

CLUB STORIES: FUNDRAISING SUCCESS
SMALL CLUB EDITION



Kiwanis Club Of Rogerville

HAMBURGER DAY

Empower Rogersville, neighboring communities and youth with service.

Fill voids in community funding and support Kiwanis International's mission.



Mission and Goals (tell the story of your husband starting this club)

- Empower Rogersville and neighboring communities' youth via service projects and events
- These projects fund major service events that have positive community impact with our youth and Key Club members
- The goal is to create financial and community resources resulting in positive impact on local youth via positive engagement between Kiwanis and Rogersville, often including the surrounding towns
- Brand recognition

Hamburger Day



Community-wide fundraising event



Description

- Community wide event that provides families a safe place to enjoy Halloween (Need more info and to create a slide)
- The hamburger lunch provides an inexpensive meal for families and businesses

Kawanis value alignment

- The funds raised are given directly back to the community through different events. Scholarships are funded, children's books are purchased, and we help with other needed community projects throughout the year
- Promotes Kiwanis positively across several communities
- Partnerships established with other community service organizations
- Provides goods and affordable events services for the underprivileged
- Promotes partnerships with local businesses multiple times per year

Hamburger Day



Trunk or Treat

- Hamburger Day was extended to a second event in October.
- Community interest led to add a family-friendly Halloween celebration.
- Community partners decorated cars and passed out candy and treats.

Share how the growth expanded the original Hamburger Day to a larger space in the community park and a second event in October.

The community wanted a family friendly and safe Halloween celebration and community partners joined to provide treats for the kids with a Trunk or Treat event during the Hamburger Day fundraiser.

Hamburger Day



An anticipated, community-wide event



US\$4,200 for future club events



Filling community needs and voids in community support



Each year, the club adds advertising via social media, signage and more to promote events – always including the Kiwanis logo.

Scale of event today

- This event has become an anticipated affair for Rogersville and surrounding communities
- Event generated \$4200 for the club to use as funding for future events
- Attendance and funds realized from said event has grown substantially each year with 1600 people attending this year
- Each year the club adds more advertising via social media, signage, and other avenues to promote events- always including the Kiwanis logo.

Hamburger Day

- Club pride
- Well-known in several communities
- Can-do attitude!



Community recipients

- Key Club Leadership College Scholarships
- Books for children
- Freedom House (a women's group home)

Unique and Innovative Aspects That Make This Event Special

- This event builds club pride, member dedication, and comradery to remain at high levels
- Our club is recognized outside of our own community. The Rogersville Kiwanis club is well-known in several communities
- Club officers and members are holding themselves within a “can do” status and are confident that success will be realized in any future project



LESSONS FOR YOUR CLUB

- For facility and resource needs, partner with community resources and service organizations.
- Start small and simple.
- As your club grows, you can offer more varied and more frequent meal offerings.
- Tie the meal to other community events that are fun.
- Build club pride through service and fundraising.

Takeaways for Other Clubs:

What's replicable

- Ø Hamburger Day ticket selling and money collection process
- Ø Methods used (social media, signage, newspaper ad) for promoting the event
- Ø Partnering with community resources and service organizations

Clubs of different capacity

- Ø Larger capacity clubs could facilitate events more frequently (i.e. Quarterly) as resources allow
- Ø Larger clubs could rotate meal offerings ; Hamburger Day, Taco Day, Hot Dog Day, etc.
- Ø Larger clubs could offer nighttime/dinner meals such as Spaghetti Night for a family of four

Innovative touches

- Ø Promotion of event directly to local business by club members
- Ø Close partnership with local city officials and service organizations such as the fire and police department

Effects on club culture, and influence on future planning

- Ø Club pride, member dedication, and comradery remain at high levels
- Ø Club is well-known in several communities

Club officers and members are holding themselves within a “can do” status and are confident that success will be realized in any

Kiwanis Club Of Lititz Area

Lititz Pretzel Fest and Chocolate Walk

To raise awareness of
Kiwanis and raise funds
for the community.

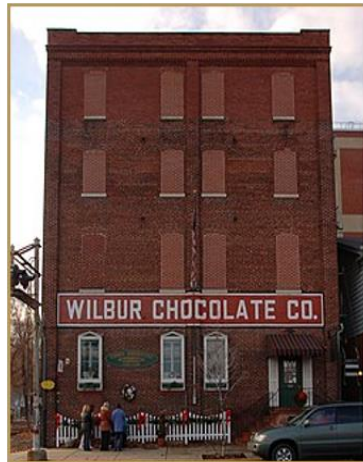


Our number one event is the Chocolate Walk. It's an all-day event where attendees purchase a ticket and a little button to walk around the downtown area and eat all types chocolate treats created by local business and restaurants using Wilbur Chocolate, enjoy live music, and have a great day.

