



4/27 – Key Topics

- Kiwanis Events
- Committee Updates
 - Drag – unable to locate a venue, looking at a potential October date
 - Scholarship Committee Kickoff: Initial Decisions
- Standing Committees in Need of an Official Chair
 - Service (Track/Assign Volunteerism Projects); Membership Committee
- Elections Are Upon Us: Please consider an officer or board position. No experience necessary!
- EAT HERE NOW Fundraiser Update
- Service Ideas: Submissions/Implementations
- “Members Only” Website Area



Upcoming Kiwanis Events

- Keyport 100th Anniversary Gala – Keyport will celebrate its 100th anniversary with a gala on ***May 4, 2023 at Addison Place in Aberdeen at 6 PM.*** Tickets are \$125.
- Meet the Candidates Night – Meet the Candidates Night will be held as a hybrid meeting with Division 4 on ***May 9 at Town and Country Inn in Keyport at 6:30 PM.*** Martin Slezak is running for District Governor-Elect. RSVP deadline is ***May 2.***
- Governor's Visit – There are spots left for Kirk Popiolek's visit to Division 5 on ***June 7, 2023 at No Limits Café in Middletown at 7 PM.*** The cost is ***\$40/person.*** RSVPs are ***required; walk-ins are NOT allowed due to the limited space.***



Scholarship Committee Initial Decisions

1. We will include AP high school students this year.
2. We will include Allied, but not Ranney.
3. We will award 3 scholarships – 2 to Asbury, 1 to Allied.
4. We will award the scholarships in time for graduation.
5. The existing process will remain the same for Allied;
but modified for AP students.
6. We will leverage existing funds, and not have a
fundraiser event.
7. Steve will remain as chairperson.



EAT HERE NOW Project Update, as of 4/27

Sales Numbers, 24 Days In:

- 335 Online Orders, 410 sold
- Topline Sales: Over \$12,500 (\$10,700 Profit)

A Smooth-Running System:

- Orders are placed, auto-generates confirmation email
- Abandoned Carts? Reminder emails auto-send
- Karen/Stacie fill mail orders same-day, delivery in 2-6 days
- 15 or so elected porch pickup

Billing city	Total orders	Total sales ⓘ
Asbury Park	85	\$ 3,229.90
Bradley Beach	17	\$ 899.98
Ocean Town...	13	\$ 419.97
Ocean Grove	12	\$ 389.97
Neptune City	8	\$ 240.00
Neptune To...	7	\$ 300.00
Neptune	6	\$ 210.00
Manasquan	6	\$ 209.98
Belmar	5	\$ 300.00
Wall Township	5	\$ 270.00
Brick Towns...	5	\$ 150.00
Ocean	5	\$ 150.00
Howell	4	\$ 149.98
Tinton Falls	4	\$ 119.99
Long Branch	4	\$ 119.99
Summit	3	\$ 120.00
New York	3	\$ 119.99
Hoboken	3	\$ 90.00
Wanamassa	3	\$ 90.00
East Brunsw...	3	\$ 90.00
Little Silver	3	\$ 90.00
Interlaken	3	\$ 89.99
Allenhurst	3	\$ 89.99
Middletown ...	3	\$ 89.99

What's Next?

- Social Media Influencers, incl. expansion to other areas such as Manalapan, Freehold, etc. (Kayla)
- Tabling on Boardwalk in May (Rich)
- Restaurant Tour Buyers (Joanne/COC)
- More non-profit partnering (e.g., APMF = 35 books) (Steve)
- Market to Realtors (Steve, others)
- Endorsements?

<https://www.facebook.com/561042586/videos/584109253689202/>

Is there a goal?

- There is no specific \$\$ goal, but scholarships upped the ante...
- Market it until Memorial Day then ???
- Steve to pass ownership (Candidates please!)

IT'S NOT TOO LATE TO HELP!



EAT HERE NOW Project: All Kinds of Data...

