

Signature Project Recognition Program and Contest

Official Instructions, Criteria and Submission Format

Instructions

1. Each district may submit one club-level signature project to represent the district.
2. Each participating district will be responsible for designing its selection process for deciding the club-level project to represent the district.
3. All submissions must be received by midnight (Eastern time zone), March 31, 2017.
4. Submissions must be emailed to pr@kiwanis.org with the subject line reading: 2017 signature project contest/DISTRICT NAME (insert your district's name).
5. Submissions should answer each of the questions outlined in the Submission Format section of this document and may include photos and other supporting materials.
6. Submissions must be attached as a PDF and include a summary letter of nomination within the body of the submission email.
7. All districts and representatives will be notified of submission receipt, along with an invitation to attend an awards event during the Kiwanis International convention in Paris.
8. A panel of Kiwanis International board members and Kiwanis partners will review all submissions that meet contest criteria. The panel will select the finalists and top submissions.
9. Finalists and their respective districts will be notified of their status.
10. The decision of the panel is final.
11. The top 10 finalists will be acknowledged during the Kiwanis International convention, and the top three—gold, silver and bronze—projects will be awarded during a special awards event at the convention.

Criteria

By definition, a signature project is a service project, fundraiser or event that includes all of the following:

- Takes place annually or is recurring
- Enhances the Kiwanis brand
- Demonstrates significant impact on the community in terms of funds raised or children served
- Strengthen membership and partnership opportunities

To qualify for the Signature Project Contest, projects must meet the following criteria:

- Meet the above definition of a signature project
- Be a service project, fundraiser or event
- Benefit children
- Follow proper brand guidelines and use the correct Kiwanis logo or other brand elements (see www.kiwanis.org/brand for Kiwanis' brand book, guidelines and resources)

Special consideration will be given to projects that also:

- Include at least one Kiwanis partner [<http://www.kiwanis.org/kiwanis/about-kiwanis/partners>]
- Involve other civic partners or community stakeholders

Submission Format

1. Please submit your district's club-level signature project nomination through email to pr@kiwanis.org, subject line: 2017 signature project contest/DISTRICT NAME (insert your district's name).

2. In the body of your email, please begin with the following information, in this order:

- District name – **Ohio District**
- Club name – **Kiwanis Club of Granville**
- Club contact name – **Don Lewis, 2016-17 President**
- Club contact email address – **lewisdgvill@gmail.com**
- Club contact phone number – **(740) 398-0283(c), (740) 587-0925(h)**
- Name of project - **Kiwanis Club of Granville, Ohio 4th of July Celebration**

Then write a summary, 500 words or less, about the project, briefly describing the project, who it served, who participated, and noting all requirements of the signature project.

Kiwanis Club of Granville, Ohio 4th of July Celebration – A Summary

Granville Ohio is a quaint New England-style community founded in 1805 with a permanent population of 3,500 located 35 miles East of Columbus and home to Denison University. Granville has always had a strong sense of community spirit led by civic and business leaders who sponsor numerous events throughout the year for residents' involvement and enjoyment.

By far the major event is the annual four-day Fourth of July Celebration that is organized and put on by the 80+ member Kiwanis Club of Granville and is the Club's Signature Project. In addition to being Granville's major annual event, this is also the Club's major community service and fundraising project that provides much of our revenue to support our sponsored SLP K-Kids, Builders, Key and Aktion Clubs, our numerous service projects, and to fund our charitable organization donations.

The entire population of Granville Village, Township and the surrounding Licking County area benefits from our Celebration. This is the largest 4th of July celebration in Licking County as evidenced by the crowds attending the street fair over the four days, our fireworks display at nearby Wildwood Park and our two-hour long parade on the morning of the Fourth. This is when family and class reunions are planned, making it known as the time that "everyone from the past comes back to Granville."

