

## **Below \$500 Dollar Donor Program, Yes Initiative:**

**Who:** All Kiwanians, and SLP (Key Club, Kiwin's, Circle K and Aktion Club members)

**Why:** Not all potential donors are able to support the CHN Children's Fund at the **1965** (\$500 level). This program is designed to engage giving by starting with a \$20 donation to the CHN Children's Fund **Yes Initiative** and build individuals by continuing donations until they reach the **1965 Partner Level** of \$500.

**Name of Program:** **1965 BUILDER**

**How it Works:** With a minimum donation of \$20 the donator will receive a **Yes Initiative** pin and began building toward becoming a **1965 Partner**. As the donor builds their participation in the program and reach the milestones of \$100, \$200, \$300 and \$400 in donations, a pin tab will be given for each milestone reached.

In the Yes pamphlet we would include language that would say something like:

"\$500 beyond your reach? For a donation of just \$20, you can "begin" working your way to becoming a **1965 Partner** as **1965 Builder!!** For as little as \$20 you will receive a **Yes Initiative** Pin. As you continue your support of the CNH Children's Fund **Yes Initiative**, AND you will be recognized for contributing \$100, \$200, \$300, \$400 with pin tab at each level.

**Note:** While open to anyone, this program is primarily focused on SLP. If we could get just 25% of our SLP members to participate each year with \$20, we would raise over \$200,000.

For SLP it may require a different type of incentive like a ribbon at intermediate levels (\$50, \$75, \$125 etc.).

It may take a little time to craft a program that will get our youth excited about supporting the **Yes Initiative**. We can reach out to the SLP leadership for some insight and direction.

## **Club Giving Program, Yes Initiative:**

**Who:** CNH District Kiwanis Clubs

**Why:** In many cases Kiwanis Clubs are more likely to donate if there is specific program that will give recognition for a long-term financial commitment.

**Name of Program: Vision Partner Club**

**How it Works:** For a mere \$10 per month or \$120 per year, per member, for 5 years, a club would become a **Vision Partner Club**. (This would equal \$600 per member over the 5 years.) **A Vision Partner Club** must be at least 15 members (It is not practical for the smaller clubs to be part of this program as individual donation would raise more new money).

Not all clubs are created equal as far as membership is concerned. To give a little more incentive, clubs of differing sizes would be at different levels.

Clubs with 15-25 members would be a **Trailblazer Partner Club**:

- Vision Partner Flag (no Pins)
- Listed on the Kiwanis CNH Children's Funds website and Annual Impact Report
- Recognized in the annual gala's and Honors Breakfast programs
- Invitation to special Vision Club events\*.

Clubs with 25-50 members would be a **Leadership Partner Club**:

- Vision Partner Flag (no Pins)
- Listed on the Kiwanis CNH Children's Funds website and Annual Impact Report
- Recognized in the annual gala's and Honors Breakfast programs
- Invitation to special Vision Club events\*.

Clubs with 50 Plus members would be an **Elite Partner Club**:

- Vision Partner Flag (no Pins)
- Listed on the Kiwanis CNH Children's Funds website and Annual Impact Report
- Recognized in the annual gala's and Honors Breakfast programs
- Invitation to special Vision Club events\*.

In this model, all members are donating the same \$120 per year. We see no reason to give larger clubs more incentives.

We have done a little research and determined, that some type of yard flag of our design for under \$40 for the **Vision Partner Clubs**.

\*We could create a Vision Partner Club event (Social) at Mid-Years or DCON, or both.