

#HOMEMAKER101



Kay Denniston

August, 2022

KEHA Snapshot

- Nonprofit volunteer organization
- Clubs date back to late 1910's
- First county organization established in 1924
- State organization established in 1932
- Membership in 2021: 10,895
- Funded via dues, with occasional grants for special projects



FCS Snapshot

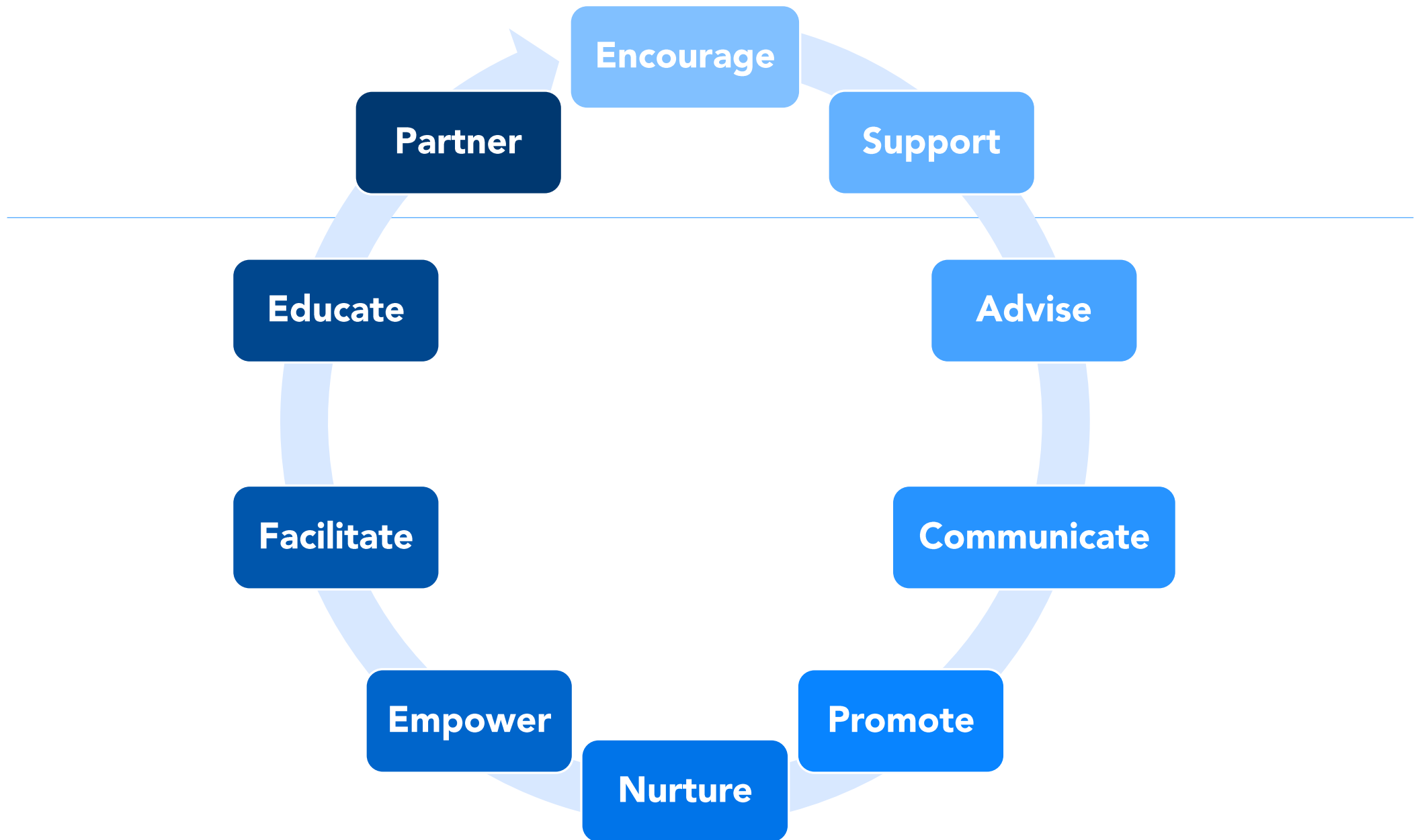
- First agents hired in 1914
- Initially called home demonstration agents
- Growth in numbers during 1920's & 1930's
- Today – 125 positions across Kentucky
- Funding from Federal, state and local tax dollars, as well as private and public grants

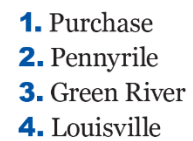


MISSION BALANCE

KEHA

Improve the quality of life for families and communities through leadership development, volunteer service and education.





