

Ideas to grow membership

Celebrating KEHA Week

Marlene McComas, President
Rachael Price, FCS Agent
Jenn Williams, Marketing & Publicity Chair





In this session, you will...

- **Focus on Homemakers Week as a recruitment opportunity**
- Discover ways to increase community awareness of KEHA
- Instill pride in your local Homemakers organization
- See how one county created new events
- Create KEHA Week plans for your own county
- Share your ideas with the group!

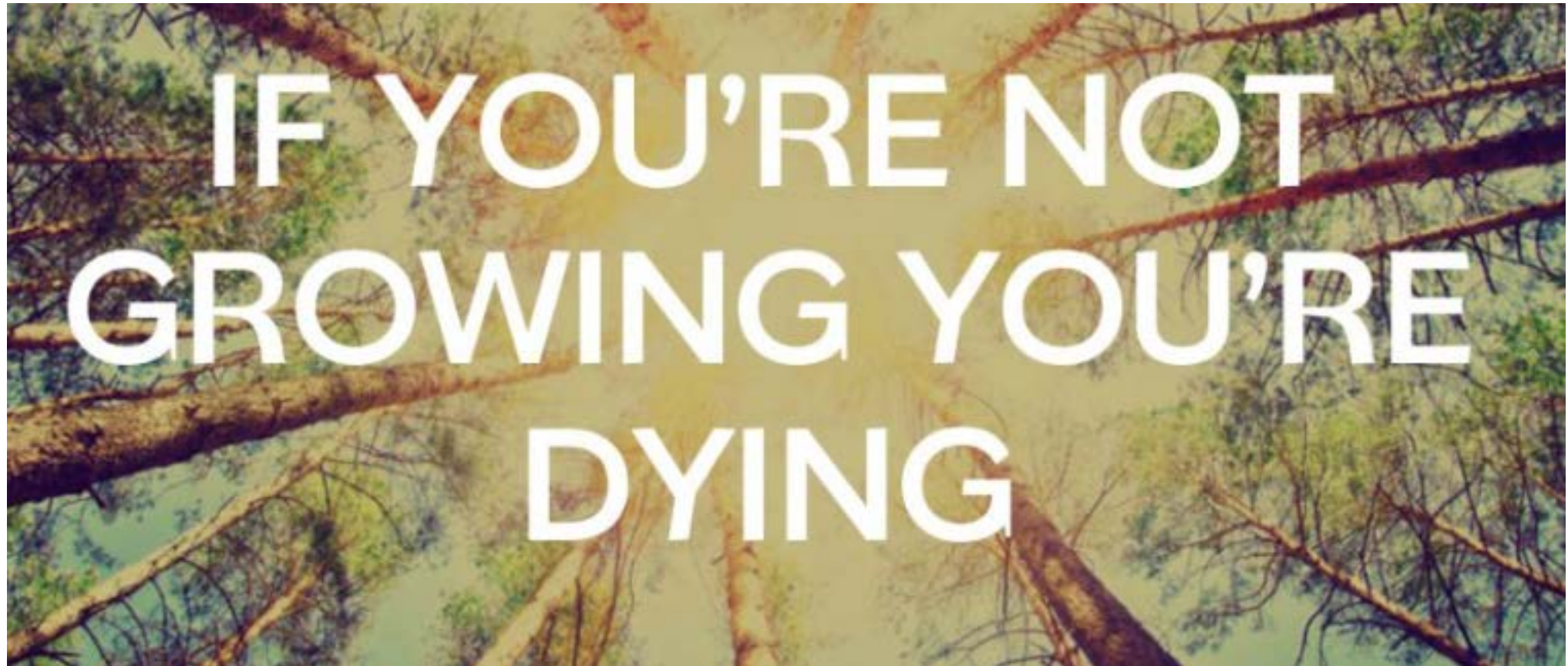


When is KEHA Week?

- Second full week of October
- October 14-20, 2018



Why should my County Emphasize KEHA Week?

