



**IEHA WEEK**

**PR TOOL KIT**

Introduced 2023  
Public Relations Activity Committee

# THE IEHA WEEK TOOLKIT

Each year, the Indiana Extension Homemakers Association designates a week in October (the week prior to the National Make a Difference Day) to celebrate and draw attention to the IEHA mission. While many clubs are already doing wonderful things to highlight the week, the Public Relations Activity Committee is offering a blueprint for counties and clubs throughout the state to highlight IEHA every day during IEHA week.

## TALKING POINTS

### IEHA by the Numbers:

#### STATEWIDE

Counties with active clubs: 78

Individual members in the state: 5,392

#### Fill in YOUR County information:

Number of clubs and active members: \_\_\_\_\_

Volunteer Community Support Hours: \_\_\_\_\_

Community Support \$\$ given: \_\_\_\_\_

Scholarship \$\$ given: \_\_\_\_\_



### **General Plan of Action:**

- Appoint a County Chairperson and establish a committee to plan activities for IEHA week. Include representatives from all clubs, if possible.
- Record short public service announcements for the local radio station.
- Work with local newspapers for articles and feature stories.
- Set up displays or exhibits around town (at a local library, bank lobby, festival, etc.) highlighting the great work you are doing for the community.
- Secure a proclamation from local council, mayor or judge.
- Use hashtags when posting on social media sites: #ieha, #iehaweek, #getconnectedstayconnected

### **PSA Samples:** Tips for developing your own PSAs in the Blue Book, page 10

- ✓ How can we be so connected in today's world and still feel so isolated? Indiana Extension Homemakers put the real "face time" back in our communities. Fun-filled educational meetups and volunteer opportunities bring friends together to strengthen Indiana families. For more information, contact [your local extension office], and join us!
- ✓ Great things happen at the local level! Indiana Extension Homemakers are quietly working in communities throughout the state doing great things to little fanfare—from supporting cancer research to helping at local county fairs, we are impacting the Indiana family for the better. Want to join us and make a difference? Contact [your local extension office] for more information.

**Sample Proclamation** (revise as needed)

WHEREAS, Indiana Extension Homemakers Association, consisting of over 800 active members in 90 counties of Indiana endeavor to improve the greatest institution in the world, "The Home," and

WHEREAS, its objectives are:

1. To coordinate and motivate the membership of the Extension Homemakers Clubs in building educational programs which are relevant to the needs and interests of Indiana Homemakers;
2. To study and work in programs and activities which pertain to the development of family, home and community;
3. To cooperate in programs which benefit people worldwide;
4. To strengthen and develop the organizational leadership at county, district and state levels;
5. To encourage Extension Homemakers and their related fields in educational institutions; and

WHEREAS, the Indiana Extension Homemakers through their local clubs endorse, encourage and assist the 4-H programs; and

WHEREAS, the Indiana Extension Homemakers have been actively engaged in promoting education , leadership development and volunteer community support at the local, state and international level since 1913.

That to honor the service and accomplishments of the Indiana Extension Homemakers Association, that October \_\_\_ through October \_\_\_, 20\_\_\_, be declared Indiana Extension Homemakers Week.



