



K-Kids

SERVICE GUIDE

Kiwanis
K-Kids[®]
Young Leaders Helping Others

Recommendation:

This guide is written for club officers who are older primary/ elementary school students to lead activities with modeling and support from their club advisors.

Contents



WELCOME

2

- Start the year with a service plan 2
- Our club IDEA service plan 20__ 3
- IDEA: The four steps of high-impact service 4

IDENTIFY THE NEED

5

- Exploring with interviews 6
- Service needs interview notes form 7
- Mapping the community 8
- Brainstorming service ideas 9
- Choosing a need 10

DEVELOP THE UNDERSTANDING

11

- Investigating the need 12
- Investigations form 13
- Interviewing an expert 14
- Choosing a way to do service 15
- Deciding on a project 16

EXECUTE THE PLAN

17

- Planning hands-on service 18
- Hands-on service plan form 19
- Planning a donation drive 20
- Donation drive plan form 21
- Planning a fundraiser 22
- Project fundraising plan form 23
- Creating project goals 25
- Marketing the need 26
- Marketing plan form 27
- Making a task list and project calendar 28
- Project task list and calendar form 30
- Making a supply list 31
- Supply list form 32
- Making a budget 33
- Project budget form 34
- Day of the service activity or event 35
- Day-of service plan 36

AIM FOR IMPACT

37

- Reflecting on the experience 38
- Evaluating for greater impact 39
- Service project evaluation form 40
- Sharing the story and thanking people 41

Welcome

Club officers, welcome to K-Kids. Thank you for volunteering to lead! You have an important role: learning to lead club meetings and activities. Working with your advisor, you will help members:

- Learn about places and people in your community.
- Decide which needs in your school and community your club will help.
- Plan and carry out service projects that make a difference.
- Feel the power of service.

That's a big responsibility!

START THE YEAR WITH A SERVICE PLAN

Get organized for service at the beginning of the year. Officers and advisors will meet to create a service plan. While you're planning, work together to do these things:

1. Review officer responsibilities (found in the officer guides).
2. Figure out what committees your club will have. A committee is a smaller group of club members who are responsible for specific activities. For example, they can help lead fundraising for your club.
3. Look through this guide (the *K-Kids Service Guide*) together. Decide answers to the questions below *for each activity your club will do*. **Write your decisions in the Our Club IDEA Service Plan on page 3:**
 - Will the club do the activity together, in a committee or as members on their own?
 - Who will lead the activity?
 - Which forms do you need to photocopy for members?
4. Look through the *K-Kids Member Guide* together. Decide answers to the questions below *for each activity your club will do*:
 - Which activities will your club do this year?
 - Will the club do it together or will members do it on their own?

When you have your service plan completed, use this guide all year to do service that is meaningful for your members and makes a difference for your community!

Check it out!
Activities in the *K-Kids Service Guide* and *K-Kids Member Guide* are connected!

OUR CLUB IDEA SERVICE PLAN 20_____ (Fill in the year)

Activity name	When to do the activity	Do the activity together, in a committee or by members at home?	Person to lead the activity?	Form(s) to print for the activity?
Exploring with interviews	Beginning of year			
Mapping the community	Beginning of year			
Brainstorming service ideas	Beginning of year			
Choosing a need	All projects			
Investigating the need	Most projects			
Interviewing an expert	Most projects			
Choosing a way to do service	Most projects			
Deciding on a project	Most projects			
Planning hands-on service	As needed			
Planning a donation drive	As needed			
Planning a fundraiser	As needed			
Creating project goals	All projects			
Marketing the need	Most projects			
Making a task list and project calendar	All projects			
Making a supply list	Most projects			
Making a budget	Most projects			
Day of service activity or event	As needed			
Reflecting on the experience	Most projects			
Evaluating for greater impact	All projects			
Sharing the story and thanking people	All projects			

IDEA: THE FOUR STEPS OF HIGH-IMPACT SERVICE

Doing service is the most meaningful part of being a K-Kid. By doing service, you will make a difference in your school and your community. There are ways to do service really well. These are the four steps of high-impact service that we call **IDEA**.



Identify the Need

First, find out the real needs of your school and community. Then choose a need for your service project.



Develop the Understanding

Do research to learn about the need and discover places and groups in your community who can be a partner for your service project.



Execute the Plan

Create and carry out a plan and complete your service project.



Aim for Impact

After your project is over, think about what your club accomplished. Also think about what you learned and what you would do differently next time. Share the story with others and thank those who helped!

You'll learn to do IDEA as you lead *K-Kids Service Guide* activities and as members complete the matching activities in the *K-Kids Member Guide*. Enjoy planning and doing service with your club!





Identify the need

Every school and community can be improved through service. But how do you know what to do? The first step in IDEA is Identify the Need.

As your club explores community needs and issues, get the K-Kids Meeting Kits at kkids.org/meeting-kits. These kits have step-by-step agendas for meetings about Club Operations, Needs and Causes, and Service.

Here are the four things to accomplish with members through this section's activities:

1. Do research to find out what needs exist in your school or organization and community.
2. Create a map of your community that shows its important places (organizations, government agencies, businesses and historic and public sites).
3. Investigate and brainstorm how your club can help with needs that interest members.
4. Create a list of service projects you might do this year — and then choose a need to plan your first project to address! After the first project, your club will have a list of needs and ideas to use all year long!

Advisors and club officers, be prepared to lead "Identify the Need" activities by reviewing the completed Our Club IDEA Service Plan (on page 3).

EXPLORING WITH INTERVIEWS

Start with interviews to find out about real needs and issues in your school (or organization) and your community! Your club will use information you gather to decide on a need or issue that your club wants to help with.

In this activity: Members will decide who they will interview. Then members will interview those people about the needs and issues they have seen and experienced.

How to lead this activity:

1. Explain that this activity is for members to gather information about real needs and issues in the school and community from people who have seen or experienced them.
2. As a group, brainstorm the names of staff and students that you want to interview. This list can include teachers, coaches, counselors, administrators, librarians, cafeteria workers, student government leaders and student leaders of clubs.
3. Ask for volunteers or assign members to interview each person listed.
4. Give each member a **Service Needs Interview Notes form**. Ask them to write the name of any person they will interview.
5. Have members work in pairs or teams to talk about which friends, family, neighbors and other people they will interview outside of school. Ask members to write these names on their forms.
6. Share these interview tips with members:
 - Practice your questions with someone.
 - Smile and maintain eye contact.
 - Take notes on what the person says.
 - Ask more questions if you don't understand what the person is saying.
 - Thank the person for their time.
 - Stay on topic. Stick to your prepared questions.
7. Choose a deadline for members to complete their interviews and write their notes on their forms. Your club will need the information they gathered for several club activities, so the advisor or club secretary should collect these forms and use them for future meetings.