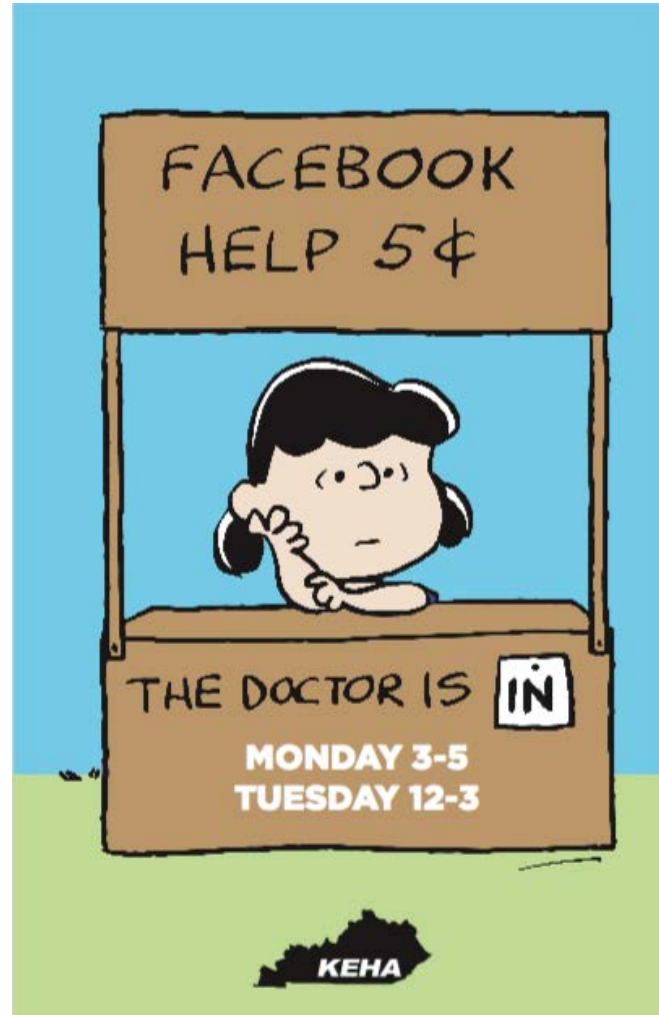


Resources

- KEHA Website > Member Resources > Celebrate KEHA Week. (you'll receive a handout of this content in a few minutes)
- Your Club VPs will be receiving Membership training at this meeting
- Yesterday's seminar, Be More than Social by Mindy McCulley



See Jenn in the Crowne Ballroom Foyer





One example of a successful
KEHA Week:

Grant County 2017

- Materials
- Publicity
- Events
- The Roadshow



Materials

Create a Door Hanger / Brochure

Grant County Extension

HOMEMAKERS

Association

Are you looking for a way to get involved in Grant County? Maybe you want to learn new skills, make some friends, or give back! Join Homemakers and broaden your horizons!

Make the most of your:

- Time
- Home
- Money
- Life
- Health



That's why I'm a Homemaker!

Club Meeting Times

Subject to Change

Happy Stitchers	1 st & 3 rd Monday	10 am
Dry Ridge	2 nd Tuesday	10:30 am
Lunch & Learn	2 nd Tuesday	Noon
Flat Creek	2 nd Saturday	5 pm
Loving Stitchers	Every Friday	10am
Crochet Club	4th Wednesday	2 pm
Scrapbooking	3rd Wednesday	10 am

You can also choose to be a Mailbox Member. That means you still get all the great information, but do not have to attend monthly club meetings.

Dues are only \$8.50 per year

grant.ca.uky.edu/homemakers

I want to join
Grant County Homemakers!!!

Name/Nombre _____ Date/Fecha _____
 Address/Dirección _____
 Phone/Número de teléfono _____ Email/Correo electrónico _____

Please circle the answer to the following questions / círculo:

Prefer to receive newsletters / recibir boletines de noticias? Mail/Correo Email/Correo electrónico

Gender/Género? Male/Hombre Female/Mujer

Age/Edad? 15-19 20-24 25-34 35-44 45-54 55-64 65-74 75+

Ethnic Background (optional) / origen étnico (opcional)? White Black Hispanic Asian Other

Would you like to join a club? Dry Ridge Lunch & Learn Flat Creek

¿Únete a un club? Loving Stitchers Crochet Club Scrapbooking Mailbox

Cooperative Extension Service
University of Kentucky
College of Agriculture,
Food and Environment
4-H Youth Development
Community and Economic Development