# IEHA WEEK

**BLUE & GOLD DAY**

**MONDAY**

**GIVING DAY**

**TUESDAY**

**EDUCATION DAY**

**WEDNESDAY**

**COMMUNITY SUPPORT DAY**

**THURSDAY**

**MEMBER DAY**

**FRIDAY**

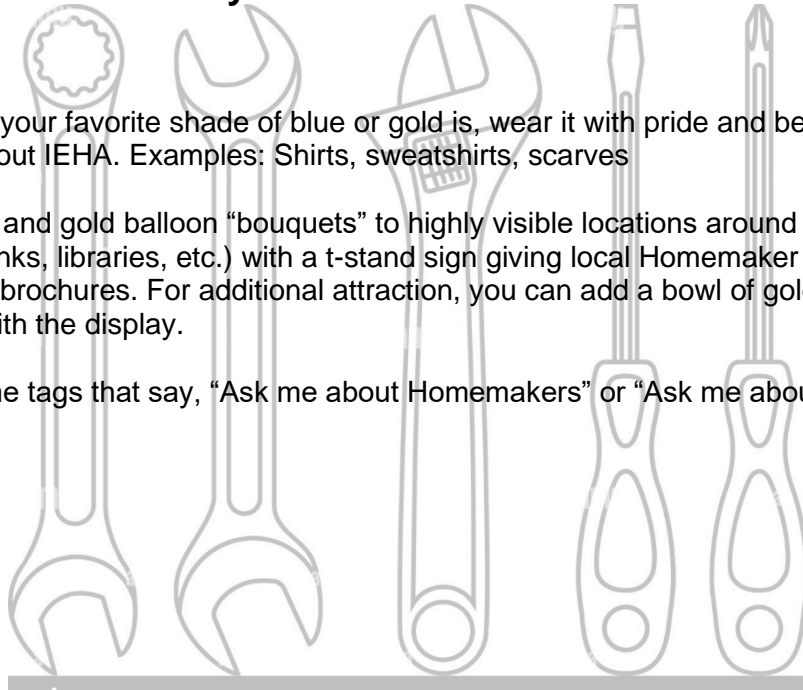
**MAKE A DIFFERENCE DAY**

**SATURDAY**

**INDIANA EXTENSION HOMEMAKERS ASSOCIATION**

## Monday: BLUE AND GOLD DAY

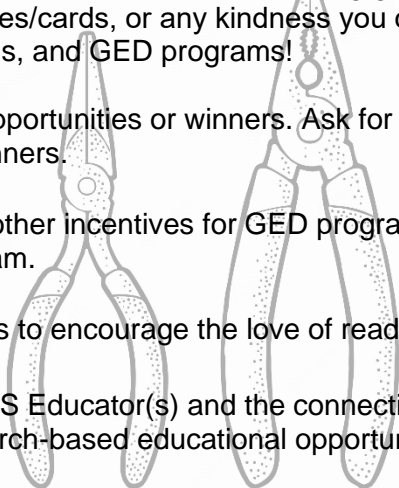
- ✓ Whatever your favorite shade of blue or gold is, wear it with pride and be sure to tell people about IEHA. Examples: Shirts, sweatshirts, scarves
- ✓ Take blue and gold balloon “bouquets” to highly visible locations around town (grocery stores, banks, libraries, etc.) with a t-stand sign giving local Homemaker information and a stack of brochures. For additional attraction, you can add a bowl of gold wrapped candies with the display.
- ✓ Make name tags that say, “Ask me about Homemakers” or “Ask me about my club.”



## Tuesday: GIVING DAY

- ✓ Give “Survival Kits” to people in need. These can be made up of any items you would like to include, depending on your target group (senior housing residents, community mental health residents, incarcerated residents, homeless, etc.).
- ✓ Distribute water bottles or treats (like fruit, candy bars or mint rolls) wrapped with Homemaker information, at sporting events and practices, festivals, or any public gatherings.
- ✓ Provide a statewide press release highlighting the funds raised by IEHA for the Purdue University Center for Cancer Research.
- ✓ Provide information to your community about the many ways IEHA members are supporting the Riley Cheer Guild, Ronald McDonald House, Indiana Donors Network’s Threads of Compassion, Backpack Program/Feeding America, etc.
- ✓ Provide financial support to a local charity.
- ✓ Hold fundraiser to support community focus projects, like selling flowers (real or candy ones), fill the cookie jar or other donation opportunities you can think of.

## Wednesday: EDUCATION DAY

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- ✓ Offer a “thank you” for teachers, bus drivers, crossing guards, etc. It can be a small treat, food in a break room, notes/cards, or any kindness you can think of. Don’t forget vocational school, libraries, and GED programs!
  - ✓ Announce Scholarship opportunities or winners. Ask for feedback and success stories from past scholarship winners.
  - ✓ Purchase gift cards and other incentives for GED program participants to encourage continuation in the program.
  - ✓ Read aloud in classrooms to encourage the love of reading.
  - ✓ Spotlight your county HHS Educator(s) and the connection IEHA has to Purdue University, through research-based educational opportunities and expertise in a number of topics.

