this project to a hospital in an area outside your jurisdiction to help sponsor and build a new club.

Please focus on the teambuilding aspect of this project. I am requesting that every local Kiwanis club to work together with their service leadership programs (SLP's) to determine who could help and who would be responsible for the separate functions of the project for each medical site. Kiwanis Lt. Governors would coordinate hospital coverage and direct services as needed to cover new or open markets.

To be clear about my goal: I would like every child in every hospital in North and South Carolina to get a Spring Activity Basket.

This project brings our focus toward relevant service with an opportunity for growth and creates stronger K-Family Relations.

Kiwanis and SLP local clubs could divide the responsibility to serve each hospital and hospitals in adjacent areas where Kiwanis is not represented. Consult your Lt. Governor with issues. Trustees and Lt. Governors will consult and recommend options if necessary. There are 256 medical sites in NC and 86 medical sites in SC; many are VA's and addiction clinics and probably will not have any children to serve. To be clear: Lt. Governors will handle the divisional operational aspects of the oversight and implementation. Clubs would ensure baskets are made and distributed on April 2.

Please notify your Lt. Governor and inform the district what hospitals are being covered by your club. The Kiwanis One Day Committee will cross reference the list versus the overall states list and adjust accordingly. There are several clubs that committed to cover an additional hospital. I would like to finalize the listing during the forum being held Saturday morning of the MidYear Conference.

Thank you for your efforts in completing this project; our children in our communities will benefit.

Spring Basket Program Guidelines

Goal : Donate a Spring Basket to every child in the hospital the weekend of Kiwanis One Day. If you would like to offer enough baskets to cover each weekend of April or make this an ongoing service project or simply add other weekends, that would be great! Your fundraising budget will determine your giving level.

Spring Basket Guidelines by Month

What to do Nov-Feb

Responsible Party

- Get local clubs involved and excited Lt. Governor
- Work Kiwanis One Day into your service calendar and fundraising budgets Club President
- Contact local medical center. Meet, contact and arrange event. Get estimated number of children in hospital on a standard weekend. Obtain guidelines from Pediatric floor. Keep in mind age differences and food allergies. The hospital should have a list of non allowed items to follow. Club President

What to do January-February

- Commit to fundraising. If necessary ask for assistance. Club Board
- Get K Family involved in process. Club President
- Contact fellow Kiwanis clubs/SLP's in your area
- Create your marketing concept Club PR Committee

What to do March

- Build Baskets \$5.00 – 12.00 each based on donations from vendors and retailers. Club One Day Committee

What to do April

- Deliver Saturday April 2, 2011 based upon your local Medical Center or Hospital requirements Club Volunteers
- Add project to April monthly report including \$ and hours (Data will be utilized for a district total, and statewide coverage.) Club Secretary

Funding, Highlights and Special Commitments

- Ensure all hospital/medical center's children receive a Spring Basket on Kiwanis One Day.
- The typical cost for 10 children might be \$100.00 or less if donations are obtained.
- Contact local retailers to obtain discounts or freebies.
- Lt. Governor would ensure coverage of all adjacent areas.
- You should be able to organize your committees with representatives from each club you sponsor and work with other clubs from the area. Everyone should help cover the area.
- Invite your SLP to cover a site and/or be involved in the committee work.
- Have SLP's Build Baskets or deliver them with an activity or event in mind.
- Deliver on Kiwanis One Day –Saturday April 2

Nuts and Bolts

- **Google “Hospitals for NC” or “Hospitals for SC”**
- **Create Chairperson for Committee**
- **Contact SLP Lt. Governors and Club Presidents**
- **Marketing** -- Marketing and promotion consist of emails, tweets, advertising to hospital community relations and hospital foundation community relations about the free Spring Baskets to all their children. Key clubs could tweet, Circle K could cover Facebook and enter ads on Craigslist or every other free ad space site, and Kiwanis could handle the mass media. I would like to see all major TV markets receive notification via Youtube or a Facebook group link. The district PR committee will be involved as progress is made.
- **Contacts** -- Consult with Key Club, Circle K, and/or Aktion Club and get a commitment from your fellow SLP Club Presidents. Work together as a larger group to cover a large provider like Duke/Chapel Hill, Shriner's Burn Unit, or Brenners' Children's Hospital. All our clubs are distinguished enough to take the point and follow through. I am confident we can obtain my goal. I have seen the excitement for Kiwanis firsthand; you are making a difference in your community.
- **Possible Script to Use** Your first call should go something like this “Hello, I'm ___ with the ___ Kiwanis club. Is the person responsible for Pediatric Care Supervision available?” Then “Hello, I'm ___ with the ___ Kiwanis club. Are you the person who can help me with a decision for children on the pediatric unit?” If questions arise while getting to the decision maker, simply say, “The Kiwanis club would like to provide a Spring Activity Basket for every child on the pediatrics floor during the first weekend of April. Who could help me with this decision? Great, we would like to bring activitiy baskets to every child on April 2. What would the rules and guidelines be? “ Introduce your plan for baskets and activities once you have some direction. Ask them questions relevant to the development of the program such as: How many children do you have an a typical weekend? Ages? Delivery issues? From there, settle timeframe arrangements. Discuss Special diets, etc.
- **Things NOT to put in baskets** -- sugar free candy, nuts, candy, fake grass, guns, darts
- **Basket Items** -- A good example for the basket would be the type things you put in the gift bags for the other children at your child's Birthday party . The following is a list of items and or activities that you can implement as much or as little as you decide on a local level: art supplies, small puzzles, dolls, plastic cars, cross word puzzles, find-a-word books, where's Waldo type books, yo-yo's, sunglasses, crayons, and coloring books.

The lower South Carolina clubs are invited to join in and buy the Swan Lake book to add to the baskets in your area. A sample of this book as well as other examples will be available at our MidYear Conference. EVERY ITEM SHOULD BE STICKERED WITH THE KIWANIS LOGO STICKERS AVAILABLE FROM KIWANIS INTERNATIONAL.

Baskets should be age appropriate and please verify your list of items with the health care professionals.

Growth

It is vital to the success of our district that we spread our reach and enter a new market with hands open and arms extended. If we work as a team with a focused goal in a new market whether it is relevant service to a new community, or an opportunity for growth in either the short term or long term, Kiwanis will benefit. A secondary benefit is the ability to build a new club or SLP club within the next one-five years simply by doing a small project and entering the market to explore the interest. When you see the map, the one with push pins, the many wide open opportunities are noticeable.

Results

WILL YOU be part of the success story? What part will you play? Make your story glorious to spread to future generations, much like our proud history of successful service projects; it is our foundation for progress.

Thank You,

Governor Todd