Connection: Do this activity *before* members complete "Creating a Needs Inventory" in the *K-Kids Member Guide*.

Supplies needed:

One Service Needs Interview Notes form for each member.



SERVICE NEEDS INTERVIEW NOTES

Member: _____

Interview questions

1. What needs and issues have you experienced or seen others experience in our school or community?
2. Can you tell me about places and people in our school and community that help with any of the needs or issues you mentioned?

People you'll interview

Name of person	Who they are	Email & phone number	Date & time of interview

Interview notes

Person interviewed	Needs or issues they have experienced or seen	Places and people that help with the needs and issues

Share the completed form with your club advisor or secretary after your interviews and meetings when you use it.

MAPPING THE COMMUNITY

Your community already has organizations, programs and leaders that help with some of the needs and issues you discovered. Do research to create a map of places and people that are doing good things to help in your community.

In this activity: Your club will create a map of your community that shows its many important places where you might find service project partners or sites.

How to lead this activity:

1. Post a piece of flipchart paper on the whiteboard or wall. Write N (for north), S (for south), W (for west) and E (for east) on each side of the map.
2. Ask members to turn to the completed "Mapping My Community" in their Member Guide (on page 5).
3. Explain that the purpose of the activity is to use research to create a map of your community that shows its many important places.
4. Separate members into four groups. Assign each group one of the topics below:
 - Community organizations that help people.
 - Schools and hospitals.
 - Public places and parks.
 - Our school programs that help students and families.
5. Have the groups discuss what they wrote in their Member Guide.
6. Ask each group to take turns drawing the places they found in their category on the map. Ask them to draw small enough and on the right part of the map so that the other groups' places fit.
7. Discuss the map. Are any important places missing? Are there important community leaders that you should put on the map (like your mayor)?
8. Thank members for their work and put the map where your club can use it again.

Connection: Do this activity *after* members complete "Mapping My Community" on page 5 of their *K-Kids Member Guide*.

Supplies needed:

- Flipchart paper.
- Markers.
- Smart devices and internet access.
- Each member's K-Kids Member Guide (with completed "Mapping My Community" activity on page 5).



BRAINSTORMING SERVICE IDEAS

Your club has gathered a list of school and community needs, and you've drawn a community map of people and groups who can help. Now it's time to think about service!

In this activity: Your club will create a list of service project ideas that can come in handy throughout the year as your club plans and completes several service projects.

How to lead this activity:

1. Ask members to sit in groups of two to four people.
2. Post the Community Map on the side of the wall.
3. Write each Community Need on a sticky note (one note for each need).
4. Post the sticky notes across the top of the whiteboard or an open wall space.
5. Hand each member their completed Service Needs Interview Form.
6. Ask members to open their guide to the completed Creating a Needs Inventory.
7. Hand out sticky notes and a marker to all members.
8. Ask members to look at what they wrote in their Creating a Needs Inventory section and their Service Project Interview forms, and to brainstorm how they can help with each need.
9. Ask them to put their best ideas on sticky notes by writing the need and a few words to explain the service project. One need and service idea = one sticky note! An example note might say: "The elderly. Making fleece blankets. An assisted living home."
10. Ask members about the places on your Community Map. Where could your club do a service project to help?
11. Ask members to add the places to their sticky notes where there is a match.
12. Have members take turns posting their sticky notes on the whiteboard under the need category where each note fits.
13. Ask members to get up and look at everyone's ideas — and to notice which need categories have the most ideas listed.
14. The club secretary will create a document called "Service project ideas list" to contain all the service ideas written on sticky notes (and the need category of each idea). This list will be important as members select projects to do during the year.

Connection: Do this activity after members complete "Creating a Needs Inventory" on page 4 of their *K-Kids Member Guide*.

Supplies needed:

- Sticky notes.
- Colored markers.
- Whiteboard or wall space.
- The club's completed Community Map.
- Each member's completed Service Needs Interview Form.
- Each member's completed "Creating a Needs Inventory" (page 4 in the *K-Kids Member Guide*).



CHOOSING A NEED

The club is ready to decide on a community need or issue for the upcoming service project!

In this activity: Your club will review the results of its brainstorming and decide on one community need for your next project.

How to lead this activity:

1. Tell the club secretary to write down the three needs (from their list) that have the greatest number of ideas on the whiteboard. *[As your club completes projects during the year, use this list to decide on a need, and eliminate the needs that have already been chosen.]*
2. Tell members to choose a need for the next service project. Are there members that do not agree with choosing #1? If so, ask them to share their reasons and let the club discuss this.
3. There may be a need in your school, the community or even somewhere around the world that suddenly makes it important. (For instance, a fire at a fellow student's house or a natural disaster in another state or country.) Consider adding an urgent need like this to the list.
4. Take a vote. Do most members agree to move on with the #1 choice or a choice that rose to the top during the discussion? If so, the club has chosen its need! If not, ask them to vote on the top need and the next two needs — and compare the number of votes for all three to find the winner!

Supplies needed:

- The club secretary's list of need categories.
- Service Project Ideas List (created during the "Brainstorming Service Ideas" activity on page 9).





Develop the understanding

You've done a great job leading your club to a smart decision on an issue that members want to address! In IDEA's second step, Develop the Understanding, members research why the service need exists, learn about the issue, and decide on what type of service project they want to do.

Here are the three things you will help your club accomplish through this section's activities:

1. Research your chosen service need and learn from an expert who can teach you about the issue in your school or community.
2. Learn about different types of service and brainstorm service project ideas.
3. Decide on a service project that will meet the need your club has chosen.

Advisors and club officers, be prepared to lead Develop the Understanding activities by reviewing the completed Our Club IDEA Service Plan (on page 3).

INVESTIGATING THE NEED

To help club members learn about the need, it's important to do research to see how the need affects your community. Then your club can get ideas for places to partner with for service.

In this activity: Your club will do research to learn about the need and about places in your community that provide programs and services that address this need.

Before the activity:

1. An officer or advisor will compile a list of places from those (1) drawn on the club's Community Map and (2) written in the completed Service Needs Interview Forms.
2. Write the places' names on the whiteboard, separating them into two lists.