The second event is the Pretzel Fest, or as we like to call it, the "Chocolate Walk's salty little sibling." It's a little younger, smaller, and was basically begun to showcase the town's "other food group": pretzels (Lititz is home to Julius Sturgis Pretzel Bakery, the country's oldest pretzel bakery-photo)

Lititz pretzel and chocolate history

The Wilbur Chocolate Co. moved to Lititz in 1900 and was known for its Wilbur Buds.



The Julius Sturgis Bakery was the first commercial pretzel bakery in North America.

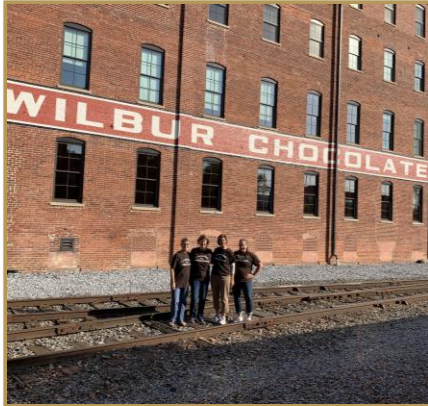
Pretzel:

- In 1861 Julius Sturgis purchased a house in Lititz at 26.
- The Julius Sturgis Bakery was the first commercial pretzel bakery in North America.
- The home and bakery are listed on the National Register of Historic Places.
- Sturgis is still the oldest pretzel baking family in America.

Chocolate

- In 1913 A five-story Wilbur Chocolate building was constructed in Lititz.
- In 1930-1933, Wilbur moved all Philadelphia chocolate manufacturing operations to Lititz, making it the company's primary production location.
- Lititz, PA is a major center for chocolate production and tied to the legacy of a nationally recognized brand.

Lititz Pretzel Fest and Chocolate Walk



When it started the head of the town's merchants association was a Kiwanis member and he championed the idea. Today, the major jobs are done by a handful of people. One member: the event chair; 2 members: volunteer coordinators, 1 member: online sales; treasurer: solicits and collects sponsorships; 2 members: publicity.

Day of: 1 member: Key Club volunteer coordinator; 3 members Zone captains; other volunteer jobs: 2 shifts of ticket markers, treat servers, traffic control; 2 people from Historical Society on shuttle bus telling town history; 2 members: ticket table; 2 members: volunteer check-in.

These events awareness of the Kiwanis Club in our town and beyond (people come from all over to attend the Chocolate Walk) and raise fund to support more than 20 great local organizations serving children.

Lititz Pretzel Fest and Chocolate Walk



Planning

As soon as an event concludes, take notes and start planning for the next year!



Publicity

Local news coverage and word of mouth is a tradition for our community!



Members

Kiwanians, Key Club, Aktion Club and community volunteers



Community

Donations to over 20 children's charities, book giveaways and Kids Free Fun Day in the Park

- Steps taken to plan the event/project For the Chocolate Walk chair, it's pretty much year-round—as soon as an event concludes, it's time to take notes and start planning for the following year. What went well, what will change, etc. The first step is getting the agreement of event sponsor and the biggest job is ongoing: getting chocolatiers and locations for all the stops, find out what they're making, how much chocolate they'll need. Other steps: sending out sponsor letters/requests; fun one: choosing this year's button colors; publicity; municipal approval/parking arrangements; shuttle bus; musicians; printed materials; ticket sales; signs; trash cans; delivering chocolate; coordinate volunteer assignments; thank you gifts to chocolatiers.
- Key partnerships and collaborations we collaborate with so many people: all of the downtown merchants; linking chocolatiers with merchants; volunteers from organizations we support; Key Clubs, and event sponsors.
- Timeline of preparation and execution Chocolate Walk is held in October, and the chair will begin probably in January or February, confirming or filling in as needed for sponsors and chocolatiers/locations. Button colors chosen in March or April and

buttons and tickets are ordered. Club planning meetings begin in May. Pinning party where we attach the pins to the tickets in June. Poster distribution August. Volunteer coordination begins in August.