Planning occurs throughout the entire year and when the Fourth arrives this becomes an "all hands on deck" service project for all our Kiwanis members (and usually their family members). We close down two blocks of the main street in the center of town and bring in rides for adults and children, games of skill, and food vendors. We invite local charities to set up booths for their fundraising efforts. In the center of it all is our Kiwanis entertainment stage, and our 20' x 60' food tent. Entertainment and events are scheduled over the four days and "Games for all Ages" (e.g., old-style sack races, three-legged races, egg toss) occur the afternoon of the Fourth along with 4-H band performances, banana-split eating contests, and other family focused events. A favorite stage event is our "Granville's Got Talent" held one evening where all local talent of all ages and abilities have the opportunity to perform in front of a packed audience. This venue also provides the backdrop for the local Rotary 'Firecracker Five' five-mile footrace early on the morning of the Fourth, which is now the longest-running footrace event in Ohio dating back to 1971. The race has added yet another tradition for the community for family and friends to enjoy together during this four-day event. Another highlight of our event is our large fireworks show at nearby Wildwood Park that draws up over four thousand Licking County residents to enjoy the downtown activities, then the short walk to the park for the pre-show entertainment and spectacular fireworks display.

The community clearly recognizes this as a Kiwanis event through media advertising and numerous visual displays and banners at the venue. It has always known as the "Kiwanis Fourth of July" amongst townspeople.

3. Attach as a PDF a document that answers the following questions:

Kiwanis Club of Granville, Ohio 4th of July Celebration

A. Describe the project. Is it a service project, fundraiser or event?

The signature project of the Kiwanis Club of Granville, Ohio is sponsoring our community's annual 4th of July Celebration, a four-day street fair event with carnival rides, food vendors, local charitable organization booths, fireworks, parade, family games, and free stage entertainment.

The celebration combines all aspects of a significant service project, fundraiser and event as it benefits several thousand Granville area citizens, local businesses, and other charitable organizations by bringing the community together over the four-days, which has evolved into the one time of the year where family and school reunions are planned and neighborhood block parties are also scheduled – this is when Granville, past and present, comes together as one.

This is a major fundraising event netting \$35,000-\$40,000 for the Granville Kiwanis Club as well as offering a venue for other community charities to raise like amounts.

B. Describe the need being met through the project. Was a community assessment completed to determine the need? How was the need discovered?

Interestingly, the 4th of July Celebration pre-dates the forming of the Granville Kiwanis Club and was actually the main reason the Club was formed. The Celebration began in the late 1800's by community business and civic leaders and held annually since then. In the early 1960's the event had grown such that these leaders decided it was time to establish a more formal group structure over the entire year to plan for the event and carry it out. Several community service club structures were explored (e.g, Lions, Sertoma) and it was decided that the Kiwanis organization seemed to fit the group needs best. Through the assistance of nearby Newark Kiwanis the Granville Kiwanis Club was formed and chartered on November 19, 1962. The 1963 4th of July Celebration was a combined effort between the newly formed Club and business leaders and the Granville Kiwanis assumed full responsibility for the Celebration by 1964.

C. Describe the population being served by the project. Please be as specific as possible.

The entire population of Granville Village, Township and the surrounding Licking County area benefits from our Celebration. This is the largest 4th of July celebration in Licking County as evidenced by the crowds attending the street fair over the four days, our fireworks display at nearby Wildwood Park and our two-hour long parade on the morning of the Fourth. This is when family and class reunions are planned, making it known as the time that "everyone from the past comes back to Granville."