Supplies needed:

- Six copies of the Investigations worksheet.
- Smart devices and internet access.
- White board.

How to lead this activity:

1. Separate members into three groups.
2. Hand two Investigations worksheets to each group. Make sure all members have a smart device to do research online.
3. Read instructions for Group 1:
 - Choose a member to read aloud the questions under "Investigating the Need in our Community" and fill them out after group discussion.
 - Find your local newspaper or news station's website. In the search bar, enter the service need. Try using phrases and similar words to find articles about this issue.
 - Choose two good articles; discuss and answer the worksheet questions for each article.
4. Give half of the list of places to Group 2 and half to Group 3. Read these instructions to them:
 - Choose a member to read aloud the questions under "Investigating Places Helping the Need" and fill them out after group discussion.
 - Briefly explore the websites for each place on the list and choose two that the group thinks could be a place to do a service project.
 - Do research on the places to find answers to the worksheet's questions.

5. Have Group 1 share what it learned about the need in your community.
6. Have Groups 2 and 3 share what they learned about their places.
7. Have members vote for the places they would like to learn more about and possibly work with for their service project.

After the meeting: The advisor and officers will decide which of the members' top two choices to contact and invite to speak at the club's next meeting.

INVESTIGATIONS

Member notetaker: _____

INVESTIGATING PLACES HELPING THE NEED

Place name: _____

WHAT is the organization or agency's *mission* (purpose): _____

WHAT programs/activities it offers to help with this need: _____

WHAT is one thing you learned about the need on the website: _____

WHO is the contact person: _____

Phone: _____ Email: _____

INVESTIGATING THE NEED IN OUR COMMUNITY

Name of article: _____

WHAT are a few things you learned about the need in your community: _____

Names of organizations or people in the article that we can contact to learn more: _____

INTERVIEWING AN EXPERT

There are people in your community who can provide a real-world understanding of the needs and issues that your club is interested in. They know about the people or cause you want to help. They know what kinds of donations or hands-on service projects are needed. They can give your club ideas for service projects.

In this activity: Your members will learn about a community need or issue from an expert during an in-person visit or through a video call. Members will ask interview questions they prepared in their *K-Kids Member Guide* and take notes about what they learn.

Before the interview:

1. The advisor should find at least two meeting times that will work for a visit from the person chosen in the “Investigating the Need” activity.
2. The advisor or officers should contact the expert to arrange a time to speak to the club.
3. Be clear about what you’re asking, so the expert understands that you want them to speak about their organization or government office; teach the club a little about the need or issue; and provide ideas for service projects the club can do to help.

How to lead this activity:

1. Ask members to pull out their *K-Kids Member Guide*, open to “Interviewing an Expert” (on page 6) and be prepared to ask the questions they wrote down.
2. Ask members to take notes in their guide’s “Note-taking” section.
3. If the expert is meeting with your club in a video call, have your advisor connect with them online and make sure students can see the person on screen.
4. Welcome and introduce your speaker.
5. Ask the speaker to share:
 - Their role in the organization or government office.
 - What the organization or agency does.
 - The need or issue the organization or agency helps with. (For example: “hunger in our community.”)
6. Have members ask questions they wrote for the interview.
7. Thank the expert for their time and information.

Connection: Do this activity after members complete “Interviewing an Expert” on page 6 of their *K-Kids Member Guide*. Members will complete “Note-Taking” on page 7 of their *K-Kids Member Guide* as part of this activity.

Supplies needed:

- Each member needs their *K-Kids Member Guide*.
- Pens or pencils.



CHOOSING A WAY TO DO SERVICE

Before designing a service project, your club must decide a way to do service.


In this activity: Your club will become familiar with the four ways to do service. For each way, members will brainstorm project ideas around the club's chosen service need.

How to lead this activity:

1. Show the "Ways of Doing Service" video to your club if they haven't watched it yet. The video is on the K-Kids website at kkids.org/waystodoservice.
2. Write the following names and definitions of the four ways across the top of the whiteboard (and leave space below each definition):
 - Hands-on service: Being directly involved in helping people, animals or the environment.
 - Advocacy: Educating people about a cause and asking them to support it.
 - Fundraising: Asking for and gathering money for a cause or purpose.
 - Donating: Asking for and gathering items for a cause or purpose.
3. Separate members into small groups. Ask them to choose one person to be their notetaker.
4. Have the groups brainstorm ideas for service projects that address the need or issue that the club has chosen. Make sure to think of ideas that fit into each way. The notetaker writes the group's ideas on a piece of paper.
5. Ask notetakers to go to the whiteboard and write each idea on their list under the correct way to do service.
6. The club secretary should check the "Service Project Ideas List" (from the "Brainstorming Service Ideas" activity). On the whiteboard, the secretary should write all ideas that focus on the need.
7. Ask members to read over the project ideas and then to write their top three service project choices on a slip of paper (with their name).
8. Ask for a volunteer to gather the slips and the notetakers' list of project ideas from each group and give the slips to the advisor or club secretary.
9. Ask members to raise their hands to vote on which way to do service. Then ask a few members to share the reason for their choice.

Connection: Do this activity after members explored "Ways to do Service" on page 7 of their *K-Kids Member Guide*.

Supplies needed:

- Whiteboard and dry erase markers.
- Blank paper.
- Slips of paper for each member.
- Pens or pencils. 
- Service Project Ideas List (from the "Brainstorming Service Ideas" activity on page 9).
- Possible: Projector connected to a device. Internet access.

After the meeting: The club secretary will compile a list of all members' top three choices and total the number of votes for each idea. From the list, the secretary will create a Top Five Project Choices list. Before sharing the list with the club, the advisor should ask the principal if any of the ideas would not be approved to do at the school!

DECIDING ON A PROJECT

Now that you have a list of five projects to choose from, it's time to help your fellow members answer the big question: Which project will the club choose?

In this activity: Your club will decide what it will do for its next service project.

Before the activity: Make a sign for each of the five choices from the list. Tape the signs near the four corners of the meeting room and at a table near the center of the room.

How to lead this activity:

1. Remind members that the club has decided two things about the upcoming service project.

The need: _____.

The way to do service: _____.

2. Share that the purpose of today's meeting is to decide what the club will do for a service project.
3. Have the club secretary read the Top Five Project Choices. The secretary will also remind the club that this list came from adding together all the members' top three choices.
4. Ask members what they like about each project.
5. Ask the members to vote by standing next to the sign for the service project they want to do. The one chosen by the most members is your club's new project! (If there is a tie, tell members who selected the other choices to vote again for one of the tied project ideas. Count members.)

