

## Kiwanis RMD

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**From:** Sheppard, Timothy L COL USARMY NG NGB (US) <timothy.l.sheppard.mil@mail.mil>  
**Sent:** Monday, February 27, 2017 11:11 AM  
**To:** Kiwanis RMD; Kathy Lee  
**Subject:** Signature Event 2017 -- Kiwanis Club of Wheatland (UNCLASSIFIED)  
**Attachments:** Signature Event.pdf

CLASSIFICATION: UNCLASSIFIED

From: Gail Thompson <ThompsonGailA@outlook.com>  
Sent: Monday, February 27, 2017 10:55 AM  
To: Tim Sheppard  
Subject: Signature Event 2017

Rocky Mountain District

Kiwanis Club of Wheatland

Gail A. Thompson

ThompsonGailA@outlook.com < Caution-mailto:ThompsonGailA@outlook.com >

307-322-3610

Dancing With The Stars Platte County Style

Summary:

"Dancing with the Stars Platte County Style", annually raises scholarship funds for our youth. The event consists of three performances by 6 pairs of volunteers, over one weekend, including a formal dinner dance evening. Dance teams are trained and judged by former World Champions. People's choice awards are by popular vote, which occurs for weeks prior to performance costing \$1 per vote (also available online). The club is in a rural community, yet hundreds join as sponsors, suppliers, and participants for this fundraising event. In 2016, the event grossed \$61,235 and netted \$45,894.

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CLASSIFICATION: UNCLASSIFIED

## Signature Project Recognition Program and Contest 2017

### The Kiwanis Club of Wheatland Wyoming USA

#### Summary:

“Dancing with the Stars Platte County Style”, annually raises scholarship funds for our youth. The event consists of three performances by 6 pairs of volunteers, over one weekend, including a formal dinner dance evening. Dance teams are trained and judged by former World Champions. People’s choice awards are by popular vote, which occurs for weeks prior to performance costing \$1 per vote (also available online). The club is in a rural community, yet hundreds join as sponsors, suppliers, and participants for this fundraising event. In 2016, the event grossed \$61,235 and netted \$45,894.

- A. **Describe this project:** This is a targeted fundraiser for scholarships and technical training aid for students and graduates (including home schooled) of Platte County Wyoming. Wheatland (pop. 3548) is a small town in rural Wyoming. Dancing with the Stars Platte County Style involves the club of 23 and hundreds of community members to make the event a success. A 90 second clip of the event can be viewed at: <https://www.youtube.com/watch?v=4rgvYJz0ndk>
- B. **Describe the need:** Originally, the club consisted of many members associated with the school district. They exposed the need for financial aid for local students going on to college or technical trade schools. The club has always supported this need. However, in 2012, a few club members proposed this event to tremendously increase our fundraising to enable the club to provide many more students with financial aid.
- C. **Describe population being served:** Students graduating from a high school (or home school) in Platte County Wyoming and other student needs such as funding for History Day travel. Also, the project enhances the exposure of Kiwanis to the community.
- D. **How does the project benefit children:** See questions “A” “B” and “C”
- E. **What is the impact of the project:**
  - a. Attendees: Approximately 550/per year (200 for dress rehearsal night, 200 for formal dinner/dance and judging evening/ 150 for encore performance brunch)
  - b. Service recipients: Youth of Platte county scholarships for college, technical training, history day trips to D.C., etc. There have been over 90 recipients and \$130,000 raised since 2013.
  - c. Kiwanis members who participated: Varied but usually 20-25 plus spouses/significant others for the planning, marketing and event operation. Kiwanians that are former World Champion dancers provide the choreography and dance instruction.
  - d. Community support
    - i. 25 sponsors (local banks, hospital, pharmacy, businesses, food services, etc.)
    - ii. 14 supporting individuals and entities (Fair Board, DJ’s, engravers, etc.)
    - iii. High School Club volunteers (150 hours 2016)
    - iv. WY Cowboy Challenge Academy (340 hours 2016)
- F. **Is the project recurring:** Annual.
- G. **Are there Kiwanis partners involved:** The Wyoming Cowboy Challenge Academy is a volunteer program for 16-18-year old’s, housed and hosted by the WY National Guard Camp (Army) in

Guernsey WY. The cadets provide assistance in the setup, take down and clean up during the event.

- H. **Are there other partners involved:** United Country Western Dance Council, American Ballroom Association members serve as instructors, choreographers and judges. Activity clubs from the high school participate as servers during the dinner event.
- I. **Describe how the Kiwanis brand is incorporated:** All materials and press releases use the Kiwanis brand. The club has been transitioning as quickly as possible to adopt the current branding as needed. Banners are prominently displayed during the event.
- J. **How is the project promoted:** Radio spots/Newspaper articles (usually weekly for months prior to event)/Posters/Voting outlets for dance teams around the town/and the Dance teams. The teams additionally raise funds by offering mini-fundraisers to get votes (at \$1/vote), such as bake sales, free haircuts, etc. The teams with the highest votes are 1<sup>st</sup>, 2<sup>nd</sup> and 3 place Peoples Choice winners. Professional judges select Best in Show.
- K. **Third party news media:** The club has Facebook pages for the event and the club. It has been too recent to provide a substantial analysis.
- L. **How does the project attract new members:** The attendees are impressed with the clubs dedication to raise funds for the local youth and become interested in Kiwanis. Additionally, some of the dance team members have since joined the club.
- M. **How many new members were gained through the project:** We have experienced approximately a 20% gain in new memberships since 2013. (Older members have retired but are being replaced with new members)
- N. **What is the total cost of the project:** \$15,341 (2016)
- O. **Per member cost of project:** Average \$639 based on 2016, 24 members
- P. **Total funds raised by project:** Gross \$61,235 Net \$45,894 (2016)
- Q. **Per member funds raised:** \$1912 (2016 statistics)
- R. N/A

#### **Addendums:**

More images are available on our Facebook page:

<https://www.facebook.com/DancingWithTheStarsPlatteCountyStyle/>

The Wheatland Kiwanis Club sends a

Richard E

# BIG THANK YOU



Photo by Greg Garton

to all the businesses and individuals who made our fundraiser,  
**Dancing With the Stars-2: Platte County Style, such a huge success....**

**Platinum Sponsors:**

Platte County Memorial Hospital  
First State Bank  
Platte Valley Bank  
Quality Discount Liquors  
Laramie Peak Motors  
Wyoming Pure Beef LLC  
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Sherard, Sherard, Artery & Johnson

Dr. Zane Nevins, DDS  
Norb Olind Construction

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Bob Ruwart Motors

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KYCN/KZEW Radio  
Mike Munari  
Pat Mitchell  
PBR Printing  
Picture This Photography  
Pie Tin Bakery and Catering  
Platte County Fair Board  
Platte County Record-Times  
Shana Bunker

Simply Creative  
Troy and Emily Reed  
Wheatland Police Dept.  
Wheatland Town Council  
Wyoming Trophy and Engraving

**And.... YOU!**

**And (of course) our wonderful dancers:**

• Cindy Goertz & Chuck Ruwart

• Jennifer Nevins & Bruce Hellbaum

• Val Bowen & Paul Gallegos

• Danielie Haroldson & Kirby Cagle

• Kathy Garton & Wayne Koerwitz

• Stephani Madsen & Tim Olind