Extensión Cooperativa de Servicios
Universidad de Kentucky
Escuela de Agricultura,
Ciencia y Ambiente
Servicio de Desarrollo Juvenil
Servicio de Desarrollo Comunitario y Económico

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Universidad de Kentucky
Escuela de Agricultura,
Ciencia y Ambiente
Servicio de Desarrollo Juvenil
Servicio de Desarrollo Comunitario y Económico

Please return or mail with \$8.50 to:

105 Baton Rouge Rd
Williamstown, KY 41097

Checks payable to Grant County Homemakers





Materials

Create Publicity Banners

- Local resource, Vistaprint, GotPrint, etc.
- Invest in printed items that can be reused





Publicity

Mayoral Declaration



Publicity

Newspaper articles

Extension homemakers seek new members, get week proclaimed

Wednesday, October 18, 2017 at 8:39 am

SHARE    ...   

Dry Ridge City Council proclaimed Oct. 8-14 as Kentucky Homemaker Extension Week during their Oct. 16 meeting.

Member Marleen McComas said they've been losing members each year due and recruiting has been difficult.

"We do a lot of things besides go to meetings," said member Nelma Jean Huff.



Margaret Poor, Rachael Price, Mayor Jim Wells, Joann Hamburg, Marleen McComas, Nelma Jean Huff and Jennifer Williams during the presentation of a signed municipal resolution. Photo by Bryan Marshall
[Buy this photo](#)

1 of 2 << || >>

Sewing classes, craft classes, cooking classes, canning classes, free ovarian cancer screens, scholarships and charity work round up just about everything Extension Homemakers are involved in. And anyone who is too busy to join can still reap membership benefits with their mail-only program, which mails members educational tools, recipes and a newsletter, McComas said.

Membership dues for the year cost \$8.50, said member Margaret Poor. Free ovarian screenings are for older members at the Markey Cancer Center at University of Kentucky Hospital once a year.

Huff said homemakers will be making quilts to donate to Red Cross in December.

According to Dry Ridge's municipal resolution, the Kentucky Extension Homemaker's Association has 14,400 members state-wide. Poor said the local extension homemakers has a few hundred members and a long history. Extension Homemakers has been around for 85 years.

The following schedule are meetings for each individual homemaker's club in Grant County:

—Dry Ridge Homemaker's Club meets the second Tuesday of each month at 10:30 a.m. at the Grant County Extension Office.

—Lunch and Learn meets the second Tuesday of each month at 12 p.m. at the Extension Office.

—Flat Creek Homemaker's Club meets the second Saturday of each month at 5 p.m. Meeting place rotates houses.

—Loving Stitchers meets every Friday at 2 p.m. at the Extension Office.

—Happy Stitchers meets the first and third Monday of each month at 10 a.m. at the Extension Office.

—Crochet Club meets the fourth Wednesday of each month at 2 p.m. at the Extension Office.

—Scrapbooking Club meets the third Wednesday of each month at 10 a.m. at the Extension Office.

Popular

- Officials have mixed reaction to pension bill
- Grant County spared from severe flooding
- Kentucky Shakespeare visits CMZ
- Sherman Elementary February Stallion Stars
- Demons fall to Walton-Verona 94-44 in district tourney
- For the love of Bluegrass music
- El-Amin alleged 'pill mill' trial set for March 5
- Dry Ridge resident settles lawsuit against city

Related

Publicity

Social Media

- Facebook (Instagram, Snapchat, Twitter)





