

March 6, 2018

KIWASSEE *SMOKE SIGNALS*

KIWANIS www.kiwassee.org

Chair: Snoddy Invocation: Goodwill Editor: Stevens

CALENDAR

Tuesday, March 13: Golf Outing Committee meeting, 11:00am (Betsy Sullivan)

Saturday, March 17: Spring Divisional, Alma College, \$20 includes lunch (Bruce Rayce)

ANNOUNCEMENTS

Brian Goodwill: Signup sheet for Invocation is on the check-in table. There are openings!

Dick Jellum: Community Service will meet today.

Susan Love: Time for Tall in the Saddle! New volunteers, training is needed next Tuesday evening. Contact Susan for the job description and the training location.

Jim Morgan: If you are making a deposit at Chemical Bank for a fundraising account, you **MUST WRITE THE FUNDRAISING PROJECT'S NAME ON THE DEPOSIT TICKET.**

Alex Rapanos: Representing the Kiwassee Kiwanis Foundation, Alex made two check presentations. Betty O'Neil, Family and Children's Services, accepted a \$3,750 check to be used for a technology upgrade with a new website. Jackie Warner, Midland County ESA Intervention Specialist, accepted a \$2,500 check for a "Mind Up" program to be presented to third graders in MPS. This program will teach mindfulness techniques, breathing exercises, and sensory awareness in an effort to promote an ability to self-calm during stressful, anxiety-producing situations.

Bruce Rayce: Consider attending Spring Divisional, Alma College, 3/17. Word is that Kiwassee will receive some of the awards presented. Contact Bruce Rayce for information. At a recent Chamber of Commerce meeting in Caro, 200 attendees celebrated the selection of "Distinguished Citizen" and Distinguished Junior Citizen". All the winners of the latter category were Key Club members!

MEMBER NEWS: Penny circulated a card for John Mier, who served as Smoke Signals scribe for 17 years! He and his wife have moved to Wisconsin to be closer to family. **Nate Coady**, sponsored by Dick Skochdopole, joined the Club today in the induction ceremony by Dave Bender. Nate is Dick's neighbor, and his other winning quality, besides now being a member of Kiwassee, is that he is from Nebraska.

Diane Stevens: The Kiwassee New Hope Village apartment #8 will soon need several sweat equity projects completed. Rudy and Diane are going out next week to look around and double-check the list, which will then be shared with the Club to give everyone an opportunity to tackle a task.

GUESTS: Guests today were Dagny Wysong and Lauri Ireland, invited by Gail Sarnowski. Thank you, Gail, for inviting folks to meet us and hear about the good things we do.

FLAG PROJECT KICKOFF, MIDLAND WAVES

Our newest fundraiser, the Flag Project, began in 2013 thanks to Jim Young's hard work and enthusiasm. Flags are placed, by Kiwassee volunteer teams, on 5 National holidays: Memorial Day, Flag Day, Independence Day, Labor Day, and Veterans Day. The profits from the first 3 years were pledged to Kiwanis International's chosen international project, The Eliminate Project. Kiwanis and UNICEF had joined resources to eliminate maternal and neonatal tetanus worldwide.

Beginning in 2016, profits have stayed with Kiwassee. Those profits support the many projects, from local to international, chosen by our Project Committees. Profits in 2017 were \$9,272.

The Flag Project has become our major fundraiser, and, as such, needed more direction and focus. With assistance from Bolger & Battle's Jesse Traschen, a selling strategy and a brochure have been developed, and a service mark of "Midland Waves" created to capture the connection between flags, patriotism, Kiwassee Kiwanis, and our service and commitment to children and their families. The new strategy emphasizes selling sponsorships, in addition to a limited number of subscriptions, the original marketing approach.

This year, subscriptions will be offered to existing customers at \$40 per year of 5 Flag holidays. After May 1, sales may be made to new customers, but total subscriptions cannot be greater than 200. All subscribers can determine where the flag is displayed, whether in a mass display already planned or at a private residence or business.

Two new levels of sponsorship have been added: Platinum, \$1,000, and Diamond, \$2,500. Sponsorships at the level of Gold, \$500, Silver, \$250, and Bronze, \$100, remain the same. Sponsors receive recognition ranging from having their name displayed on the Kiwassee website (Bronze) to that plus recognition on our Facebook page, a sign at each flag site, and a plaque presented at a Kiwassee luncheon. Additional acknowledgement may be appropriate for Platinum and Diamond level contributions. Sponsors' contributions enable Kiwassee to continue our 51 year dedication to improving the lives of children and their families, both in this community and others.

For Kiwassee members only, a \$75 subscription provides a flag to be displayed (by you) on all 5 National holidays at your home, and a designation of Bronze Sponsor.

Before sales begin, each member will receive a list of last year's customers, an order form for each customer with last year's information, and a blank order form with the Kiwassee member name and phone number for new customers. Jim Young will provide Midland Waves brochures.

Help the Flag Project by becoming a sponsor, becoming a subscriber, selling subscriptions or sponsorships, or helping to plant flags at sunrise or take flags down at dusk. Or do all!

If you have questions, contact Ray Senesac, Mike Cronenberger, or Jim Young.

NEXT WEEK: EAGLE VILLAGE, Senior Youth
INVOCATION:open GREETER: open