We close down two blocks of the main street in the center of town and bring in rides for adults and children, games of skill, and food vendors. We invite local charities to set up booths for their fundraising efforts. In the center of it all is our Kiwanis entertainment stage, and our 20' x 60' food tent. Entertainment and events are scheduled over the four days and "Games for all Ages" (e.g., old-style sack races, three-legged races, egg toss) occur the afternoon of the Fourth along with 4-H band performances, banana-split eating contests, and other family focused events. A favorite stage event is our "Granville's Got Talent" held one evening where all local talent of all ages and abilities have the opportunity to perform in front of a packed audience. This venue also provides the backdrop for the local Rotary 'Firecracker Five' five-mile footrace early on the morning of the Fourth, which is now the longest-running footrace event in Ohio dating back to 1971. The race has added yet another tradition for the community for family and friends to enjoy together during this four-day event. Another highlight of our event is our large fireworks show at nearby Wildwood Park that draws up over four thousand Licking County residents to enjoy the downtown activities, then the short walk to the park for the pre-show entertainment and spectacular fireworks display.



D. How does the project benefit children? If this was addressed in an earlier question, please state “See question XX above.”

Through this project we benefit children at many levels: First is the creation of fond memories of spending time at the fair that will bring people back to Granville throughout their lifetime. These children grow up and earnestly support our Club efforts – through our school SLP clubs, and some eventually become Kiwanis members specifically to carry on the tradition of this celebration.

Our event benefits many youth organizations such as the Cub, Boy and Girl Scouts and sports groups by giving them a venue to set up informational and fundraising booths for their own fundraising efforts and provide community service by helping with parade functions and cleanup.

Numerous youth groups such as dance performers and music organizations get a chance to perform before large crowds on our stage as entertainment for proud parents, family and friends.

There is a clear financial benefit to children since this is not only our Club’s major fundraiser, but is also a major fundraising opportunity for other community groups that sponsor youth programs. For Granville Kiwanis, we raise up to \$40,000 to sponsor our own K-Kids, Builders Club, Key Club, and our jointly-sponsored Licking County Aktion Club.

Monies raised in this project are also the primary source for our \$11,000 annual Kiwanis International Eliminate pledge. We are in our final year and expect to complete our \$55,000 pledge ahead of schedule.

E. What is the impact of the project – how many people were helped or served? Please quantify the number of people impacted in these categories:

- **Attendees (if applicable)**

Estimated by the local news media to be three to five thousand at our main events (parade and fireworks)

- **Service recipients**

We believe that all attendees over our four-day event along with the area businesses, community organizations, and civic groups benefit from our service, again numbering in the thousands.

- **Kiwanis members, including members of service leadership programs, who participate**

This is an “all hands on deck” service project for our able-bodied Kiwanis members (and usually their family members). Our Club membership is 81 Active and 3 Honorary members and all contribute in some way in this effort over the Fourth of July or during the run-up planning.

F. Is the project recurring? If so, describe its frequency (annual, monthly, every-other year, etc).

This is now a recurring annual four-day event organized and run by the Granville Kiwanis Club that was initially started by Granville community leaders in the mid-to-late 1800’s.

G. Are there Kiwanis partners involved in the project? If so, which partners and what is their role?

The following Kiwanis partners are involved in this project:

Vision Partners – U.S. Army – The U.S. Armed Services routinely have an informational and recruitment booth presence at the street fair. Service-related organizations (e.g., American Legion, VFW, Vietnam Vets) are well represented in our 2-hr long parade on floats and marching units.

Preferred Charities – Boy Scouts of America – Granville Kiwanis is the sponsoring organization for the local Boy Scout Troop #65 and Cub Pack #3. Granville Kiwanis organized Troop #65 over 25 years ago and provided their initial funding opportunity – French fries – at our street fair, which is still a major attraction for fair goers since at one time or another many in the community have spent time in the booth cleaning potatoes and cooking/serving tasty fries. Several Scout leaders have moved on to join our Kiwanis Club as a result of this experience. During the 4th of July Troop #65 helps with marshalling during the parade, doing the parade route cleanup afterwards and assisting with our trash/recycling efforts.

Preferred Charities – UNICEF – The Kiwanis International collaboration with UNICEF benefits from our event since the profits from our 4th of July is the primary source of income to meet our annual \$11,000 Model Club pledge. In our food

tent we distribute informational brochures about the Eliminate Project and have had 50-50 drawings to specifically benefit this cause. Such advertising has resulted in specific donations to the cause from the general public.