And the club's new service project is: _____!



Supplies needed:

- Blank paper and a marker.
- Tape.
- The completed Top Five Project Choices list (created after the "Choosing a Way to Do Service" activity on page 15).

Remember:

The type of service project your club chooses will help you decide the activities you need to do. For instance, if you are organizing a park clean-up event, your club won't need to do a donation drive or fundraising activity.



Execute the plan

Your club's members have decided on a need and a service project. Good work! The third step in IDEA is Execute the Plan. This step is full of activities that will help club members create and execute (carry out) a plan for completing a service project.

Here are things your club can do together through this section's activities:

1. Create one or more goals for your service project.
2. Make a master task list that shows which members are responsible for each task. The list should include a time for getting each task completed.
3. Depending on the type of service project, your club may need to:
 - Create a plan for a hands-on service activity.
 - Create a plan for a donation drive.
 - Create a plan for a fundraiser.
 - Make a supply list.
 - Make a budget for project expenses (with the help of the club treasurer).
4. Decide how your club will *market* (tell your school or community about) the project — and how to ask others for help (to make donations, to help as volunteers, or to participate in an event).
5. Create a “day-of service plan” checklist (on page 36).

Advisors and club officers, be prepared to lead Execute the Plan activities by reviewing the completed Our Club IDEA Service Plan (on page 3).

PLANNING HANDS-ON SERVICE

For the current service activity, your members have decided to do hands-on service for a good cause. To prepare, let's capture the big details of your project.

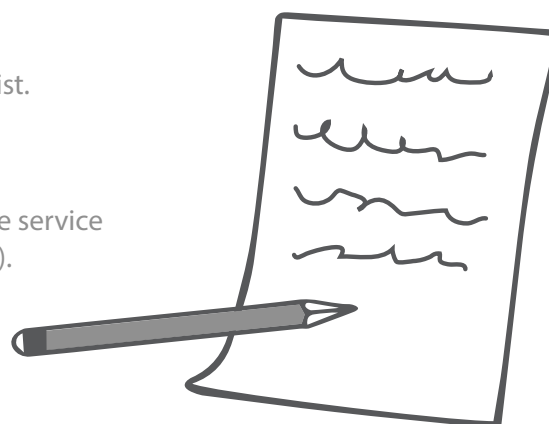
In this activity: Your club will plan the big details for holding a service activity or project.

How to lead this activity:

1. On the whiteboard, write (1) the name of the service project or activity your club chose during the Deciding on a Project activity and (2) its goals (from the Creating Project Goals activity).
2. Give each member a Hands-On Service Plan worksheet. Ask them to write the project's name and goals on their worksheet. Ask members to think about it and write a description too.
3. Discuss each question on the worksheet with the club. Ask for volunteers to share what they think. Reach an answer that members then write on their worksheet.
4. Let members know:
 - The supplies you need will be listed on the project's Supply List.
 - Expenses for supplies and other items will be listed in the project's budget.
 - The club will develop a plan for sharing information about the service activity, cause and organization (if it decides to do marketing).
5. When they are finished, ask members to keep their worksheet in their Member Guide. Thank them for their work today!

Supplies needed:

- One Hands-On Service Plan worksheet for each member.
- Pencils.
- Whiteboard and dry erase markers.



HANDS-ON SERVICE PLAN

SERVICE ACTIVITY

Service activity/project name: _____

Service description: _____

Goal(s) for service: _____

START DATE: _____ END DATE: _____

WHERE we will do the activity: _____

WHO will our service help: _____

WHAT supplies are needed (and other expenses): _____

HOW MANY volunteers are needed: _____

WHAT the volunteers will do: _____

HOW will we tell people about the service activity: _____

HOW will we educate participants about the cause or organization: _____

SERVICE EVENT

Service event name: _____

Service description: _____

Goal(s) for service: _____

EVENT DATE: _____

WHERE the event will happen: _____

WHAT will happen at the event: _____

WHO will our service help: _____

WHAT supplies are needed (and other expenses): _____

HOW MANY volunteers are needed: _____

WHAT the volunteers will do: _____

HOW we will tell people about the service event: _____

HOW we will educate participants about the cause or organization: _____

PLANNING A DONATION DRIVE

If your members have decided to collect and donate items for a good cause, let's get started. Being organized and following up on tasks are important to successful donation drives.

In this activity: Your club will plan the big details for holding a donation drive.

How to lead this activity:

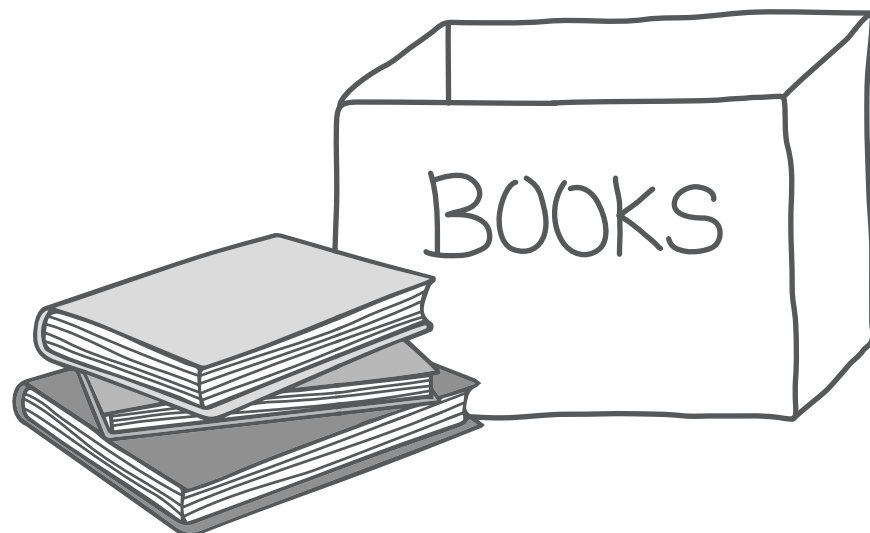
1. On the whiteboard, write the name of the donations drive project that your club chose during the Deciding activity. If the drive is happening during an event and the club knows the date, write that too.
2. Give each member a Donation Drive Plan worksheet.
 - Ask them to write the project's name on their worksheet.
 - Ask members to think about it and write a description of the drive.
 - Explain that your club will decide on the goal for the quantity of donations your club wants to gather later, during the Creating Project Goals activity.
3. Discuss each question on the worksheet with the club. Ask for volunteers to share what they think. Reach an answer that members then write on their worksheet.
4. Let members know that:
 - Supplies needed for the drive will be listed on the project's Supply List.
 - Expenses for supplies and other items will be listed in the project's budget.
 - The club will develop a plan for sharing information about the cause/organization and for donating items later — when you do the Marketing the Need activity.
5. When they are finished, ask members to keep their worksheet in their Member Guide. Thank them for their work today!

