

# Report of the International Service Committee



## to the Circle K International Board of Representatives

**Directive 1:** Promote & Increase CKI participation in Kiwanis One Day

**Member Responsible:** Tracy Meyer

**Final Action Date:** December 2007

**Action Steps:**

- Seek staff assistance in collecting data from last year's Kiwanis One Day  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** November 12<sup>th</sup>  
**Status:** Not in progress yet, but it will be soon. This is currently in the beginning stages.
- Possibly collaborate with the Marketing and Kiwanis Family Relations Committee on creating a flyer promoting CKI participation in Kiwanis One Day  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** November 20<sup>th</sup>  
**Status:** Not in progress yet, but it will be soon. I will be creating a letter to the MKFR Committee asking for possible collaboration on this action step.
- Work with Districts to encourage the promotion of Kiwanis One Day through the use of newsletters, District Convention programs, flyers, District Web sites, CKI E-mail Reflectors with the hope of increased participation at this year's Kiwanis One Day  
**Staff Assistance:** Gloria Bidgood  
**Target Date:** November 30<sup>th</sup>  
**Status:** Not in progress yet, but it will be soon. I will be creating a letter that can be forwarded to CKI E-mail Reflectors. I will be in contact with various Districts to see what can be done to promote and increase CKI participation at this year's Kiwanis One Day.
- Create a manual specifically for Kiwanis One Day that provides guidance on how to get others involved  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** December 1<sup>st</sup>  
**Status:** Not in progress yet, but it will be soon. I will be researching ways to create a marketable Kiwanis One Day manual.
- Seek feedback on manual from Service Committee & production of manual  
**Staff Assistance:** None requested at this time  
**Target Date:** December 10<sup>th</sup>  
**Status:** Not in progress yet, but it will be within the next month.

**Directive 2:** Continue development of marketing campaign & promotion of the Six Cents Initiative

**Member Responsible:** Ralph Johnson

**Final Action Date:** On-going

**Action Steps:**

- Continue promotion of the Six Cents Initiative through Facebook and Razoo

**Staff Assistance:** None requested at this time

**Target Date:** On-going

**Status:** This directive is ongoing and has seen the creation and usage of many groups on Facebook for districts, sub-regions, and individual clubs

- Establish promotional database & survey for ideas and fundraisers

**Staff Assistance:** None requested at this time

**Target Date:** November 2007

**Status:** In Progress, currently working on survey structure and questions

- Create commercials & videos for promotions at DCONs and other events for Television, Radio, and Newspapers

**Staff Assistance:** Amy Wiser

**Target Date:** December 2007

**Status:** In Evaluation Stage, this directive is in the process of the evaluation and testing stage to see if it is feasible

**Directive 3:** Investigate & Research ways to streamline & increase effectiveness of service hour reporting

**Member Responsible:** Melicia Mathison

**Final Action Date:** December 10, 2007

**Action Steps:**

- Speak to District Governor and Club Secretaries who report regularly to find out what is their motivation to sending in their report forms on time

**Staff Assistance:** None requested at this time

**Target Date:** November 1st

**Status:** Not in progress yet, but it will be within the next month.

- Speak to District Governors who do not send in report forms on time to find out why this is so and to find ways to have them motivated to report on time.

**Staff Assistance:** None requested at this time

**Target Date:** November 10th

**Status:** Not in progress yet, but it will be within the next month.

- Speak to Circle K'er to find out what would motivate them to send in their report forms on time

**Staff Assistance:** None requested at this time

**Target Date:** November 20<sup>th</sup>

**Status:** Not in progress yet, but it will be within the next month.

- Have a poll with the various districts and sub-regions in an effort to find out ways to get clubs to send in report forms on time

**Staff Assistance:** None requested at this time

**Target Date:** December 10<sup>th</sup>

**Status:** Not in progress yet, but it will be within the next month.

**Directive 4:** Research & Revamp marketing strategies for Tomorrow Fund

**Member Responsible:** Melicia Mathison

**Final Action Date:** November 2007

**Action Steps:**

- Look at the current marketing strategies for the Tomorrow Fund  
**Staff Assistance:** Gayle Webb  
**Target Date:** November 1st  
**Status:** Not in progress yet, but it will be within the next month.
- Do a survey to find out what Circle K'ers know about the Tomorrow Fund  
**Staff Assistance:** Gayle Webb  
**Target Date:** November 15th  
**Status:** Not in progress yet, but it will be within the next month.
- Seek out viable ways of marketing the Tomorrow Fund to Circle K'ers  
**Staff Assistance:** Gayle Webb  
**Target Date:** December 1st  
**Status:** Currently, speak to current members and staff