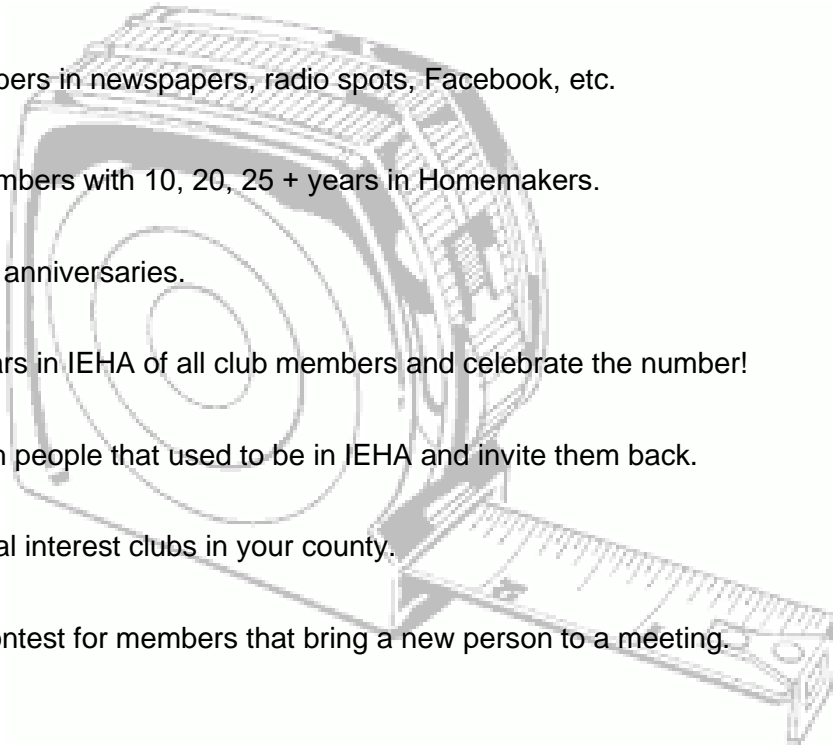


## Thursday: COMMUNITY SUPPORT DAY

- ✓ Look for volunteer opportunities in your community and VOLUNTEER!
- ✓ Donate to local community support organizations.
- ✓ Schedule an interview with local radio personalities (morning show, lunch business report, etc.)
- ✓ Feature “testimonials” of recipients of your county’s support, through radio spots, YouTube videos (also posted to Facebook page), and newspaper articles. These “feel good” stories show how Homemakers has helped them personally or supported their organizations mission.
- ✓ Visit nursing homes with flowers, notes, or small gifts.
- ✓ Take flowers, balloons, or treats to local Chamber of Commerce or Main Street Organization.

## Friday: MEMBER DAY

- ✓ Highlight members in newspapers, radio spots, Facebook, etc.
- ✓ Recognize members with 10, 20, 25 + years in Homemakers.
- ✓ Celebrate club anniversaries.
- ✓ Add up the years in IEHA of all club members and celebrate the number!
- ✓ Reconnect with people that used to be in IEHA and invite them back.
- ✓ Promote special interest clubs in your county.
- ✓ Announce a contest for members that bring a new person to a meeting.



## **Saturday: MAKE A DIFFERENCE DAY**

Make a Difference Day is celebrated annually on the fourth Saturday of October. If you have ever wondered if your actions can make a difference, the answer is yes. And if you have wondered where to start, the answer is Make a Difference Day. We come together to volunteer, raise funds, offer support, and learn about the most urgent needs of our society. You don't have to join an N.G.O. or travel to another country—you can start by cleaning your own backyard (literally and figuratively) because volunteering is all about becoming the change you wish to see in the world.

- ✓ Volunteer at your local community center.
- ✓ Share a smile with a stranger.
- ✓ Collaborate with other local organizations for a community service project, fundraiser, etc.
- ✓ Host a Block Walk, 5K Walk/Run to raise money and awareness for local causes.
- ✓ Take treats or nice notes to firefighters, police officers, jail workers, county garages, EMTs and any other community helpers.

IEHA Week Plans for \_\_\_\_\_ County

Observed week prior to 4<sup>th</sup> Saturday in October each year!

Members of Planning Team

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Materials

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Publicity

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Events

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The Roadshow

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## **Materials**

Develop flyers to post and pass out around town, grocery stores, etc.