Supplies needed:

- One Donation Drive Plan worksheet for each member.
- Pencils.
- Whiteboard and dry erase markers.

You're doing a donation drive.

That's different from requesting a donation of items from a store, company, person or other source. You can get a donation-request script and sample letter online. Go to kkids.org/resources and search "Making donation requests."



DONATION DRIVE PLAN

DONATION DRIVE

Service project name: _____

Donation drive description: _____

Goal(s) for the drive: _____

START DATE: _____ END DATE: _____

WHAT kind of donated items we will take: _____

HOW and where we will gather donated items: _____

WHAT supplies are needed (and other expenses): _____

HOW will we tell people about the drive: _____

WHO will our donations be given to: _____

HOW will we educate participants about the cause or organization: _____

DONATION EVENT

Service project name: _____

Donation event description: _____

Goal(s) for the drive: _____

EVENT DATE: _____

WHERE the event will happen: _____

WHAT kind of donated items we will take: _____

HOW we will gather donations (before or during the event): _____

WHAT supplies are needed (and other expenses): _____

HOW MANY volunteers are needed: _____

WHAT the volunteers will do: _____

HOW will we tell people about taking donations at the event: _____

WHO will our donations be given to: _____

HOW will we educate participants about the cause or organization: _____

PLANNING A FUNDRAISER

If your club is planning a fundraiser for its next service project, you have already chosen a need, decided on a kind of fundraiser, and created a task list. So let's pause and capture big details for your fundraising plan!

In this activity: Your club will plan the details for holding a fundraising event or doing a fundraising activity.

How to lead this activity:

1. On the whiteboard, write the name of the fundraising service project that your club chose during the Deciding activity. If the fundraiser is an event and the club knows the date, write that too.
2. Tell members that *fundraising* means "asking for and gathering money for a cause or purpose."
3. Give each member a Project Fundraising Plan worksheet.
 - Ask them to write the fundraiser's name on their worksheet.
 - Ask members to think about it and write a description of the fundraiser.
 - Explain that your club will decide on the goal for how much money your club wants to raise later, during the Creating Project Goals activity.
4. Discuss each question on the worksheet with the club. Ask for volunteers to share what they think. Reach an answer that members then write on their worksheet.
5. Let members know that:
 - Supplies needed for the fundraiser will be listed on the project's Supply List.
 - Expenses for supplies and other items will be listed in the project's Budget.
 - The club will develop a plan for sharing information about the cause/organization and the fundraiser later — when you do the Marketing the Need activity.
6. When they are finished, ask members to keep their worksheet in their Member Guide. Thank them for their work today!

Supplies needed:

- One Project Fundraising Plan worksheet (pages 23-24) for each member.
- Pencils. Whiteboard and dry erase markers.

Your club may choose to raise money for club activities. This is different from doing a fundraiser as a service project. For an activity about fundraising for club activities, visit kkids.org/resources and search "How to fundraise for your club."



PROJECT FUNDRAISING PLAN

FUNDRAISING EVENT

Event name: _____

Event description: _____

Fundraising goal: _____

EVENT DATE: _____

WHERE the event will be: _____

WHO we will invite to attend: _____

WHAT supplies are needed (and other expenses): _____

HOW will we tell people about the event: _____

HOW will we educate participants about the cause or organization: _____

HOW MANY volunteers are needed: _____

WHAT the volunteers will do: _____

HOW we will gather donations (before or during the event): _____

WHAT kind of donations will we take (cash, check, credit card): _____

Will donated money be given to an organization or used to buy items to donate? _____

FUNDRAISING ACTIVITY (raising money over time)

Activity name: _____

Activity description: _____

Fundraising goal: _____

START DATE: _____ END DATE: _____

WHO we will invite to donate: _____

HOW we will tell people about the fundraiser: _____

HOW we will educate people about the cause or organization: _____

WHAT supplies are needed (and other expenses): _____

WHAT kind of donations will we take (cash, check, credit card): _____

HOW and WHERE we will gather donations: _____

WILL donated money be given or items purchased to donate? _____



CREATING PROJECT GOALS

Goals are important. They guide the planning of a service activity by giving all members a common accomplishment to aim for.

In this activity: Your club will do its best to create goals for your current service project. Goals should usually include numbers and amounts — these are things you can measure to see if your project is working.

Before this activity: The club officers and advisors discuss and do research about any similar K-Kids service projects from past years and what they accomplished. For instance, how much money was raised at a bake sale, how many cans and boxes donated during a food drive, or how large an area cleaned at a local park. This information will help your club create goals for the current service project.

How to lead this activity:

1. Create two columns on the whiteboard, labeling the first “data” and the second “goal.”
2. Have members look at the plan your club created together for the current service project. Review details about the activity or event (such as how long it will last, how it will take place, etc.).
3. Tell members that they’ll create at least one goal for the current service project today. Explain that every goal should be something they can measure with data. “Data” means information that is facts and numbers. Tell members that facts and numbers are the best way to know if the project has achieved the club’s goals.
4. Brainstorm together the kind of data you can gather about the project. Then brainstorm a goal that is connected to it. As the club creates one or more goals, think about the kind of information members can collect related to goals it creates. Examples include:
 - **Goal:** To raise \$250 at a two-day bake sale.
Data to collect: The amount of money raised at the bake sale.
 - **Goal:** To gather 250 food items.
Data to collect: The number of cans and boxes collected during a food drive.
 - **Goal:** To clean the playground and walking paths at the local park.
Data to collect: Size and list of areas cleaned in the park.
 - **Goal:** To give an assembly about adoption at the local pet shelter that all classes attend.
Data to collect: Date, time and number of people that attended a school assembly about pet adoption.
5. Your advisor can help you determine how to set a goal for something that can be measured if the club is struggling. For example, the service activity might be an advocacy project — where you educate people about a cause or organization.
6. When the club agrees on one or more goals, ask all members to write the goal (or goals) at the top of their plan document.

