



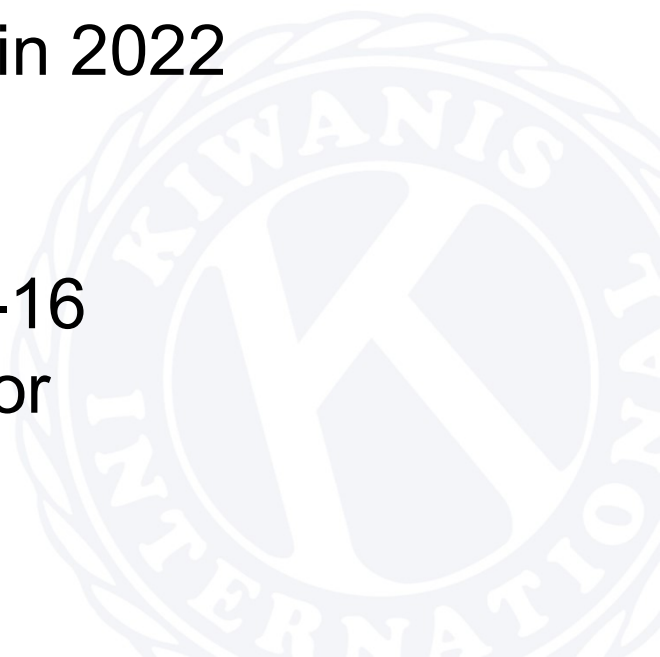
Kiwaniis[®]
PENNSYLVANIA DISTRICT

Refreshing your Kiwanis Events in 2022

Jen Vare

Past District Governor 2015-16

Public Relations Coordinator





WHO, WHY &/OR WHAT?





Kiwanis[®]

CLUB OF CONSHOHOCKEN



Kiwanis[®]
CLUB OF CONSHOHOCKEN

LUNCH BOX FUND

**for the children
of the
Colonial School District**

#KidsNeedKiwanis



Kiwanis has offered to support the efforts of the School District to ensure all students have an opportunity to have a complete lunch every day.

The district is aware of some families going through a tough time currently, but do not qualify for free & reduced meals.

The money raised & donated will be used for the children in the district who need it most.



- Set up a timeline for the event



- Establish a Budget

- Find a Venue





Timeline



- When does this all need to happen?
- Back your way out of the end date!





Budget



- How much do you want/need to spend or raise?
- Back your way out of that total!





Venue





Kiwanis[®]

CLUB OF CONSHOHOCKEN



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PARTY TO BENEFIT COLONIAL SCHOOL DISTRICT LUNCH BOX FUND!

KIWANIS INTERNATIONAL

MARDI GRAS!

Party with a Purpose!

Support students who might otherwise not have lunch
#KidsNeedKiwanis

Join Us for Fat Tuesday celebrations with Silent Auction, Raffles, 50/50 and Mardi Gras Drink Specials!

For tickets go to:
<https://www.eventbrite.com> and enter **Kiwanis Mardi Gras!**

For more information contact:
Kiwanis Club of Conshohocken
Jen Vare
Jen@pakiwanis.org

FWOT
Restaurant & Taproom

When:
February 13, 2018
5:00 pm - 10:00 pm

Location:
Fingers Wings and Other Things
107 Ridge Pike
Conshohocken, PA 19428

Cost:
\$25.00
Includes food, beads, non-alcoholic drinks and cash bar



Partners, Vendors & SLP

- Kiwanis International Partners
- Local Partners
 - Service Leadership Programs
 - Restaurants
 - Stores
 - Businesses
 - Churches
 - Schools



Partners, Vendors & SLP

- What do you need from them?
- How can they help?
- What will you do for them?
- How will you approach?
 - Meeting
 - A letter





Kiwaniis®

CLUB OF CONSHOHOCKEN

January 12, 2022

Kiwaniis is a global community and a Mardi Gras party

As valued community members, we will be held on Fat Tuesday in Conshohocken

We have 4 levels of sponsorship, please reach out to us for more information

\$501 - \$1000 Masquerade

- 5 Tickets to the event
- Preferred logo, company, or name placement on all event communications
- Advertised on our Facebook page 5 times after the event in addition to placement in our Facebook sponsor album
- Prominent Title Sponsor sign at the event
- Presentation & Recognition at the event
- 2 tickets to Donor Recognition night

\$101 - \$250 Party Beads

- 2 Tickets to the event
- Listed on event communications
- Advertised on our Facebook page 2 times after the event in addition to placement in our Facebook sponsor album
- Listed on our Sponsor sign at the event

If you have any questions, please contact us. Your investment in our children is appreciated.

