

**Signature Project Recognition Program and Contest**  
**Official Instructions, Criteria and Submission Format**

**Instructions**

1. Each district may submit **one** club-level signature project to represent the district.
2. Each participating district will be responsible for designing its selection process for deciding the club-level project to represent the district.
3. All submissions must be received by midnight (Eastern time zone), **March 31, 2017**.
4. Submissions must be emailed to [pr@kiwanis.org](mailto:pr@kiwanis.org) with the subject line reading: 2017 signature project contest/DISTRICT NAME (insert your district's name).
5. Submissions should answer each of the questions outlined in the Submission Format section of this document and may include photos and other supporting materials.
6. Submissions must be attached as a PDF and include a summary letter of nomination within the body of the submission email.
7. All districts and representatives will be notified of submission receipt, along with an invitation to attend an awards event during the Kiwanis International convention in Paris.
8. A panel of Kiwanis International board members and Kiwanis partners will review all submissions that meet contest criteria. The panel will select the finalists and top submissions.
9. Finalists and their respective districts will be notified of their status.
10. The decision of the panel is final.
11. The top 10 finalists will be acknowledged during the Kiwanis International convention, and the top three—gold, silver and bronze—projects will be awarded during a special awards event at the convention.

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## Criteria

By definition, a signature project is a service project, fundraiser or event that includes all of the following:

- Takes place annually or is recurring
- Enhances the Kiwanis brand
- Demonstrates significant impact on the community in terms of funds raised or children served
- Strengthen membership and partnership opportunities

To qualify for the Signature Project Contest, projects *must* meet the following criteria:

- Meet the above definition of a signature project
- Be a service project, fundraiser or event
- Benefit children
- Follow proper brand guidelines and use the correct Kiwanis logo or other brand elements (see [www.kiwanis.org/brand](http://www.kiwanis.org/brand) for Kiwanis' brand book, guidelines and resources)

Special consideration will be given to projects that also:

- Include at least one Kiwanis partner
- Involve other civic partners or community stakeholders

## Submission Format

1. Please submit your district's club-level signature project nomination through email to [pr@kiwanis.org](mailto:pr@kiwanis.org), subject line: 2017 signature project contest/DISTRICT NAME (insert your district's name).
2. In the body of your email, please begin with the following information, in this order:
  - District name
  - Club name
  - Club contact name
  - Club contact email address
  - Club contact phone number
  - Name of project

Then write a summary, 500 words or less, about the project, briefly describing the project, who it served, who participated, and noting all requirements of the signature project.

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3. Attach as a PDF a document that answers the following questions:
  - A. Describe the project. Is it a service project, fundraiser or event?
  - B. Describe the need being met through the project. Was a community assessment completed to determine the need? How was the need discovered?
  - C. Describe the population being served by the project. Please be as specific as possible.
  - D. How does the project benefit children? If this was addressed in an earlier question, please state "See question XX above."
  - E. What is the impact of the project – how many people were helped or served? Please quantify the number of people impacted in these categories:
    - Attendees (if applicable)
    - Service recipients
    - Kiwanis members, including members of service leadership programs, who participate
  - F. Is the project recurring? If so, describe its frequency (annual, monthly, every-other year, etc).
  - G. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?
  - H. Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?
  - I. Describe how the Kiwanis brand is incorporated into the project.
  - J. How is the project promoted?
  - K. How many third-party news media hits resulted? How many social media shares were made?
  - L. How does the project attract new members?
  - M. How many new members were gained through the project?
  - N. What is the total cost of the project (if applicable).
  - O. What is the per-member cost of the project (if applicable): Total cost divided by total membership number.
  - P. What are the total funds raised by the project (if applicable)
  - Q. What is the per-member amount of funds raised by the project (if applicable): Total profit divided by total membership number.
  - R. Did members of a service leadership programs club participate? Please describe.

In the PDF, please feel free to also include photos of the project, news clips (or links to news stories or videos) and other supporting material.

4. Your email with attached PDF must be received at [pr@kiwanis.org](mailto:pr@kiwanis.org) by midnight Eastern Standard Time, **March 31, 2017**.

QUESTIONS? Contact:

[pr@kiwanis.org](mailto:pr@kiwanis.org)

800-549-2647 ext. 171

1+317-217-6171