Supplies needed:

- Each member’s completed Hands-on Service Plan **or** Donation Drive Plan **or** Project Fundraising Plan for the project.
- Whiteboard and dry erase markers.

MARKETING THE NEED

Your club knows what service project you will do and has decided important details about it. Now it's time to get the word out! That's called "marketing." There are different reasons for doing marketing:

- Do you need people to donate money or items?
- Do you need volunteers to help?
- Do you want people to attend an event?
- Do you want people to learn about a cause or issue?

Let teachers, families, community members or other students know about your service project — and what you need!

In this activity: Your marketing committee, officers or club will create a marketing plan and tools for the current service project.

How to lead this activity:

1. Hand out the Marketing Plan worksheet to each member in the meeting.
2. Read out the project name, organization name and goals (listed on the completed project plan) and ask members to write these at the top of their Marketing Plan worksheet.
3. As a committee or group, discuss each question on the worksheet. Write down the answers. Remember when listing tasks, to include taking and/or video of the project as it happens.
4. Assign responsibilities for each task *only* if your club has a marketing committee that is completing this activity. Otherwise, leave that column blank.
5. Make sure to bring this *completed* worksheet when you do the "Making a task list and project calendar" activity (pages 28-30).

Supplies needed:

- One Marketing Plan worksheet for each person.
- A copy of the completed Hands-on Service Plan, Project Fundraising Plan or Donation Drive Plan.

This activity must be done before the "Making a task list and project calendar" activity. If your club has a marketing committee, it could be led by that committee's chair with the whole club. (Or it could be completed by the marketing committee on its own. If so, make sure the committee's work is shared with the club!)



MARKETING PLAN

KEY INFORMATION

Name of project: _____

Organization or place the project helps: _____

Service project goal(s): _____

WHAT actions our marketing needs to inspire (select one or more):

- People will donate items.
 People will donate money.
 People will attend an event.
 People will volunteer or chaperone at an event.
 People will learn about a cause or organization.

WHAT kind of marketing items we will create to make actions happen (select one or more):

- Flyer
 Poster
 Email
 Social media posts
 Video

HOW the marketing items will be given out or used:

- Item: _____ Printed Digital
 Item: _____ Printed Digital
 Item: _____ Printed Digital
 Item: _____ Printed Digital

WHAT supplies are needed: _____

Write tasks for creating all marketing items, when each item must be ready to use and who is responsible for each task and deadline.

Task	Deadline	Person responsible

MAKING A TASK LIST & PROJECT CALENDAR

In this activity: Now that the club has set its goals, your club will think through what tasks must be done, the order of the tasks and a schedule for completing them. (This is an important activity. We suggest doing this during two meetings or one long meeting.)

Before the activity: Write each of the following titles on different sheets of flip-chart paper:

- Big parts of our project
- First tasks
- Middle tasks
- Final tasks/event
- Project wrap-up

Place the “Big parts” chart at the front of the room and post the others around the room.

Leading the activity:

PART ONE

1. Let members know they will brainstorm details to plan and carry out the project.
2. Discuss the following details and write answers at the top of the “Big parts” chart:
 - What is the way your club will do the project: hands-on service, advocacy, fundraising or gathering donations?
 - Is the project happening as an **ongoing activity** (like regular cleanup of the playground), **over a period of time** (like a book drive), or as an **event** on a particular day (like a pancake breakfast fundraiser)?
3. Give members the following examples of “Big parts of a project”:

Connection: Have members complete “Putting my talents into action” on page 9 of the *K-Kids Member Guide* during Part Two of this activity.

Supplies needed:

- Flipchart paper and markers.
- Each member’s *K-Kids Member Guide*.
- Several copies of the Project Task List and Calendar on page 30 (for advisor and officers).
- The club’s completed Hands-on Service Plan, Project Fundraising Plan or Donations Drive Plan.
- The club’s completed Marketing Plan.

FUNDRAISER/EVENT **Pancake breakfast fundraiser**

- Request location and date.
- Get supplies.
- Tell people about the event with posters and announcements.
- Set up, hold and clean up from fundraiser.
- Make the donation.
- Project wrap-up.

ADVOCACY (over a period of time) **Pet adoption**

- Get supplies for marketing.
- Tell people about the need for adoptions (marketing).
- Person from animal shelter speaks at school.
- Check with the shelter about donations from school members.
- Project wrap-up.

4. Brainstorm together to create a list of the big parts of your service project. Write them on the “Big parts” chart. Ask for volunteers to take a marker and stand by the other four task-list charts. Then name each part and ask members which chart it belongs to. As each part is decided, have the volunteers place it below the title.
5. Starting with the “First tasks” sheet, ask club members to shout out individual tasks for each part listed. Have the volunteer write each task on the sheet.
6. Add to the other sheets, with each volunteer writing as club members shout out individual tasks.
7. When all sheets have task lists on them, ask members to review the lists for any tasks they think may be missing.
8. Discuss suggestions for any additions before deciding to add or not add them.
9. Thank the volunteers for helping!

PART TWO

1. Tell members to take out their *K-Kids Member Guide*.
2. Ask them to complete the “Putting my talents into action” activity (on page 9). Explain that they can list up to eight tasks from the lists on the walls in the first column. In the second column, they should write something they are good at or something they know how to do that would help with that task. Give them time to complete the activity.
3. When members are ready, ask them to line up at the lists, taking turns writing their names next to tasks that they wrote down in their guide.
4. After everyone has finished, ask for members to volunteer for tasks that do not have members listed. Officers can help by filling in where needed.
5. Tell members that the advisor and officers will meet to finish assignments and create a calendar — and will try to give members at least a few tasks that they want to participate in.
6. Thank the club for a huge achievement — creating the biggest part of the project plan!
7. After the meeting, take photos of all flipcharts and gather the charts for the advisor.

At a follow-up meeting, officers and advisors will:

1. Complete the Project Task List and Calendar (page 30). Review the flipcharts and make sure no tasks were missed. (If your club has a service committee, you may want to invite its chair to join this meeting.)
2. Discuss, decide and write these things on the Project Task List and Calendar:
 - Who will lead each task.
 - Which members are responsible for helping.
 - A deadline for each task.
 - Important details.

Check to make sure all members have at least one or more of the tasks they chose.

