

“KERCHEVAL AFTER 6” COMMUNITY ENGAGEMENT FESTIVAL



Presentation by

Roseanne Horne AAUW Grosse
Pointe, Michigan Branch President

Eva Habib AAUW Grosse Pointe,
Michigan Branch Membership Chair

'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-for-profit 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

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 our community. They took brochures, flyers, business cards, and membership application forms.





FACEPAINTING
WAS A HUGE
DRAW TO OUR
BOOTH!

\$1.00 DONATION

FUNDRAISING

OPPORTUNITY TO RAISE
MONEY FOR STEAM
PROJECTS AND
SCHOLARSHIPS



ITEMS FOR SALE:

- **KIDS BOOKS.**
- **ADULTS BOOKS**
- **KIDS TOYS**
- **FRAMED WOMEN QUOTES**
- **CHRISTMAS AND ALL OCCASIONS CARDS**
- **CUSTOM JEWELRY**
- **PAPER FANS WITH THE AAUW LOGO**
- **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.

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THANK YOU

Roseanne Horne, President AAUW Grosse
Pointe Michigan

Eva Habib, Membership Chair AAUW Grosse
Pointe Michigan

Branch Email Address: aauwgp@gmail.com

Branch Website: www.grossepointe-mi.aauw.net