Events

Pop-In



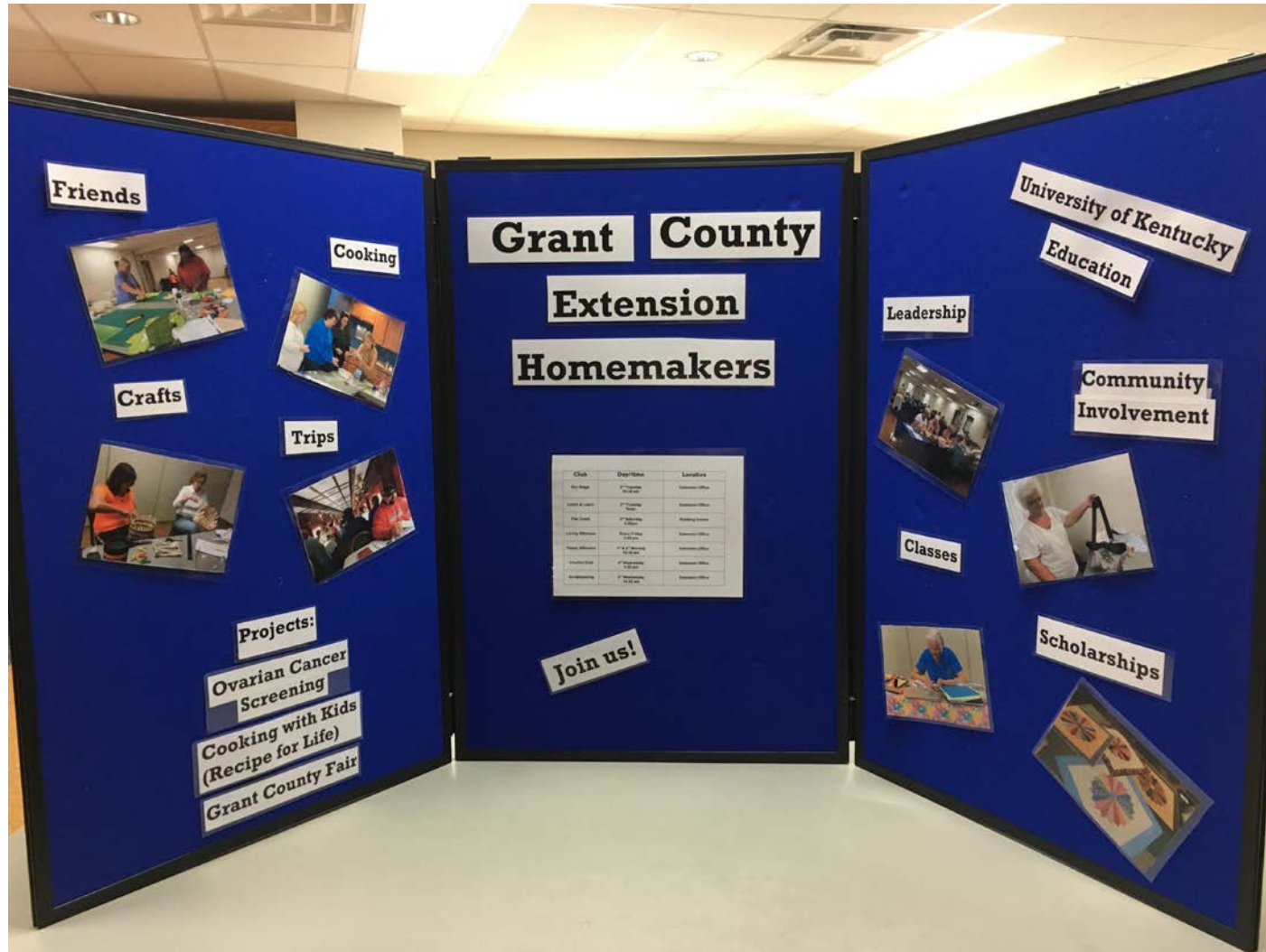
Events

Mini-Presentations



The Roadshow

Create your Display





The Roadshow

Create your Checklist

- Display unit
- Table, tablecloth, chairs
- KEHA brochures, literature
- Giveaways like recipe cards
- Basket of candy, dog treats, or pens to attract attention
- Chip clips to hold literature

The Roadshow
*Take it on the road –
Oh the places you will go!*





The Roadshow-

suggested venues

- Walmart or other local stores
- Community events – ice cream social, Court Days, other Festivals
- Concerts
- Check your county Calendar for upcoming events and plan ahead!



Now you try it!

- Break up into groups of roughly 3-5
- Counties should try to group together
- Use your handouts: Ideas and Worksheet
- Take 15 minutes and start to create a plan for your county
- We will report back highlights to the group!





Sharing Ideas

- What previous ideas have been successful for your county?
- What new ideas will you try in 2018?