

Promoting and Celebrating KEHA Week October 8-14, 2023

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 2023 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:
 - a) Comment or share to our daily post on the XXXXXXXXXXXX Facebook page. Then post on your own page with #KEHAWEEK
 - b) Complete the Milestone Journal and mail to <Extension office or designated leader>.
 - c) Email your photo or response for each day to XXXXXXXXXXXXXXXXXXXX.
 - d) Text your photo or response each day to XXXXXXXXXXXX.
- 2) 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 : <https://keha.ca.uky.edu/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.

“Plant a seed.....Help us Grow” for KEHA Week October 8-14, 2023.

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. 2nd 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? Plant a seed....Help us Grow starting Oct. 8th. 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. 14 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 Make Plans Monday! Share guidelines on how to make plans to achieve your goals. Try new approaches. Remember SMART goals (specific, measurable, achievable, relevant, and time-bound.) Share your story or picture story in the comment section. #KEHAWEEK #WeAreKEHA

Tuesday

It's Take Action 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 your county will experience if each club implements just one idea. Share your ideas in the comment section. #KEHAWEEK #WeAreKEHA

Wednesday

We've made it to Water Them Wednesday! The same as having a new plant, you can't leave them unattended, it is time to Water them with the opportunities available through KEHA> Share in the comment section. #KEHAWEEK #WeAreKEHA <post with KEHA Week Wake Wednesday.png>

Optional 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 Try More Thursday!

Don't get stuck in the "We have always done it THIS WAY" mindset; try to think of new and different approaches to reach potential new members. 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

Friday

Today is Feed Them Friday What other information can you feed them about KEHA? Encourage current membership to invite new people to a meeting or a KEHA Activity.

Optional Post: KEHA members are active community volunteers! Last year, members contributed more than 400,000 *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 \$31.80> of impact in our county alone. #KEHAWeek #KickItUpTeamKEHA

Saturday

KEHA week wraps up with Sunshine Saturday! Always Let your light shine and share all the opportunities available with KEHA. What are three things that you are doing RIGHT to build confidence in your fellow homemakers?

#KEHAWEEK #WeAreKEHA

Step 8:

The week of Oct. 16th 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.