- We donate to, like the Friends of the Lititz Library ,Aktion Club, and a book give away at the Free Kids Day in the Park

Lititz Pretzel Fest and Chocolate Walk



150 volunteers from Kiwanis and other community members



Over \$1.25 million given to the community



2,000+ visitors to local businesses



It began in 2002 with 14 stops for the day and we raised \$2,600. From that first event, we donated \$1,300 each to Schreiber Center Pediatric Development in Lancaster, PA, and Lititz Public Library. The last year's event drew 2,000 attendees and we raised more than \$100,000. (We gave \$20,000 each to Schreiber and the library and the remainder of all funds raised to more than 20 other local children's charities.)

The Chocolate Walk is probably as big as it's going to get. 2,000 attendees, around 29 stops. That means the chocolatiers have to provide 2,200 treats (because volunteers get 5 treats also), so I don't think it's going to get much larger even though we usually sell out. Pretzel Fest 650 attendees, 27 stops.

It's amazing how the entire community comes together. More than 150 volunteers are needed for the day—those come from club members (we're a small, but mighty club), town residents, the Key Clubbers, as well as other organizations

We're continually building community—in addition to giving funds to

organizations that serve children, we volunteer at their events, they volunteer at our events, and this year we invited nearly 20 organizations to a fund-giveaway event where each organizations explained what they do with the funds—it was so inspiring and moving. Some organizations with shared missions were linking up and others were discovering new organizations or opportunities for their clients. We just keep making friends and connections while following the Kiwanis mission of serving the children of the world, one child, and one community at a time.



LESSONS FOR YOUR CLUB

- Find a theme that resonates with a lot of people.
- It's amazing what a few people can do with a clear vision and direction.
- Make assignments that fit people's talents.
- Take advantage of community history and heritage.

Takeaways for Other Clubs:

1. Find a theme that resonates with a lot of people. Visitors come from all over the country, wearing shirts that say things like "I'll trade my sister for chocolate"; wearing lanyards or hats with buttons collected from previous years' Chocolate Walks, carrying personalized cases in which to collect the chocolate treats that don't have to be eaten right away.
2. Let people take on the work that matches their interest.
3. Use the resources already available in your town. Even if people don't know what the Lititz Kiwanis Club is, they know the Chocolate Company and Chocolate Walk. This is an opportunity to share the value of Kiwanis!

KIWANIS CLUB OF TYSONS

Kiwanis Polar Dip

The Kiwanis Club of Tysons supports Service Leadership Programs and combats food insecurity in Northern Virginia.



- Club's mission & why the fundraising project was needed
The Kiwanis Club of Tysons is dedicated to supporting our Service Leadership Programs and helping to combat food insecurity in Northern Virginia. While the club has always been service minded, fundraising was always a challenge.
- Goals (financial, community impact, engagement)
Our goal was to raise \$25,000. We also wanted to build relationships with the community, specifically the merchants and residents in the area where we had the Polar Dip. We aimed to get local businesses to sign up either as sponsors, or to form fundraising teams to jump in the lake.

Kiwanis Polar Dip



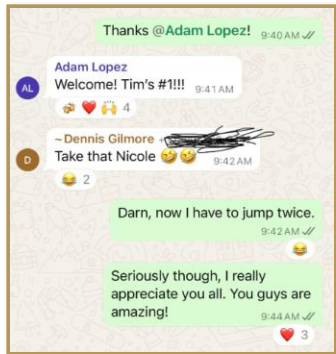
Become a Kiwanis Polar Dip Partner!

Benefit	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500
Event Speaking Opportunity	✓			
Post-event Email to All Participants	✓	✓		
10 x 10 Booth at Event	✓	✓		
Name/Logo on Printed Event Materials	✓	✓	✓	
Recognition on Event T-Shirts	✓	✓	✓	
Name/Logo on Event Website	✓	✓	✓	✓
Name/Logo on all Pre-Event Emails	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓

Project Overview

- The Kiwanis Polar Dip is a continuation of a Polar Dip that was held by Camp Sunshine, a camp that provides a free week to children who are suffering from illness and their family. We participated as a fundraising team and after the Camp Sunshine people decided to end the dip, we worked with them to take over the event and make it a Kiwanis fundraiser. Teams and individuals sign up to jump in Lake Anne in February, and ask for donations on behalf of Kiwanis and our selected beneficiaries. On event day, we have a DJ, face painting, etc. beforehand, then everyone who signed up jumps into the lake.
- The club selects beneficiaries that align with Kiwanis' vision of serving the children of the world. We get true community support from businesses in the area and other local Kiwanis clubs. We incorporate our SLPs and invite them to form teams and jump as well.
- Unlike most fundraisers, we're not selling a tangible good, service, or experience. We're asking folks to donate to people who are willing to jump in a near freezing lake for a good cause. The fundraising turns into a competitive nature (we have a leaderboard on our website so you can see how everyone is doing). On event day, it's a party atmosphere where we have dozens of jumpers and hundreds of spectators.

