**Promoting and Celebrating KEHA Week October 9-15, 2022**

***Step 1:***

Talk with your county president or council about observing KEHA Week. Consider the following.

1. Submit an article to your local newspaper. A customizable example is included in the resource packet.
2. Secure a proclamation from your local mayor or county judge. A customizable sample is included in the resource packet.
3. Consider how you will engage local members in the celebration. Materials are provided for a mailout or to-go packet as well as for use on social media. Multiple approaches are likely to increase your reach.

***Step 2:***

**Customize** the KEHA Week 2022 overview flyer.

*To customize:*

1. Near the bottom of the flyer under the heading “Share Your Response”, provide instructions for how members should respond to the prompt each day. **Be sure to add at least one method for the members in your county to participate for the week.**

This could include:

1. Comment or share to our daily post on the XXXXXXXXXX Facebook page.  Then post on your own page with #KEHAWEEK
2. Complete the Milestone Journal and mail to <Extension office or designated leader>.
3. Email your photo or response for each day to XXXXXXXXXXXXXXXXXX.
4. Text your photo or response each day to XXXXXXXXXXXX.
5. Once you have the flyer customized, save as a PDF file and/or convert to an image for use on social media.

***Step 3:***

**Decide** if you will incentivize member engagement in KEHA Week. If you do plan to offer incentives, describe how that will work in your communication with members. You can either offer a small individual incentive for each person who responds at some point during the week or offer a larger prize given away via a random drawing. Members would earn entries in the drawing by submitting a response following the instructions you add to the flyer.

If you do plan to offer an incentive or incentives, consider KEHA merchandise. Photos of current items and an order form are available at <http://keha.ca.uky.edu/content/marketing-items>.

***Step 4:***

In late September, share the customized flyer with your county KEHA members via mail, email and/or social media.

* If you will be providing a “to-go” kit for members for KEHA Week, be sure to share details regarding when the kits will be available and how members should pick up the kit. Consider pick up from the Extension office and/or porch pickup from an officer in each local club.
* If you will be sending a packet via mail, let members know when to expect the materials.
* If you are incentivizing member participation, be sure to share details in your communications.
* The following is a draft post to use when sharing the flyer on social media as a promotion of the upcoming celebration.

“Let your light shine! with KEHA for KEHA Week October 9-15, 2022. Members will receive additional information <<<insert how>>>. Review the flyer and start planning your response for each day! #KEHAWEEK #WeAreKEHA”

***Step 5:***

Prepare the mail out packet or “to-go” kits if you choose this option. The following materials are suggested, including at least one item for each day’s theme.

* KEHA Week Overview – Share a copy of the flyer as a reminder of the daily themes and methods for responding to the celebration.
* KEHA Milestone Journal – Print the journal two-sided (color or black and white) and fold in half.
* A gift certificate and card. Encourage members to:
	+ Carefully consider the recipient(s). How will they benefit from being a KEHA member? Will they be an active member?
	+ Share with the recipient(s) ways that they will benefit from being a KEHA member – tell them why KEHA is important to you.
	+ Share activities and events in which the recipient(s) can be involved on the club, county, area, and state levels.
	+ If gift membership is for regular membership, remind recipient(s) of club meeting date and time. (If you are currently meeting in a virtual format, provide information about joining meetings.)
	+ Introduce new member(s) at club and county meetings

***Step 6:***

During the week of Oct. 3, post/email a reminder regarding KEHA Week. The following is a draft post to use. Consider using the KEHA Week graphic.

“Are you ready to celebrate KEHA Week? Our light shines bright starting Oct. 9. Follow this page next week to share your response each day. #KEHAWEEK #WeAreKEHA #UKFCSExt”

***If*** you are offering incentives for participation, share details. ***If*** you are offering a “to-go” kit, share instructions for pickup.

***Step 7:***

Post daily during KEHA Week as noted below. If you are using email to facilitate the celebration in place of or in addition to social media, send daily email notes incorporating the text below. The graphics are available at <https://keha.ca.uky.edu/content/celebrate-keha-week>.

