

## Week 13- CAL-NEV-HA Decals

Good Evening Presidents!

Hope you guys have recovered by now from the back-to-back weekends with Fall Training Conference and Masquerade Ball. I also hope that those close to the fires are safe and that your families and homes are OK!

This week's email is going to be about the new **Cal-Nev-Ha Decal Proposal so I can get feedback from you all.** :)

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Since in previous years, District Sweaters have not done particularly well, the committee and I have been working on a new idea of doing CNH Window Decals. These Decals are plastic and reusable, and do not leave a sticky residue behind like normal stickers do. You can post them anywhere including your car windows, apartment windows, laptops, binders, etc. The idea behind the decal is to have a very cheap and convenient way of advertising Circle K as well as promoting membership recruitment and education.

I have attached the CNH Decal Proposal below but I will summarize some of the important points:

- The decals are a cheap and convenient way to help us advertise Circle K. By posting these up where they are easily visible, it helps put an image to our name the same way McDonalds, Starbucks and other major corporations have logos.
- We will use them to help our District fund-raise! If you look at the proposal you will see that there are multiple designs and the District Board will vote to narrow down to three based on your votes. If we sell 250 decals for all three designs, the District will raise \$2 off each design to go towards a District Fundraising Initiative (again, based on your votes), and **\$3 will go towards your club.** So the more you sell, the more you make!
- They also can help unify the District. If we sell these all over Cal-Nev-Ha imagine all the different places you could potentially spot a decal. And when you see them, you will know that they are affiliated with the same organization as you are.

### **What to expect:**

- The proposal will be looked over and voted on by the District Board in January's board meeting.
- There will be a manual on the District Website resources including a pre-order form and how to utilize these decals to help fund-raise for your club as well as other advertising ideas.
- **Let me and your Lt.G's know what you think of the idea!** It's a very new idea, so we need ALL the help we can get on kicking off this product. Who knows, it could be the start of a new Cal-Nev-Ha tradition and as the largest District in CKI we're quite known for having new ideas all the time.



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If you have any **comments or suggestions**, I'd love to hear them.

For more resources and ideas, check out our website at [www.cnhcirclek.org](http://www.cnhcirclek.org). There's a TON of information that's not covered in this email which is there for YOU!

Questions? You can email me at [mde@cnhcirclek.org](mailto:mde@cnhcirclek.org) or call me at (858) 740-8334.

**Until next week :)**