H. Are there other partners (outside of Kiwanis International’s official partners) involved in the project? If so, which partners and what is their role?

This event is entirely planned and executed by the Kiwanis Club of Granville, although it could not occur without the cooperation and support from the area governmental authorities, civic organizations and residents. One major financial contributor to the success of the event is the Granville Community Foundation who responds to our grant request to partially fund the fireworks display. Another contributor is the Granville Recreational District (tax-payer funded) who conducts the “Games for All Ages” at the stage area on the afternoon of the 4th. The Village of Granville supports us by providing safety through police protection and traffic control throughout the event. The Granville Fire Department also provides emergency services throughout the four days as well as providing the required oversight for the fireworks display.

I. Describe how the Kiwanis brand is incorporated into the project.

The Kiwanis brand is well established in this project as it is commonly referred to around the community as the “Kiwanis 4th of July Celebration” in the local media and in community discussions. Granville Kiwanis has fabricated a mobile stage for evening entertainment that has the current approved Kiwanis logos and branding prominently displayed. In addition we have a large street banner welcoming all to the Granville Kiwanis 4th of July Celebration. We operate a food tent where we have Kiwanis-related project and recruitment information on display. During the parade we have Kiwanis branding identifying our honorary parade marshal, dignitaries, float winners, current Club Officers, and a Kiwanis-themed float.

A relatively new addition is our annual 4th of July T-shirt sale that has become a popular item. It is a quality decorative T-shirt with a different 4th of July theme each year that identifies the wearer as from Granville OH and has a Kiwanis logo. These are brought back home throughout the US and the world as a proud souvenir from a small Ohio town.

Last year’s T-shirt design

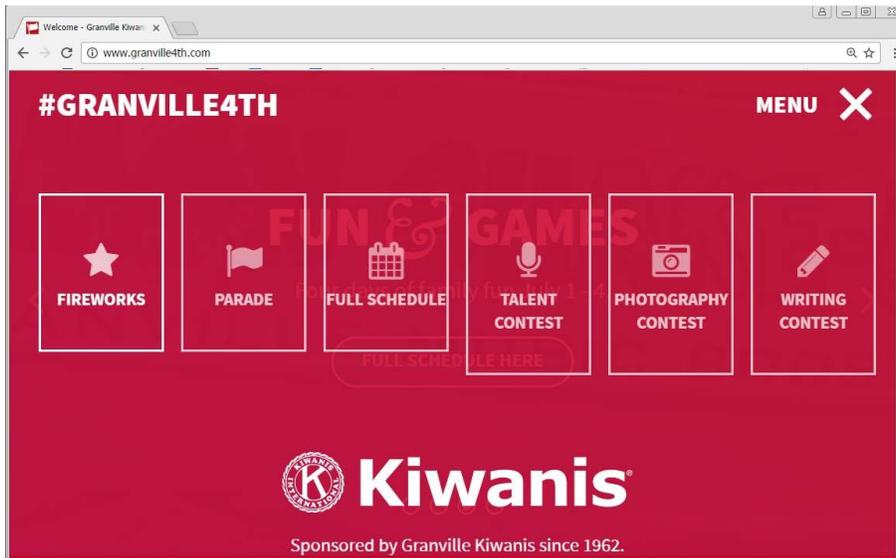


Our Club members are provided with distinctive “dress” blue polo shirts with the Granville Kiwanis logo embroidered to wear while downtown during the event and while working at the various job stations. For more difficult “dirty” jobs such as set-up/tear-down and trash pickup and for crowd control at the fireworks we have bright yellow “Event Staff” shirts with a Kiwanis logo. Over time the citizens have learned to approach Kiwanians wearing either the blue or yellow shirts to answer questions or get help.

J. How is the project promoted?

Since is a well-established annual event, promotion is not difficult. Months in advance the Club routinely receives numerous requests locally and out-of-state regarding what the dates and schedule will be for the 4th Celebration so advance travel plans can be made.