Kiwanis Polar Dip



A competitive text thread between friends is always fun!

Bryan Casto	Raised \$1,064
Tim Gillette	Raised \$1,053
Nicole McDermott	Raised \$1,039

Creative competition

- **Friendly competition between members helps encourage participation.**
- **A public fundraising leaderboard inspires donations.**

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Kiwanis Polar Dip



**250+ participants
and spectators**



**US\$50,000
raised**



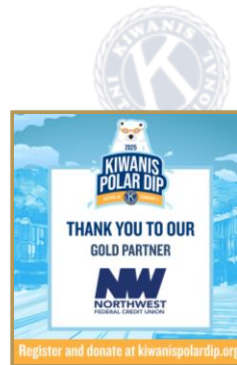
- **Food for Neighbors**
- **Camp Sunshine**
- **Kiwanis Youth Programs**



Accomplishments

- Roughly 60-70 jumpers
- 150-200 spectators
- front page of a few local county newspapers and website coverage post event.
- This is the second year of the event and we've grossed almost \$50,000
- Our club selected three beneficiaries: Camp Sunshine, Food for Neighbors, and the Tysons Kiwanis general fund. Camp Sunshine provides getaways for children who are going through rough times. Food for Neighbors provides meals for middle and high school students. Our club also has 11 SLPs (9 Key Clubs, 1 CKI, 1 K-Kids) and we want to be able to support them financially.

Kiwanis Polar Dip



Planning

What resources are already available in your community?

Preparation

Plan for safety — and for the unexpected.

Participation

How can you engage the community to benefit your fundraiser *and* other businesses?

Partnerships

How do you encourage sponsorships from community partners?

- Timeline of preparation and execution

Preparation usually starts in October – getting the sponsorship packets ready as we go out to solicit sponsors. We have to coordinate with the Reston Association to get permission to use the lake, merchants association to get the craft sale situated, book the safety teams, etc. We initially had the website go live a few months before the event so teams can sign up and start soliciting donations. We now have the website available year round and are looking to extend our fundraising cycle to help build up corporate sponsors.

- How members & community were involved

All club members, and probably up to 200 community members. We received donations from across the United States and even as far away as South Korea. Club members helped find corporate sponsors, jump on event day, help with registration, and handing out fliers at other local events leading up to ours. We also had the club (even those who were not on the committee) help source a photographer and other day of resources. On event day SLPs helped with our promotion table

Add info about street vendors

Kiwanis Polar Dip

Club benefits

- Increased visibility
- Great sense of success
- More involvement with local beneficiaries

Any club can do this!

- Start by partnering with other events.
- Create a fun, party-like atmosphere.
- Select beneficiaries the community already values.
- Use the Kiwanis name to boost donor confidence.



LESSONS FOR YOUR CLUB

Takeaways for Other Clubs:

What this project has meant for the club's culture and visibility

- The club is more visible in the area for sure. The day of the event is a great day for the club. Everyone pitches in to help and we all have a great sense of success watching the event happen.
- We've also become more involved with our local beneficiaries, volunteering with Food for Neighbors 5-6 times a year at their food packing event. Previously we were less focused on one food based charity.
- We're able to donate more money to our beneficiaries. We used to be a club who depended solely on concession stand receipts for our fundraising budget. This took a lot of time, and didn't net us a lot of funds. We were able to scale back on that.

What's replicable

Kiwanis clubs can do this – they just need a place to hold the event, coordinate logistics, and set up a website for donations. Make it fun and get competitive!

- Advice for clubs with different capacities

While it is all hands on deck the day of, a lot of the work can be done from home before the event happens. The actual fundraising is done by the teams, you just need to recruit teams to support your mission.

We started our renewed interest in the previous event after covid when we had limited capacity. As a small club, participating in local events based on member interests until we found one that needed additional help and fit our capacity allowed us to become the organizer.

- Innovative touches that made it stand out

Jumping into a freezing lake is pretty innovative... We make it fun, party atmosphere and everyone has a good time. We have a DJ, emcee, activities for kids.. We want people to come, watch their friends jump in a lake, and have a great time.

By preselecting beneficiaries while keeping Kiwanis as the headliner we help with donor confidence and spreading our name.



Panel questions

Presenter information



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