3. Prepare the list to share with members at the next club meeting.

PROJECT TASK LIST & CALENDAR

TASK	LEADER	MEMBERS RESPONSIBLE	DEADLINE	NOTES

MAKING A SUPPLY LIST

What kinds of supplies will you need? The answer depends on the kind of service you do. For instance, a donation drive usually requires large boxes and supplies to make posters. An event often requires larger signs, table decorations and food. Make a list of items your club will need from beginning to end. And don't forget small items like thank-you cards!

In this activity: Your club will create a supply list for items needed from start to finish.

How to lead this activity:

1. Show the completed Project Task List and Calendar on a projector screen or a whiteboard. (For a whiteboard, write "Supply List" at the top.)
2. Separate members into two or more teams. Ask them to brainstorm and write items they think the club will need on the Supply Checklist worksheet.
3. Ask members to look at each step of the plan on the calendar to determine what supplies or other items the club will need for the service project.
4. When the teams are finished, ask them to take turns sending a member to the whiteboard. Each member will add one item to the list. Make sure nobody writes the same items that another team has written.
5. An officer or advisor will review the completed Marketing Plan and the completed Hands-on Service Plan, Project Fundraiser Plan or Donations Drive Plan. Add any supplies from those documents that are not listed on the whiteboard.
6. Review the list with the club members. Are all items needed? Is anything missing?
7. Have the club secretary make the club's official Supply List by copying the list from the whiteboard onto a worksheet.
8. Thank the members for their teamwork!

Supplies needed:

- One Supply List worksheet (on page 32) for each member.
- Pencils.
- The club's completed Hands-on Service Plan, Project Fundraising Plan or Donations Drive Plan.
- Completed Marketing Plan.
- Digital copy of completed Project Task List and Calendar.
- Projector connected to a device.
- Whiteboard and dry erase markers.



MAKING A BUDGET

Budgeting is the best way to understand how much money your club will need, how much it has and how much it spends. The club treasurer's main responsibility is to keep track of the club's money by watching the budget!

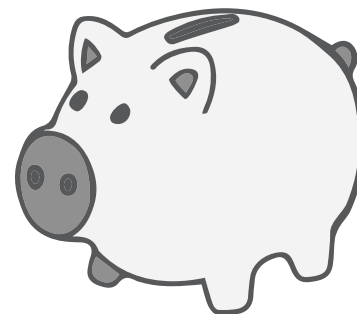
In this activity: Your club will learn how to create and follow a budget.

The club treasurer will lead this activity. Here's how:

1. Show the completed Project Budget worksheet on a whiteboard or projection screen.
2. Give each member one Project Budget worksheet and a completed Supply List.
3. Ask members to write each item appearing on the Supply List onto their worksheet. As they do this, add their items to the budget on the screen or whiteboard.
4. Discuss expenses your service project might need *besides* items on the Supply List. Ask members to write additional items on their worksheet.
5. Using the internet, research the costs of buying each item at a local store. Ask your advisor for help, if needed. Members should write costs on their worksheet.
6. Discuss what each group found. If the costs are different, agree on a cost for each item to write on the Project Budget shown on the screen or whiteboard.
7. Tell members that the more items donated or borrowed, the less money the club will need for the project. Ask these questions for each item:
 - Can the club get this donated by the school?
 - Could members borrow it from home?
 - Could we ask a local business or organization to donate it?If the answer to a question is yes, write "donated" or "borrowed" in the column.
8. Using the Budget worksheet on the screen or whiteboard, show members how to complete the last column:
 - Figure out the cost of each item by multiplying the number of items the club needs by the cost.
 - Then add the numbers in the column, from top to bottom, to determine the total cost. (Don't include items that will be donated or borrowed.)
9. Leave the "Date purchased" column blank for now. As club treasurer, you will complete this as items are purchased or donated. The club now has its service project budget!
10. Tell members that the next steps will be figuring out how to get items donated and who will ask for them. Thank your members for contributing.

Supplies needed:

- One Project Budget worksheet (page 34).
- One completed Supply List (from the Making a Supply List activity) for each member.
- Pencils.
- Projector connected to a device.
- Smart devices and internet access.



DAY OF THE SERVICE ACTIVITY OR EVENT

Finally, the day is almost here! There's one last step to make sure that everything goes smoothly.

In this activity: Club officers, advisors and the service committee chair (if your club has one) will create a Day of Service Plan that lists each member's assignments for the day of the event or hands-on service activity. Then the club will meet to review the assignments.

Before the activity:

1. Find all day-of-service tasks listed on the completed Project Task List and Calendar. Discuss the order in which these tasks should be done. On scrap paper, brainstorm any missing tasks that will need to be completed that day—and assign each one to a member.
2. The club secretary should use the Day of Service Plan worksheet to record each task. The tasks should be written in order and with the member responsible for each one.
3. Think about any problems that could happen. Discuss possible solutions.

Supplies needed:

- Completed Project Task List and Calendar.
- One Day-of Service Plan on page 36 for each officer, advisor and committee chair.

How to lead this activity:

1. Remind members that the service project will succeed if every member participates and completes their assignments.
2. Review details of the activity or event and review each member's assignments.
3. Make sure everyone understands their role, where they need to be and at what time.
4. Answer any final questions and make sure members have everything they need for the day of service.



DAY-OF SERVICE PLAN

Name of activity: _____ Date of activity: _____

START TIME: _____ END TIME: _____

WHERE the event will be: _____

WHO is the contact at activity site (if needed): _____

ASSIGNMENT	MEMBER	TIME (IF NEEDED)	NOTES

BOOK DRIVE



Aim for Impact

Congratulations on completing your club's service project! Good work! The fourth and final step in IDEA is Aim for Impact. In this step, members will look at how they felt about the project, what worked and what to improve in future service.

Here are the three things to accomplish with members through this section's activities:

1. **Reflect on the experience.** Discuss with members what they learned, how they felt and what impact they think their service had.
2. **Evaluate the project.** Record what your club achieved and what members would like to do differently in the future.
3. **Report the results.** Tell your school, community and sponsoring Kiwanis club. Thank the people who helped!

Advisors and club officers, be prepared to lead Aim for Impact activities by reviewing the completed Our Club IDEA Service Plan (on page 3).

REFLECTING ON THE EXPERIENCE

When you do service, you learn about the causes that your service helps with. You will also learn a lot about yourself and your community. In fact, research shows that taking time to reflect deepens the experience and its lessons. That's why it's important for people to think about their service after it's done.

In this activity: Members will reflect on what they learned, what they observed and how they felt. They'll write or create a drawing about the experience. Volunteers will also share their reflections.