Use the Celebrate IEHA Week graphic as it fits with your promotional plans. If you need the graphic, you can find it on the IEHA website.

Place banners in the town square or along prominent streets.

Distribute fliers into the community advertising the volunteer service units and their value to your local county this past year.

## **Publicity**

Secure a proclamation from a local official (mayor or county judge executive). Record short public service announcements for the local radio station.

Work with the local newspaper for articles and feature stories.

Secure advertising on marquees around town, such as banks, fast food restaurants, town sign boards, etc.

Post daily messages to county IEHA social media page. Include photos showcasing local projects and encourage membership with these posts. Highlight any planned IEHA week events.

Develop and deliver a presentation about Homemakers to local groups like Kiwanis, Rotary, PTA, Retired Teachers Association, Home School groups, women's sororities, preschool parent meetings, etc.

## **Events**

Host an IEHA Breakfast on a designated day during the week.

Host an open house to promote IEHA, encourage membership, and highlight projects and programs of your county organization.

Hold IEHA Day in the Town Square or other prominent location. Activities could include make and take it classes, food vendors, craft vendors, and more.

Host a reception during the week to honor county IEHA members.

## **Roadshow**

Prepare an exhibit at public establishments like banks, libraries, the Extension office, or store fronts to celebrate IEHA Week.

If any community festivals or events take place during or near IEHA Week, host an exhibit. Hand out water bottles, candy, brochures, etc. with IEHA information attached.

Set up displays in windows of vacant stores in your downtown or town square, at the local mall or shopping center highlighting county projects completed during the past year.

## FACEBOOK EXAMPLES FOR IEHA WEEK



If you have a Facebook page set up for your County, you may want to do something like this for IEHA Week. Use the following for your cover photo along with the IEHA logo profile:



For each day of IEHA Week, you could post something like this but in reference to your own county:




**Monday - IEHA Week**  
**"BLUE & GOLD DAY"**

- If you see someone wearing blue and gold today, stop and ask them about Indiana Extension Homemakers.
- If you see a blue and gold balloon "Bouquet" at a business you were at today, stop and pick up a brochure



**Tuesday - IEHA Week**  
**"GIVING DAY"**

- IEHA has raised over \$ 220,000 for the Purdue University Center for Research.
- We hold fundraisers such as plant sales, garage sales, etc. to support community projects.
- We donate our time to help out at Food Banks, schools, etc.
- We will be giving out treats or notes to our firefighters police officers, etc. today in appreciation for what they do.



## Wednesday - IEHA Week "EDUCATION DAY"

Did you know that Extension Homemakers offer scholarships? Here are a few: Allen County Extension Homemaker Scholarship—\$1,000.00

Career Advancement Scholarships—Eight \$500.00

One is an Eleanor Arnold Scholarship goes to IEHA member

One is an Anne Hancock Scholarship—medical profession

Six others available for random career advancement

Steps to Success Scholarships—Five \$500.00

Ruth B. Sayre Scholarships—\$500.00

Applications are available at the County Extension Office



## Thursday - IEHA Week "COMMUNITY SUPPORT DAY"

Extension Homemakers believe in supporting our local charities through helping supply their needs. Here are just a few organizations we help:



Indiana Donor's Network by providing shawls

Baby's Closet by supplying items needed



Community Harvest by supplying food items for seniors





## Friday - IEHA Week "MEMBER DAY"



- We salute all our IEHA members today in Allen County.
- We currently have over 75 members.
- We have one member who has belonged to Extension Homemakers for 69 years.
- Eight members have belonged for over 50 years.
- Our oldest club is 89 years old and Allen County Extension Homemakers is 107 years old.

## Saturday - "MAKE A DIFFERENCE DAY"

- "Make a Difference Day" is celebrated annually on the 4th Saturday of October. It was started in 1992 by USA Weekend Magazine.
- Make a Difference Day is a day to celebrate the power of people to make a difference. You can make a difference by
  - Sharing a smile with a stranger
  - Volunteer at a charity, etc.

*"Volunteers do not necessarily have the time;  
they just have the heart"*



*"The very best way to help yourself and your community  
is by becoming an active volunteer"*

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