**Yes! Initiative**

November 19, 2019

Committee: Shirley, Jennifer, Mike, Anna, Margo, Bill, Bob Isaac, Mark W., Roy

Three targets: Corporations, Kiwanians and SLP Members

These three are very different and should be treated differently. Each group wants to do good and will want to know what’s in it for them.

**Corporations:** They are less concerned about the donation then what the consequences will be if they donate. We should focus on brand recognition, a cross promotion opportunity for them at Mid year and at District convention. Be pretty good to get press releases out for local businesses in their community.

**Kiwanians:** This group equally wants to do good and be recognized. Some of the committee suggests using a pin recognition and a pin tab. Let’s take that to a larger scale and self brand at the same time.

Recognition Ideas: T Shirts for $120 pledge, pens for $60, a brick at headquarters for $2,500. For clubs that donate $5,000 a custom banner/table topper, etc.

**Students:** This group wants to lead change aggressively. Suggest we talk with the district heads and create a custom program about them and for them. In the next five years 75% of the work force will be Millennials. We have an opportunity to interact with them to create a lasting legacy. They are far more capable of running a crowd fund raising campaign from their laptops. We let them know that it is by them and for them. The funds from Yes! Will go to scholarships, grants and other projects for the youth of CaNevHa. This is who we should be targeting the most.

Make this a contest in each sector (Key Club, Kiwins, Circle K, Builders, K-Kids).

We use Instagram and YouTube to create the recognition videos and promote the campaign.

Recognition items: Spirit Gear for entire club for the club that raises the most (Tutus and t shirts, spirit stick). Individual that raises the most has a pizza party at a local restaurant. Different levels to reach different items. Annual Disneyland pass? Gift cards to Amazon? Build videos of clubs during the fundraising time and promote, promote promote. We flat out need to ask what engages the Circle K, Key Clubbers.

Use Facebook for the over thirty crowd and Instagram and Tumblr for the youth and Twitter for both. Constantly post on all media to keep the spirit up.

We need to engage the ambassadors and District SLP quickly with marketing materials (brands, flyers and web link for donations)

Please see time frame of the Yes! Initiative Action Items. We have the month of December to wrap up the planning with launch being in January (yes, I know the action form says January).

The Yes! Initiative concludes at District Convention on August 15, 2020. Target is $125,000.