**Directive 5:** Develop Education Tools for the Fundraising and Service Initiative

**Member Responsible:** Joint Directive

**Final Action Date:** November 2007

**Action Steps:** DIRECTIVE HAS BEEN SPLIT AMONGST SEVERAL DIRECTIVES FOR DEVELOPMENT

**Directive 6:** Evaluate & Develop strategies and programs to solidify Service Partnerships

**Member Responsible:** Ralph Johnson

**Final Action Date:** December 2007

**Action Steps:**

- Seek out ideas for potential Service Focuses with our Service Partners  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** December 1st  
**Status:** Currently, speak to current members and staff
- Research feasibility and establish Service Partners Ambassador Program  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** December 1st  
**Status:** In progress, currently in feasibility research phase
- Produce Video & Audio PSAs on Service Partners for districts  
**Staff Assistance:** Elizabeth Warren  
**Target Date:** December 31st  
**Status:** In progress, currently in feasibility research phase

**Directive 7:** Research the feasibility of and develop “Service-in-a-box” for non-traditional clubs

**Member Responsible:** Tracy Meyer

**Final Action Date:** December 2007

**Action Steps:**

- Seek assistance from staff on how to research the feasibility of having “Service-in-a-box” for non-traditional clubs

**Staff Assistance:** Not sure who to ask

**Target Date:** November 20<sup>th</sup>

**Status:** Not in progress yet, but it will be soon. I will be seeking staff approval to begin research process. I will try to obtain data from the staff (if it is approved) that would help in my research.

- Seek input from CKI clubs, particularly non-traditional clubs by obtaining contact information

**Staff Assistance:** Not sure who to ask

**Target Date:** December 1<sup>st</sup>

**Status:** Not in progress yet, but it will occur after pending approval from staff.

- After receiving feedback from staff, see if “Service-in-a-box” can be implemented

**Staff Assistance:** Not sure who to ask

**Target Date:** December 10<sup>th</sup>

**Status:** Not in progress yet, but it will be soon.

- Create a “Service-in-a-box” kit or manual for non-traditional clubs

**Staff Assistance:** Not sure who to ask

**Target Date:** December 19<sup>th</sup>

**Status:** Not in progress yet, but it will be once the previous three action steps are completed.

- Seek feedback from Service Committee

**Staff Assistance:** None at this time

**Target Date:** December 22<sup>nd</sup>

**Status:** Not yet in progress, but it will be once the previous action steps in this directive are completed.

- Distribute contents of “Service-in-a-box” kit or manual to non-traditional clubs via online

**Staff Assistance:** Web Staff

**Target Date:** December 31<sup>st</sup>

**Status:** Not in progress yet, but it will be soon. This depends on if the first step is approved by staff.

**Directive 8:** Research and Develop “Service at its best” & Outstanding Club Project of the Month Recognition Program

**Member Responsible:** Mitra Irdmusa

**Final Action Date:** December 2007

**Action Steps:**

- Choose a method of application for the Service Project of the Month Award

**Staff Assistance:** Gloria Bidgood

**Target date:** November 14, 2007

**Status:** This action step has been completed for inclusion in the Governor MRF beginning November 15<sup>th</sup>

- Revise the Governor's MRF to include a question about the district's best service project. This would require a question such as: Please describe your division's best service project this month. It may be a district, divisional or club service project. Please provide the contact information of the primary coordinator of the event.

**Staff Assistance:** Gloria Bidgood

**Target date:** October 14, 2007

**Status:** This action step has been completed for inclusion in the Governor MRF beginning November 15th

- Determine how to honor the winner of the Service Project of the Month Award

**Staff Assistance:**

**Target Date:** November 2007

**Status:** In progress

- Establish a schedule and procedure for monthly selection of Service Project of the Month

**Staff Assistance:** None at this time

**Target date:** November 2007

**Status:** The criterion for selection is currently being evaluated. The schedule will be based on which method of application we choose. We will also need to delegate who will be responsible for choosing the winner, whether it is one individual or the entire committee, as well as the person responsible for contacting the winning club and updating the Web site.

- **Create the Service at its Best Award**

**Staff Assistance:** None at this time

**Target Date:** December 2007

**Status:** Not completed, initial thoughts are to make this an award that is given out annually at International Convention. It would be awarded as a "people's choice award" based on the number of votes received in an online poll against all Service Project of the Month winners for the year.