How to lead this activity:

1. Before the meeting, put art supplies on one table.
2. Congratulate members for a project that helped others and met a community need!
3. Ask members to take out their *K-Kids Member Guide* and turn to page 10, "Thinking about the results of your club's service!"
4. Read the instructions: Write about what your club did for your community during your service project. Also write about what you learned from doing the project. Explain that they will have 20 minutes to do their reflections.
5. Tell them they can also draw images that explain these answers. Show them where the art supplies are.
6. After 20 minutes, ask for volunteers to share one thing they learned about themselves or the community. Let members share their images if they volunteer to show them.
7. Gather images of members who want to share their artwork or reflections for the "Sharing the story and thanking people" activity (on pages 41-42).

Connection: Have members complete "Thinking about the results of your club's service!" on page 10 of the *K-Kids Member Guide* during this activity.

Supplies needed:

- Each member's *K-Kids Member Guide*.
- Drawing paper.
- Colored pencils.
- Pencils and crayons.

EVALUATING FOR GREATER IMPACT

In this activity: Club members will evaluate the impact of their service project and write and share how they helped the organization or cause, what worked well and what changes they would make for future service projects.

How to lead this activity:

1. Remind members that the club does many service projects every year. Tell them they can improve how they do service — just like with athletics or schoolwork. The way to do that is to think and talk about what went well and what you can improve next time!
2. Hand out a Project Evaluation Form to each member. Review the questions together. Then ask members to complete the form.
3. When all members are done, ask for volunteers to share what they wrote down. Take it one question at a time.
4. Have the club secretary gather the evaluation forms to keep with club records.

Supplies needed:

- One Service Project Evaluation Form (on page 40) for each member.
- Pens or pencils.



SERVICE PROJECT EVALUATION

Name of project: _____

Member name: _____

The service goal(s) we accomplished with this project: _____

PLANNING THE PROJECT

WHAT went well: _____

WHAT to improve: _____

WORKING WITH THE ORGANIZATION OR PEOPLE WE SERVED

WHAT went well: _____

WHAT to improve: _____

DURING THE SERVICE ACTIVITY OR EVENT

WHAT went well: _____

WHAT to improve: _____

Other thoughts to improve our service projects: _____

SHARING THE STORY & THANKING PEOPLE

In this activity: Your club will wrap up the service project.

Two of the last things to do are:

1. Saying “thank you” to everyone who helped with the project.
2. Reporting results of the completed service project.

Before the activity: Ask your Kiwanis advisor for a chance to speak at an upcoming Kiwanis club meeting. Tell them that you want to give a presentation about your club and the latest service project. Ask your faculty advisor to invite school leaders to attend a presentation at an upcoming K-Kids meeting.

How to lead this activity:

Break members into one small “thank-you group” and one large “reporting group.”

Supplies needed:

- Computers with Word or PowerPoint.
- Thank-you notes.
- Pens and pencils.
- Art supplies.

Thank-you group

Explain to this group that it will create thank-you cards or artwork for the people who helped with or gave resources for your project.

1. Decide who to thank. This might be:
 - Guest speakers who taught the club about the need or organization.
 - The sponsoring Kiwanis club (if it gave money or helped with the project).
 - School leaders (for projects done at the school).
 - Volunteers (students, staff or family that helped with the project).
 - Donors (people who gave money or items for the project).
2. Write or create your own thank-you cards. Explain how the person helped and how much members appreciate what they did.
3. Plan for officers and members to give out thank-you cards. They can be given at the school, during the presentation to the Kiwanis club and by mail.



Reporting group

Explain to this group that it will share the results of the club's service project. They will do this by creating a presentation, an announcement and emails.

Ask members to create a PowerPoint presentation for your sponsoring Kiwanis club and school leaders. Here's how:

1. Ask for a volunteer to be the presentation leader. This person will make sure the slides are in the right order, have the same background and use good photos.
2. Ask members to pair up. Each pair will put together one or two slides.
3. Explain that the presentation should share pictures and stories, and it should show what the club did in each of the four steps of IDEA:

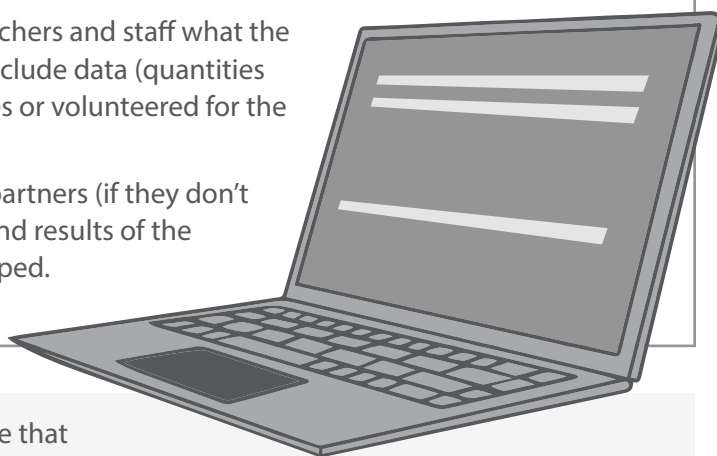
Identify the Need: Describe how your club identified the need and service project, and why.

Develop the Understanding: Show how your club learned about the need or the organization you wanted to help.

Execute the Plan: Explain how you developed the plan for the hands-on service, fundraiser or donations drive you did.

Aim for Impact: Share what members learned, how they felt about the experience and how the organization says the club made a difference. Use quotes members will share from their "Reflecting on the experience" activity or notes from the "Evaluating for greater impact" activity.

4. Write a school announcement that tells students, teachers and staff what the club accomplished with this project. Remember to include data (quantities and amounts). If people at your school gave resources or volunteered for the project, remember to thank them.
5. Write emails to the media, club families and service partners (if they don't know yet). Share a quick explanation of the project and results of the club's service. Remember to thank everyone who helped.



After the activity: Officers and advisors will make sure that thank-you cards are given out or mailed, presentations are delivered at meetings, a school announcement is made and/or emails are sent.





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**YOUTH PROTECTION HELPLINE:
866-607-SAFE (7233)**

Kiwanis cares about you. We want to help you stay safe. Kiwanis International has a phone number to call if you feel unsafe as a K-Kids club member. The helpline is answered 24 hours a day and it's private. It can also be used by people who are important to you — your parents or family, club members, club advisors, Kiwanis members and anyone who thinks a youth involved in K-Kids is at risk. The helpline is answered by our partners at Praesidium, one of the leading safety experts in the United States.