CNH District Signature Project Recognition Program and Contest
Official Instructions 2017

Signature projects show the impact a Kiwanis club can have on a community. From playgrounds and parks to festivals and fundraisers, signature projects are the hallmarks of what Kiwanis clubs are known for in their communities.

This year, Kiwanis International offers a Signature Project Recognition Program and Contest. The program will showcase the many club-level projects Kiwanians undertake around the world to make a difference in communities. Each district is invited to submit one club-level signature project from within the district to represent the district. The Kiwanis International board committee on public relations, image and marketing will review qualifying submissions. Finalists and the ultimate top three winners will be announced and recognized during the Kiwanis International convention in Paris.

What is a signature project? Think about what the Kiwanis club is known for in your community. It can be a service project, event or fundraiser—**yes, fundraisers qualify**.
Signature projects:

- Are recurring. (Note: A new project can qualify as a signature project if the intent is to continue the project.)
- Enhance the Kiwanis brand
- Demonstrate significant impact on the community in terms of monies raised or children served
- Strengthen membership and partnership opportunities

The contest includes two parts:

1. District level: **Cal-Nev-Ha is requesting clubs submit their signature project contest entries to awards@cnh.simplelists.com by Friday, March 17, 2017, using the submission form, along with any supporting material, such as photos, etc.** The winner of the District level competition will be submitted to Kiwanis International for nomination of the International level recognition.

2. International level: The top 10 projects and three ultimate winners will be recognized during a special event at the Kiwanis International convention in Paris in July 2017. The top projects also will be highlighted in Kiwanis publications, social media and website along with the recognition event in Paris.

The goal of this contest is to recognize clubs that participate in signature projects that have a positive impact on their communities and to inspire all clubs to create meaningful signature projects. A great online resource to assist with understanding or planning a signature project is available on Kiwanis International's website.

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Criteria 2017

Criteria: By definition, a signature project is a service project, fundraiser or event that includes all of the following:
- Takes place annually or is recurring
- Enhances the Kiwanis brand
- Demonstrates significant impact on the community in terms of funds raised or children served
- Strengthen membership and partnership opportunities

To qualify for the Signature Project Contest, projects must meet the following criteria:
- Meet the above definition of a signature project
- Be a service project, fundraiser or event
- Benefit children
- Follow proper brand guidelines and use the correct Kiwanis logo or other brand elements (see www.kiwanis.org/brand for Kiwanis' brand book, guidelines and resources)

Special consideration will be given to projects that also:
- Include at least one Kiwanis partner
- Involve other civic partners or community stakeholders

CNH District Signature Project Recognition Program and Contest
Submission Form 2017

Please submit this completed form to awards@cnh.simplelists.com by Friday, March 17, 2017, in order to be considered for the District's submission, with the winner being submitted for International level recognition.

1. In 500 words or less, write a summary, about the club's signature project, briefly describing the project, who it served, who participated, and noting all requirements of the signature project. **(Attach as a separate document along with this form, in PDF format, clearly stating the name of the club and the name of the project.)**

2. Answer the following questions about your club's signature project:

A. Describe the project. Is it a service project, fundraiser or event?

B. Describe the need being met through the project. Was a community assessment completed to determine the need? How was the need discovered?

C. Describe the population being served by the project. Please be as specific as possible.

D. How does the project benefit children? If this was addressed in an earlier question, please state "See question XX above."

E. What is the impact of the project – how many people were helped or served? Please quantify the number of people impacted in these categories:
    o Attendees (if applicable)
    o Service recipients
    o Kiwanis members, including members of service leadership programs, who participate

F. Is the project recurring? If so, describe its frequency (annual, monthly, every-other year, etc).

G. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?

H. Are there other partners (outside of Kiwanis International's official partners) involved in the project? If so, which partners and what is their role?

I. Describe how the Kiwanis brand is incorporated into the project.

J. How is the project promoted?

K. How many third-party news media hits resulted? How many social media shares were made?

L. How does the project attract new members?

M. How many new members were gained through the project?

N. What is the total cost of the project? (if applicable)

O. What is the per-member cost of the project? (if applicable): Total cost divided by total membership number.

P. What are the total funds raised by the project? (if applicable)

Q. What is the per-member amount of funds raised by the project? (if applicable): Total profit divided by total membership number.

R. Did members of a service leadership programs club participate? Please describe.

Please feel free to also include photos of the project, news clips (or links to news stories or videos) and other supporting materials