

Materials

Develop flyers to post and pass out around town, grocery stores, etc.

Use the Celebrate KEHA Week graphic as it fits with your promotional plans. If you need the graphic in an alternate format, email Kim Henken at khenken@uky.edu

Place banners in the town square or along prominent streets.

Distribute fliers into the community advertising the volunteer service units and their value to your local county this past year.

Publicity

Secure a proclamation from a local official (mayor or county judge executive).

Record short public service announcements for the local radio station.

Work with the local newspaper for articles and feature stories.

Post daily messages to county KEHA social media page. Include photos showcasing local projects and encourage membership with these posts. Highlight any planned KEHA week events. Include #KEHAWEEK with your posts.

Develop and deliver a presentation about Homemakers to local groups like Kiwanas, Rotary, PTA, Retired Teachers Association, etc.

Events

Host a KEHA Breakfast on a designated day during the week.

Host an open house to promote KEHA, encourage membership, and highlight projects and programs of your county organization.

Hold KEHA Day in the Town Square or other prominent location. Activities could include make and take it classes, food vendors, craft vendors, and more.

Host a reception during the week to honor county KEHA members.

Roadshow

Prepare an exhibit at public establishments like banks, libraries, the Extension office, or store fronts to celebrate KEHA Week.

If any community festivals or events take place during or near KEHA Week, host an exhibit.

Set up displays at the local mall or shopping center highlighting county projects completed during the past year.

Put displays in windows of vacant stores in your downtown or town square.

KEHA Week Plans for _____ County

October 14-20, 2018 (2nd full week in October)

Members of Planning Team

Materials

Publicity

Events

The Roadshow