We have a dedicated website page for the event, <http://www.granville4th.com/> with links to it from our Club webpage <http://granvillekiwanis.org/>. We also have a quite active Facebook account where daily information is distributed. Our webpage appears to have the strongest social media interaction.



We have extensive print coverage in the local papers (Granville Sentinel and Newark Advocate) as the event approaches that updates the community about specific entertainment times and events along with local color stories.

We publish a full page ad in the local paper with our schedule of events over the 4th. In recent years the local paper has printed a special edition covering the upcoming 4th of July activities that is delivered to all residences in the area in addition to regular subscribers.

During the week before the event there is local radio interview coverage that reaches throughout Licking County and Eastern Franklin County (Columbus) where a Club representative discusses the daily events and highlights.

We also provide event information to an area electronic roadside billboard display company that cycle our display as a community service.

Social media has now become a primary means of promotion, especially active as the event approaches and to provide breaking-news updates. Here is a link to our event Facebook page from 2016:

<https://www.facebook.com/events/227641664282697/>



K. How many third-party news media hits resulted? How many social media shares were made?

In the past we have primarily used the Kiwanis club's website to advertise the event, which is <http://granvillekiwanis.org/>.

We also have the direct event weblink <http://granvillekiwanis.org/July4th> for the main schedule, highlights and other pages for each of the activities. These pages have been managed by our novice volunteers but contained all the useful information. The traffic increased significantly before the July 4th each year. We are now (3/16/2017) collecting Google Analytics on these sites.

Last year we added a dedicated Granville Kiwanis 4th of July event website <http://granville4th.com/>. The website was created and managed by a local marketing specialist, Rob Cathcart, who donated his time and computer host system. We advertised the new website in 2016 in our media marketing. We still had significant traffic to our Granville Kiwanis Club site, however we created a link from the original event website to drive traffic to the new site. We are currently also collecting the Google Analytics on the new site.

We have just added the new event twitter account #Granville4th (<https://twitter.com/hashtag/granville4th?src=hash>) and plan to use it extensively in 2017.

We have also been marketing the annual celebration on our Granville Kiwanis Club Facebook page, <https://www.facebook.com/Granville-Kiwanis-163912716318/>.

We create a Granville Kiwanis 4th of July Facebook Event page each year. The 2016 July 4th Event Facebook post was posted on May 18, 2016. The direct link is <https://www.facebook.com/events/227641664282697/>. This Facebook event reached over 52,000 people ("total number of unique people who were shown info about the event"). Over 6.9 thousand people viewed the event page. Over 1,500 people responded "with interest" or "were going" to the event.

L. How does the project attract new members?

The 4th of July Celebration is a fun event in the Community. It does attract citizens, many new to the community, who are genuinely surprised at the warmth and friendliness felt over the event and reach out to current Kiwanians to find out more about joining the Club. We keep promotional material at our food tent including new member applications and encourage interested people to attend one of our Club meetings at the historic Granville Inn on Monday nights to learn more about us.

M. How many new members were gained through the project?

We would estimate that this project strongly influences five to ten new members to join each year. This is our major, most visible effort during the year and through association the other projects we do we have a very favorable reputation and often gain members who have come to know Kiwanis as parents of Scouts and SLP youth who have moved on to college.

R. Did members of a service leadership programs club participate? Please describe.

Yes, Granville High School Key Club members assisted in the construction of our Kiwanis float that honored local high school athletes who competed at and won competitions at the District and State levels. Key Club members also ran a SnoCone concession at our fireworks event to raise funds.

In the PDF, please feel free to also include photos of the project, news clips (or links to news stories or videos) and other supporting material.

4. Your email with attached PDF must be received at pr@kiwanis.org by midnight Eastern Standard Time, March 31, 2017.

QUESTIONS? Contact:

pr@kiwanis.org

800-549-2647 ext. 171

1+317-217-6171