- **Advertise these new awards**

**Staff Assistance:** None at this time

**Target Date:** November 2007

**Status:** Brainstorming - If we are keeping the "CKI in Action" portion of the International Web site, we should direct people to information about our awards. Also, I want to appoint the first winner of the Service Project of the Month so that it can be used as an example on the Web site.

**Directive 9:** Establish and define components, recognitions, and programs for the CKI Fundraising Initiative

**Member Responsible:** Ralph Johnson

**Final Action Date:** On-going

**Action Steps:**

- Research the forms of recognition that are available and within budget

**Staff Assistance:** None at this time

**Target Date:** November 15, 2007

**Status:** In progress, the potential recognitions will be discussed at board meeting as a discussion point.

- Research and define components of the F.I.

**Staff Assistance:** None at this time

**Target Date:** November 30, 2007

**Status:** In progress, the potential recognitions will be discussed at board meeting as a discussion point.

- Research and develop annual programs for F.I.

**Staff Assistance:** None at this time

**Target Date:** December 31, 2007

**Status:** In progress, the potential recognitions will be discussed at board meeting as a discussion point.

**Directive 10:** Appoint and Direct the 2007-08 LSSP Ad-Hoc Committee

**Member Responsible:** Brinton Howerton

**Final Action Date:** August 2008

**Status:** On-going

**Directive 11:** Promote and develop materials for promotion of non-Kiwanis Family service awareness

**Member Responsible:** Mitra Irdmusa

**Final Action Date:** On-going

**Action Steps:**

- Promote Spring Break Service Trips

**Staff Assistance:** None at this time

**Target Date:** On-going

**Status:** Not yet started

- Oversee the production of Monthly Service Updates with Chairman Ralph Johnson

**Staff Assistance:** None at this time

**Target Date:** On-going

**Staff Assistance:** Communications Department

**Directive 12:** Research, plan, and incorporate service project aspects into the International Convention Agenda

**Member Responsible:** Ronald Liu

**Final Action Date:** December 2007

**Action Steps:**

- Stay aware of all International Convention Plans

**Staff Assistance:** Melissa Bear

**Target Date:** On-going

**Status:** Not started yet, still need to talk to Melissa

- Determine what service projects can be done at International Convention

**Staff Assistance:** None at this time

**Target Date:** November 15<sup>th</sup>

**Status:** Not started yet - need to talk to members of the Rocky Mountain District

- Out of possible service projects, see which ones the members would like you do / which ones are feasible

**Staff Assistance:** None at this time

**Target Date:** December 1<sup>st</sup>

**Status:** Not started yet - Need the previous Action Step to be completed first.

**Directive 13:** Review and revamp Tomorrow Fund Grant Process

**Member Responsible:** Melicia Mathison

**Final Action Date:** December 2007

**Action Steps:**

- Review the current procedure used to give the Tomorrow Fund Grant  
**Staff Assistance:** Gayle Webb  
**Target Date:** November 1st  
**Status:** In progress
- Make suggestions of changes that can make the grant process more effective  
**Staff Assistance:** Gayle Webb  
**Target Date:** December 1<sup>st</sup>  
**Status:** In progress
- Seek advice from staff as well as committee members to add to my suggestions.  
**Staff Assistance:** Gayle Webb  
**Target Date:** December 31<sup>st</sup>  
**Status:** In progress

**Directive 14:** Publicize & Educate members on the new Service Initiative breakdown

**Member Responsible:** Ronald Liu

**Final Action Date:** November 2007

**Action Steps:**

- Create educational pieces on new Service Initiative Breakdown  
**Staff Assistance:** None at this time  
**Target Date:** November 7<sup>th</sup>  
**Status:** Not started yet

**Directive 15:** Research & Develop promotion of obscure Service Programs (CSAW Week, Circle K Week, Service Awards, & other programs)

**Member Responsible:** Ronald Liu

**Final Action Date:** On-going

**Action Steps:**

- Make list of obscure Service Programs  
**Staff Assistance:** Gloria Bidgood?  
**Target Date:** November 1<sup>st</sup>  
**Status:** Not started yet.
- Research obscure Service Programs  
**Staff Assistance:** None at this time  
**Target Date:** On-going  
**Status:** Not started yet – Need to complete “Make list of obscure Service Programs”
- Publish educational pieces on Service Programs  
**Staff Assistance:** None at this time  
**Target Date:** On-Going  
**Status:** Not started yet – Need to complete “Research obscure Service Program”

**Directive 16:** Appoint (joint) & Direct the 2008 ICON Blood Drive and Committee

**Member Responsible:** Aaron Roe

**Final Action Date:** August 2008

**Action Steps:** Not yet submitted