Much Appreciation

Lori Tomczak
Mardi Gras Co-Chairperson
Kiwaniis Club of Conshohocken

loritomczak@comcast.net
C: (484) 343-6086
25 Terrace Road
Plymouth Meeting, PA 19462

\$501 - \$1000 Masquerade Mask Sponsor

- 5 Tickets to the event
- Preferred logo, company, or name placement on all event communications
- Advertised on our Facebook page 5 times after the event in addition to placement in our Facebook sponsor album
- Prominent Title Sponsor sign at the event
- Presentation & Recognition at the event
- 2 tickets to Donor Recognition night

\$101 - \$250 Party Beads Sponsor

- 2 Tickets to the event
- Listed on event communications
- Advertised on our Facebook page 2 times after the event in addition to placement in our Facebook sponsor album
- Listed on our Sponsor sign at the event

\$251 - \$500 King Cake Sponsor

- 3 Tickets to the event
- Preferred logo, company or name placed on event communications
- Advertised on our Facebook page 3 times after the event in addition to placement in our Facebook sponsor album
- Listed on our Sponsor sign at the event

\$50 - \$100 Doubloons Sponsor

- Advertised on our Facebook page 2 times after the event in addition to placement in our Facebook sponsor album
- Listed on our Sponsor sign at the event

Marketing Campaign



Will you use Social Media?



Who is your audience?

Marketing Campaign



- Newspaper/Radio
- Flyers
- Patch.com
- Your website
- Church Bulletin

Marketing Campaign



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The event for event creators is here
Introducing RECONVENE, a free, two-day virtual networking and skillsharing summit about the future of events. [Register now](#) to explore where the industry is heading.

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+ Create new event


Categories


- 🎨 Art
- 🌱 Causes
- 😄 Comedy
- 🔧 Crafts
- 💃 Dance


Discover Events

Top Local This week Classes Friends Online Following


WED, JUN 15 AT 7:30 PM
ALT 104.5 Presents BASTILLE: GIVE ME THE FUTURE TOUR 2022
The Met Philly
25 interested · 14 going
☆ Interested


TUE, FEB 8 AT 6 PM AND 10 MORE
Monthly Meeting
Conshohocken Borough
Vaniv is interested
☆ Interested


SATURDAY, FEBRUARY 5 @ NOON - 3:00 PM



PARTY TO BENEFIT COLONIAL SCHOOL DISTRICT LUNCH BOX FUND!




Party with a Purpose!



Join Us for Fat Tuesday celebrations with Silent Auction, Raffles, 50/50 and Mardi Gras Drink Specials!



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Jen Vare
Jen@pakkiwanis.org





5th Annual MARDI GRAS Party!

WHO
Adults 21+ who love a fun night out!

WHAT
Our ticketed event includes a buffet & drink specials

WHEN
Fat Tuesday
March 1, 2022
5-9 PM

WHERE
107 Ridge Pike
Conshohocken

WHY
Everything we do is for the kids!


Get your \$25 tickets via Venmo, PayPal or from a Kiwanis Member

Kiwanis
CLUB OF CONSHOHOCKEN

FOLLOW US ON
FACEBOOK & INSTAGRAM
[kiwanisclubofconshohocken](https://www.facebook.com/kiwanisclubofconshohocken)



www.fwot.com




SERVING THE CHILDREN OF THE WORLD™

Bring in this flyer, give it to your server and we will donate 15% of your check to the organization listed below.

