

# CELEBRATE SUCCESS GUIDE

**PURPOSE:** To ensure that recognition and celebration happen — by helping you plan for it. People get involved when they know they’re doing something meaningful. They stay involved when their efforts are recognized. What gets recognized gets repeated. Some celebrations may require more planning than others, but every one of them is important.

**AUDIENCE:** Entire club.

**FREQUENCY:** Ongoing.

## HOW WILL YOU CELEBRATE SUCCESSES?

Whether it’s for members of your club, partners or multiple groups, there are many ways to celebrate. Choose the right way for each occasion.

### BIG EVENTS:

- Community-wide picnics.
- Festivals.
- Galas.
- Annual banquets.

### SMALLER EVENTS:

- Cocktails before a large event.
- Recognition night.
- Volunteer of the year.
- Special meetings for particular professionals (e.g., fire fighters, police, clergy, etc.).
- A “community hero” night with a special guest list.

### GIFTS/ACTIONS:

- A donation in the honoree’s name.
- Lifetime membership to Kiwanis International.
- Nomination for a community award.
- Submission to be highlighted on a community profile page.



## IMPROMPTU OPPORTUNITIES:

- Thank you notes.
- “Shout-out” at the start of a meeting.
- A mention on your website and/or social media pages.
- Send balloons or cupcakes to their place of employment. (Also boosts club visibility.)
- Present a small gift from the Kiwanis Family Store.
- Silly gifts (e.g., popcorn because “their name keeps popping up”).
- Plan a social get-together.

*Of course, it’s always good to simply say, “Thank you” and “You are appreciated” — in addition to any gesture or act of recognition.*

## WHO & WHAT DO YOU RECOGNIZE?

- Milestones set out in your Club Excellence Plan tool.
- Members or other volunteers who are always there when you need them.
- Partners and sponsors who help make projects and activities happen throughout the year.
- Service Leadership Program members.
- Community members who share your mission or vision.
- Winners of any competition for achieving club goals.
- Your club’s successful fundraising effort, service project, membership drive, etc.

## PLAN YOUR RECOGNITION

Make sure you have enough money in your operating budget to recognize everyone throughout the year. Then assign people to make it happen — and make sure they know they’re in charge.



## FOR EACH RECOGNITION OPPORTUNITY, ASK AND ANSWER THESE QUESTIONS:

- Does this need a special location? Permits?
- Who needs to be involved?
- Who needs to know? When?
- What is the budget? What are the costs?
- How can you involve partners?

*Always be on the lookout for recognition opportunities. When you thank people for helping your Kiwanis club and improving the community, you help ensure that they will keep doing it!*

## HELPFUL TIPS:

- The bigger the event, the more people and time you'll need to succeed.
- For small thank-you gifts, make sure you have room in your budget.
- Get input from multiple people regarding who and what to recognize.
- Take advantage of dignitary visits to heighten the prestige of any recognition.
- Personalize all your recognitions — nobody wants to be just one of many.
- Tag on to other special events in the community or worldwide events like International Children's Day.

## SHOWCASE YOUR CLUB AT ALL PUBLIC EVENTS

Whenever you have a chance to showcase your club with a table, make sure it adds the elements of celebrating the community, showing off and inviting others. Tell your club's story with a showcase exhibition. Seeing your club showcased at community events allows your members to celebrate their membership in your club. For more tips, read the **effective tabling** resource.

### **Here are a few ideas:**

**Photos:** Select 10 to 15 photos (depending on the size of the location and the expected crowd). Include service projects, fundraisers and fellowship moments. Enlarge the photos for more impact and consider adding captions or descriptions. Choose action photos instead of "grip and grin" shots.

**Key items:** Display your club's story. For example, include a T-shirt from a recent walk-a-thon, an invitation to a fundraiser or a certificate from the mayor thanking your club.

**PowerPoint:** Prepare a presentation of your club's best photos. It could loop before the event or during a social time.

**There's no limit:** Your club showcase exhibition will tell your story in a unique way. It should serve as a conversation starter — so make sure club members are ready to share Kiwanis stories.

**Embrace social media:** Profile club members on the social media pages. Include a quick video of them saying why they like Kiwanis, etc. If they win a big award, send a photo/media release to the media outlet highlighting their success with whatever they did.