Traffic category ⓘ	Traffic source ⓘ	Site sessions ⓘ	Total orders ▾	Order conversion rate ⓘ	Total sales
Direct	Direct	1,135	127	11.10%	\$ 4,549.75
Organic social	Facebook	1,232	113	9.17%	\$ 3,809.93
Email marketing	Wix Email Marketing	283	31	10.95%	\$ 1,080.00
Organic search	Google	190	24	12.63%	\$ 1,169.95
Organic social	Instagram	116	13	11.21%	\$ 449.97
Organic social	Linktree	24	6	25.00%	\$ 210.00
Referral	Google	9	3	33.33%	\$ 150.00
Referral	hungryonion.org	51	2	3.92%	\$ 59.98
Referral	nextdoor.com	3	1	33.33%	\$ 60.00
Organic search	Bing	2	1	50.00%	\$ 30.00
Email marketing	Automations	2	0	0.00%	\$ 0.00
Organic search	Yahoo	1	0	0.00%	\$ 0.00
Referral	shoutout.wix.com	1	0	0.00%	\$ 0.00
Referral	com.slack	1	0	0.00%	\$ 0.00
Referral	bo.wix.com	1	0	0.00%	\$ 0.00



Using the Funds: The Rewarding Part

Fundraisers are just a means to an end. Now we need to make good on our promise to the donors and the community. We need some quick hits. And everyone needs to be involved.

Gather Ideas: We need more entries into the Ideas Database!

Vote: These are club funds, everyone has a vote on which projects we will take on. The only real restrictions are the (necessary) Finance Committee Budget Controls. Our Finance Committee is chaired by Stacie; Claire of course is treasurer.

Implement: Once a project is approved, a committee or project team takes over:

- We need owners for every project. We cannot rely on just a few of us to run things. Step up, learn as you go.
- Non-members can be on committees (but they have no vote); feel free to get friends involved. We are encouraged to get the community involved as volunteers.



Website: Members Area: Sign Up, Keep Informed

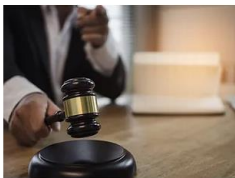
Just because you can't make meetings, doesn't mean you can't keep up with what's going on...

Board & Club Meeting Minutes



- [NEW! April 11, 2023 Board](#)
- [NEW! March 27, 2023 Club](#)
- [February 23, 2023 Club](#)
- [January 9, 2023 Club](#)
- [September 14, 2022 Club](#)
- [August 24, 2022 Club](#)
- [July 13, 2022 Club](#)
- [June 22, 2022 Club](#)
- [April 6, 2022 Club](#)
- [March 9, 2022 Club](#)
- [February 9, 2022 Club](#)
- [January 12, 2022 Club](#)

Bylaws & Procedures



- [NEW! Club Bylaws](#)
- [Scholarship Bylaws](#)
- [Tabling Checklist](#)
- [Toy Drive Checklist](#)

Guidelines



- [Kiwanis Club Brand Guidelines](#)
- [Kiwanis Int'l Background Check](#)
- [Leadership Guide](#)
- [Committee Navigation Guide](#)

Members Only

This password-protected section is exclusively for our valued Members. Please stay on top of meeting [minutes](#), [bylaws](#), [guidelines](#), and [events](#).

NEW DOCUMENTS: [3/27 Club Meeting Minutes](#) [April 11 Board Meeting Minutes](#) [Club Bylaws](#)

EAT HERE NOW Fundraiser Needs All Hands on Deck - NOW!



Call For Service Project Ideas

We've created a quick and easy way for members to [submit new Service Project ideas](#).

Click through and fill in the form, including your project idea, indoor or outdoor, materials needed, approximate budget and number of volunteers.

All ideas are great ideas. Don't be shy. The more ideas the greater our impact on the community.

[Service Project Ideas Form](#)

EAT HERE NOW Booklet Purchase

Please familiarize yourself with the booklet purchase process, which can be found in the top navigation - [Eat Here Now](#). OR click the [Purchase Booklet](#) button. A restaurant listing is also available there.

[Purchase Booklet](#)



MINUTES
BYLAWS
GUIDELINES
EVENTS

Stay Up-to-Date on Club Stuff!

- **Member Library:** Minutes (incl. Board Minutes), Bylaws, etc.
- **Committee Updates:** current initiatives, help needed etc.
- **Messages** from the Officers
- **Financials**
- **Upcoming Events:** Kiwanis and non-Kiwanis
- **Service Ideas:** Add/Review the Service/Fundraiser Database