

KIWASSEE
June 30, 2009

SMOKE SIGNALS
kiwassee.org

KIWANIS
Volume XX No. 36

CHAIR: Ray Senesac
PIG: Don Winger

INVOCATION: Ginny Morrison
MAILER: John McClellan

MUSIC: Dave Winegardner
EDITOR: John Mier

CALENDAR

July 7 Roundtable at Shirleen's, noon.
July 7 Interclub at Saginaw Riverside, 12:15. Leave MCFTA at 11:30 a.m..
July 7 Annual Pinecrest Picnic, 5:30 p.m..
August 12 Kiwanis night at Loons game, 7 p.m..(tickets are \$9 each).

ANNOUNCEMENTS AND PRESENTATIONS

***Dick Jellum reminded members that the Annual Pinecrest picnic will be at 5:30 p.m. on July 7 at Pinecrest. Volunteers will be needed to help serve (please come a little early if you can help). There will be a noon Roundtable at Shirleen's.
***Duane Brooks asked for volunteers to deliver Tuesday lunch food to the Open Door during July and August. Call Duane if you can help.
***Ginny Morrison circulated a sign up sheet for meeting invocations.
***Alex Rapanos scheduled an Interclub for Saginaw Riverside on Tuesday, July 7. Cars will leave the MCFTA at 11:30 a.m..
***President Ray reminded members of Kiwanis night at the Loons on August 12. Deadline for reservations is July 6.

KIWASSEE PUBLIC RELATIONS TASK FORCE REPORT

Mike Briggs reported on the findings and recommendations of the Public Relations Task Force, which was chartered several months ago by President Ray. Their assignment was to address the low areas of the internal survey, which were: (1) Kiwassee does not have high visibility in the community; (2) The public is generally unaware of what our club does, and (3) Low coverage of our projects in the media. Task Force members were: Mike Feider, Cal Hoerneman, Phil Sarnacke, Ray Senesac, Diane Stevens, and Jim Struthers with Vicki Briggs as leader and Mike Briggs as facilitator. The team used the Six Sigma problem solving protocol. They set the following goal: "To energize the club membership and to raise better awareness of our club's community funding activities and sweat equity projects, resulting in improved public visibility and name recognition of Kiwassee Kiwanis." Success will be measured by another internal club survey at a later date. PR is currently achieved through MCTV, newspaper, website, service projects such as bell ringing and Art Fair booth, and fundraising activities (candy and nut sales, Travel and Adventure programs, and the Golf Outing). However, the team agreed that our relatively poor visibility in the community was due to a lack of focus, lack of defined processes, lack of cohesive message, and lack of members as champions. Many possible solutions were identified and the following are being implemented: Specifically defined processes for public relation efforts in newspaper and MCTV (which will include annual planning, assignment of responsibilities, and inclusion of committee chairs in the process), creating a clear message that defines Kiwassee Kiwanis and can be consistently communicated to the community, and creating a "thirty second elevator speech" that members can use to tell friends why we like Kiwassee Kiwanis. Mike asked each table to take five minutes to define an "elevator speech", which will later be used by the task force as a source for ideas. Other ideas include more use of "wearables" such as caps, polo shirts, and windbreakers—especially during events and fund raising activities. Mike and others commented that public relations, membership, and community projects are closely related. Good PR drives more new members which drives (enables) more service for the community. Great job by Vicki, Mike, and the Public Relations Task Force.