FUNdraiser in support of:

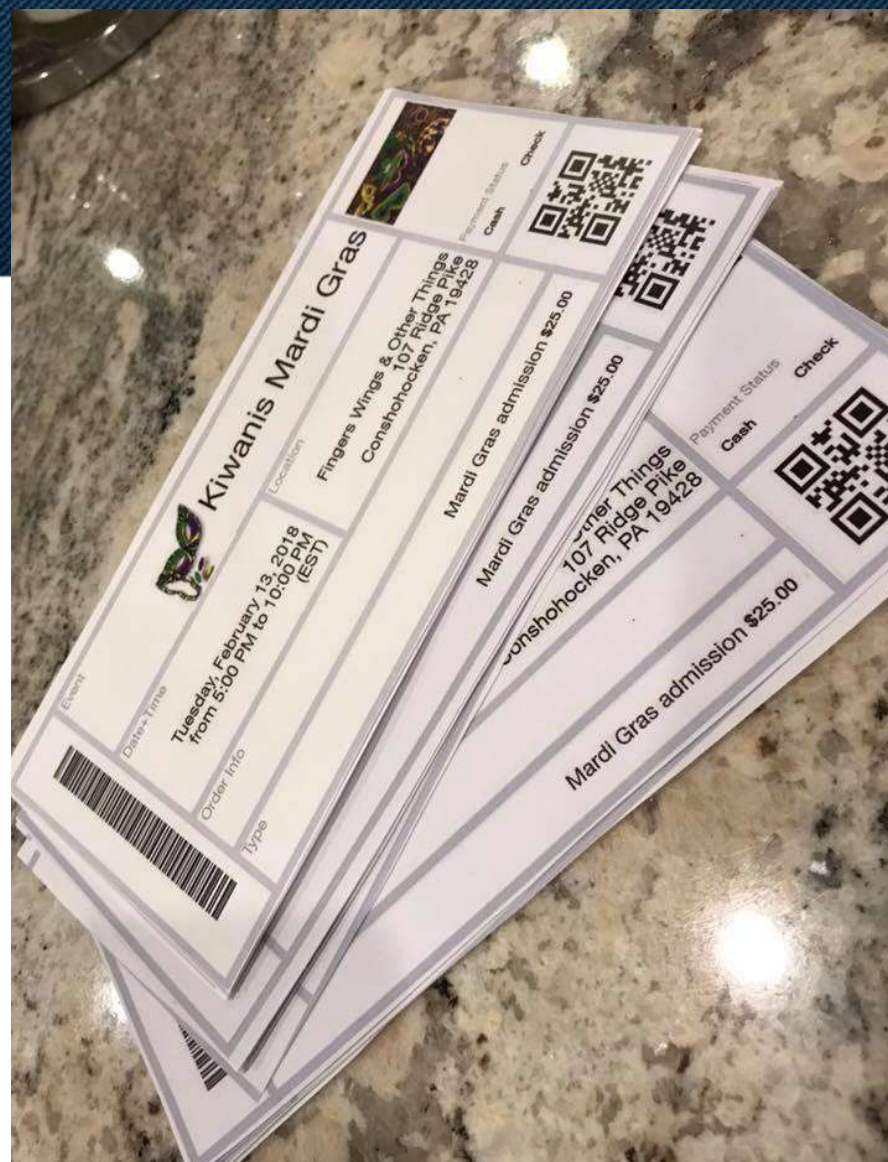
Kiwanis Club of Conshohocken

Tuesday, February 13th, 2018 5pm – 10pm



FWOT
Restaurant & Taproom

107 W Ridge Pike
Conshohocken, PA 19428
(610) 828-6191
www.fwot.com



THINNER FAT TUESDAY

Conshohocken Kiwanis adds a spin to annual Mardi Gras celebration

By M. English
For MediaNews Group

Thanks to COVID-19 restrictions aimed at crowd control, New Orleans' signature Mardi Gras is way different this year. Most notably, the event's boisterous parades and elaborate rolling floats have been replaced by thousands of stationary "house floats" on residential exteriors and porches — brilliant bead, flower and feather-bedecked motifs with in-your-face special effects and dazzling sculptures dubbed "Yardi Gras." Also among the missing this Fat Tuesday — open bars and NOLA's trademark "go-cups," the result of a temporary, city-wide ban that confines Mardi Gras alcohol sales to restaurants.

