"KERCHEVAL AFTER 6" COMMUNITY ENGAGEMENT FESTIVAL





Presentation by

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'Kercheval After 6' is a marketing event, a time when residents and businesses can join for community festivities in the evening... well, of course, after 6 p.m.'After 6' events have attracted hundreds of attendees.

Kercheval After 6

Food, music, vendors, and not-forprofit organizations will be present to share their information and spread the WORD. A giant movie screen will + play sports bloopers and popular sports . movie clips.

Hosting an event such as the 'After 6'
promotes a safe, fun, affordable,
lighthearted
evening for the entire community to
enjoy.

VIDEO OVERVIEWS OF AAUW GP BOOTH







PURPOSE:

Membership Engagement
Community Awareness
Fundraising

KERCHEVAL AFTER 6

Membership Engagement

Gave members a chance to participate in an event with each other

Opportunity to talk about AAUW to the public



Community Awareness

Gave members a chance to be visible in the community

Opportunity to provide membership flyers, pamphlets, and new member applications to prospective members



The American Association of University Women, Grosse Pointe Branch, participated at Kercheval After 6, GPP, on August 27, 2022, at 6:00 pm. We were there to share its Mission, Vision, and fundraise for its Scholarships, STEAM programs, having serving women for decades and empowering Women since 1881.

Face painting drew a lot of traffic to our tent. People stopped by and asked about our branch, what we do, our mission, and how we serve the young girls and

application forms.





FACEPAINTING
WAS A HUGE
DRAW TO OUR
BOOTH!

\$1.00 DONATION

KERCHEVAL AFTER 6

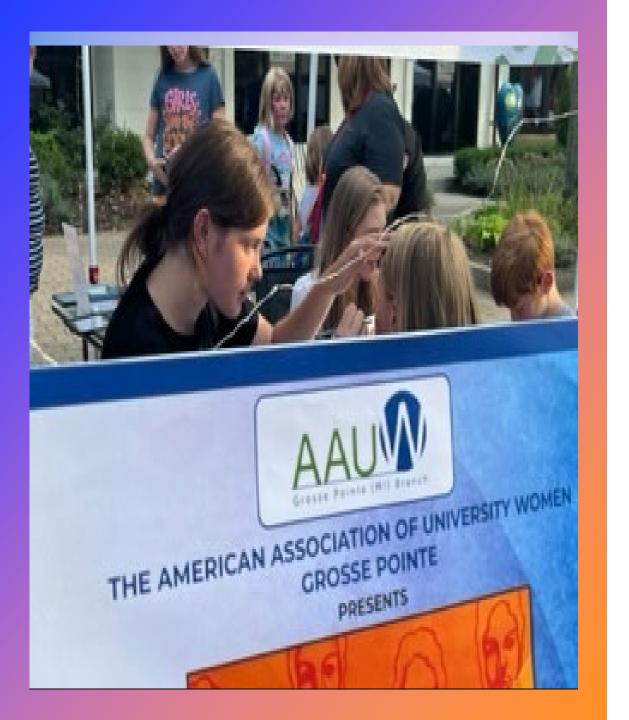
FUNDRAISING

OPPORTUNITY TO RAISE MONEY FOR STEAM PROJECTS AND SCHOLARSHIPS



- · KIDS TOYS
- FRAMED WOMEN QUOTES
 - CHRISTMAS AND ALL OCCASIONS CARDS
 - · CUSTOM JEWELRY
 - PAPER FANS WITH THE AAUW LOGO

 BAINTINGS
 - · PAINTINGS



Debrief Discussion

PRO'S:

- Exposure for the AAUW GP branch.
- Made some Money.
- Reminded members of how teamwork can be fun!
- Met other leaders of non-profit organizations
- Learned what the market at After 6 is like, how to prepare for it, and what to sell and for how much.
- After 6 is geared towards fun and kids.₁₂

ART SALE AAUW GP

We Sell Water \$1.00

Debrief Discussion:

CON'S

-Spent time and energy on optional preparation details.

· Some items needed to be more suitable for the After 6 culture.



THANK YOU

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