**If** you are offering incentives, be sure to provide reminders with the details throughout the week.

*Sunday (schedule in advance)*

KEHA Week is here! Watch for our daily posts through Oct. 15 and share your comments with us. Click the link to enjoy this Talking FACS podcast as we celebrate all things KEHA! <http://ukfcs.net/TalkingFACS5-10> #KEHAWEEK #WeAreKEHA

*Monday*

Welcome to Meridian Monday! Share what guides you to confidently achieve your goals. Keep looking up like the meridian lines headed to the North Pole. Share your story or picture story in the comment section. #KEHAWEEK #WeAreKEHA

<post with KEHA Week Meridian Monday.png>

*Optional 2nd Post:* KEHA has a local organization in every county in the state. Through this local connection, members have the opportunity to navigate all kinds of opportunities. <Counties could add a sentence about any special adventures in which your members have participated.>

#KEHAWEEK #WeAreKEHA

*Tuesday*

It’s Tidal Wave Tuesday! What is your BIG idea for moving your homemaker club membership to the next level? Remember to share your idea at your next club meeting. Just think what a “tidal wave” your county will experience if each club implements one idea. Share your ideas in the comment section. #KEHAWEEK #WeAreKEHA

 <post with KEHA Week Tidal Wave Tuesday.png>

*Optional 2nd Post:* Scholarships help today’s students strive to complete advanced education and prepare for a career. In 2021-2022, KEHA organizations across the state presented more than $40,000 in scholarships for higher education. In <<<<< County, Extension Homemakers awarded $<<<< in scholarship funds to local students. #KEHAWEEK #WeAreKEHA

*Wednesday*

We’ve made it to Wake Wednesday! Sharing ourselves is a core value of KEHA as a volunteer organization. What are you doing to leave a mark on your community? The ripples will spread like the wake behind a boat.  Share in the comment section. #KEHAWEEK #WeAreKEHA <post with KEHA Week Wake Wednesday.png>

*Optional 2nd Post:* Celebrate KEHA with us! If you are interested in joining a group of community-minded, creative volunteers, then >>>> County Extension Homemakers is the group for you! Call the Extension Office <add number> to learn more! #KEHAWEEK#WeAreKEHA

*Thursday*

Today is True Wind Thursday!

Which way is the wind blowing? Take a moment to reflect on what your club is doing well and what things you might change. Are you sharing those things you’re doing well and taking steps to change the others? Share your story or picture story in the comment section. #KEHAWEEK #WeAreKEHA <post with KEHA Week True Wind Thursday.png>

Optional 2nd Post: Did you know KEHA has actively supported the University of Kentucky Ovarian Cancer Research Fund since 1977? Donations over the history of this project total more than $1.56 million!

*Friday*

It’s time for Fathom(able) Friday! What can you hardly fathom that you want to achieve? Could you run for club president or county president? Write down your dream and have the confidence to make it a reality. Share your dream in the comment section.

 <post with KEHA Week Fathom(able) Friday.png>

*Optional 2nd Post:* KEHA members are active community volunteers! Last year, members contributed more than400,000 *volunteer hours in support of Extension and community projects with a value that exceeds $9.4 million dollars to the Commonwealth.*  The >>>> County members volunteer time provided $<number of volunteer hours x $24.83> of impact in our county alone. #KEHAWeek #KicktItUpTeamKEHA

*Saturday*

KEHA week wraps up with Starboard Saturday! Leading and encouraging others are integral to KEHA. What are three things that you are doing RIGHT to build confidence in your fellow homemakers?

 #KEHAWEEK #WeAreKEHA<post with KEHA Week Starboard Saturday.png>

***Step 8:***

The week of Oct. 17 send a reminder to submit KEHA Milestone journals or email/post any last responses for KEHA Week. If incentives were part of your celebration, announce the winners or share when the winners will be announced. You may also want to remind members to send any gift membership forms to the county office/designated contact.