Not surprisingly, Conshohocken Kiwanis Club's annual Mardi Gras fundraiser — set for Feb. 16 at Fingers Wings and Other Things, 107 Ridge Pike in Plymouth Township — has also been altered to suit the times. In short, the club came up with a hybrid celebration that combines pandemic protocols with in-person options. As usual, FWOT is the event's primary sponsor and will turn over 15 per cent of Feb. 16's daylong dine-in, take-out or delivery sales when ordered as part of "Kiwanis Mardi Gras." The restaurant's delivery radius is 2.5 miles and includes Conshohocken, Lafayette Hill, Plymouth Meeting and portions of West Conshohocken and Norristown (610-828-6191 and www.fingerswingsandotherthings.com).

"We could crush this by getting all the local businesses to order take-out," says Jen Vare, who is co-chairing the fundraiser with Lori Tomczak.

On the other hand, the Kiwanis members are not asking area businesses for Mardi Gras 2021 sponsorships.

"We just didn't want to ask people for money when they're already hurting because of the pandemic," Vare says. "(FWOT) has been so good to us over the years, and they've just always been awesome. We're very grateful. Really, everyone in Conshohocken and the whole area is always so supportive...so willing to help us."

With that in mind, Kiwanis members reached into their own



A Mardi Gras bead tree decorated for "Yardi Gras."

SUBMITTED PHOTO



Mardi Gras beads

SUBMITTED PHOTO

pockets to purchase \$50 gift cards from their usual sponsors and added the cards to their raffle line-up. As Vare and Tomczak noted in a letter to those benefactors: "As valued community members and ongoing supporters of our Mardi Gras, we generally...ask for your support of the event."

KIWANIS > PAGE 2



From left: Jen Vare, Paul Hollinger, Kevin Kensicki and Judith Grudinski

SUBMITTED PHOTO

Kiwanis

FROM PAGE 1

This year, we realize the toll that the pandemic has had on your business (and)...are purchasing a \$50 gift card from you so that you can continue to be a part of our Mardi Gras and community efforts."

Several themed gift baskets will also be up for grabs as part of the Kiwanis Mardi Gras. Raffle tickets for the baskets and gift cards are \$1 for one ticket, \$5 for six and \$10 for 13 and are currently available for purchase on Kiwanis Club of Conshohocken's Facebook page or in-person at FWOT on Feb. 16 from 4 to 8 p.m.

"And...we'll also be giving away beads to those that arrive for take-out or to dine in," Vare says. "We understand not everyone is comfortable being inside a restaurant or take-out area, so we are trying to make year four (of Mardi Gras) as successful as can be (because) 'the kids still need us.'"

Vare describes Kiwanis as "a global organization of volunteers dedicated to improving the world one child and one community at a time."

"Our fourth annual Mardi Gras proceeds benefit projects directly related to our local community, such as programs that directly benefit children in the Colonial School District,



SUBMITTED PHOTO

Jen Vare, left, and Lori Tomczak

our 'emergency fund' for emergencies in our community that affect children, care boxes for children fighting cancer, sponsoring dental health assemblies in some of our local elementary schools (and) distributing grants for local students exhibiting service to other," she says. "Pandemic or not, the kids still need us, and we won't stop until they are all taken care of."

Raffle tickets for Conshohocken Kiwanis' Mardi Gras fundraiser are available for purchase on the club's Facebook page or in person at FWOT from 4 to 8 p.m. on Feb. 16. Additional information is available via email to conshykiwanis@gmail.com.

"Our fourth annual Mardi Gras proceeds benefit projects directly related to our local community, such as programs that directly benefit children in the Colonial School District, our 'emergency fund' for emergencies in our community that affect children, care boxes for children fighting cancer, sponsoring dental health assemblies in some of our local elementary schools (and) distributing grants for local students exhibiting service to other. Pandemic or not, the kids still need us, and we won't stop until they are all taken care of."

— Jen Vare

Event day!!!

- Wear your gear
- Have Branded Signage
- Have a plan to capture the new relationship you have found with attendees, visitors or guests.



Happy to serve! You want Kiwanis Fries with that?



Event day!!!

- We wear our gear
- We bring our banner
- And we even have a plan to capture the new relationship we form with our winners, donors and guests.





Recap

- Set Goals
- Create your Timeline & Budget
- Find your venue
- Make decisions about Partners, Vendors & SLP
- Formulate a Marketing Campaign
- Determine how you will capture attendees' info

**I can't wait to be invited to your
fresh event for 2022**

215-350-0454 or jen@pakiwanis.org