5. Lincoln Trail
6. Mammoth Cave
7. Northern Kentucky
8. Fort Harrod

- 9. Lake Cumberland
- 10. Bluegrass
- 11. Licking River
- 12. Northeast

13. Quicksand
14. Wilderness Trail

KEHA STRUCTURE

KEHA

Area Organizations

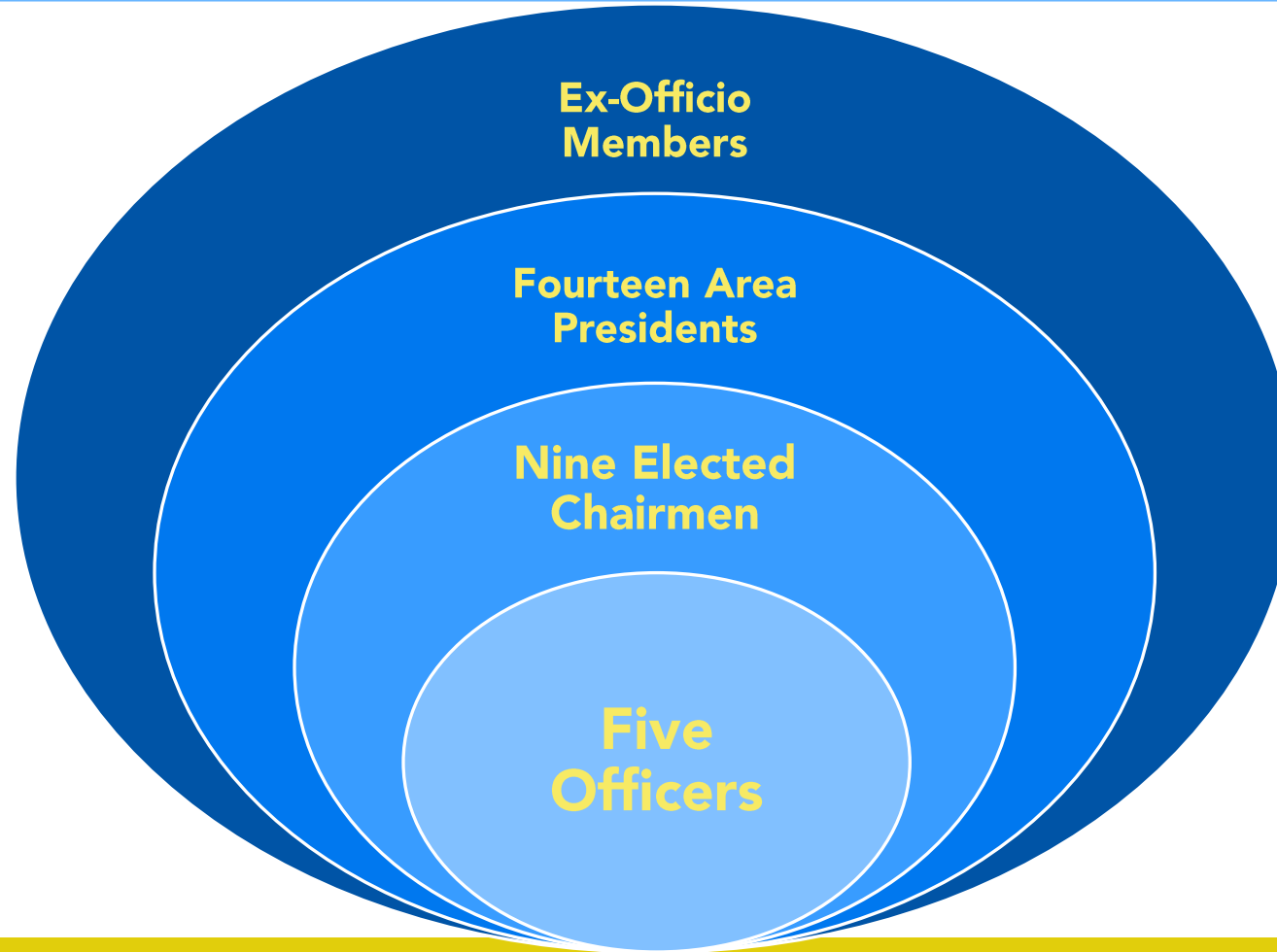
County Organizations

Clubs

Individual Members



KEHA STATE BOARD



President

1st Vice President

2nd Vice President

Secretary

Treasurer

President Elect

KEHA LOGO



- Adopted in 2018
- First new logo in decades
- Retained “KEHA” acronym and emphasizes “homemakers”
- Crisp color palette
- Refreshed image for the organization
- Brand guidelines available in “Marketing and Recruiting” section of the KEHA website

KEHA - Leadership

Empower community leaders.

- Provide leadership training opportunities for members.
- Take an active role in the community.
- Inform local decision makers of the impacts and public value of KEHA and the Kentucky Cooperative Extension Service.

KEHA - Service

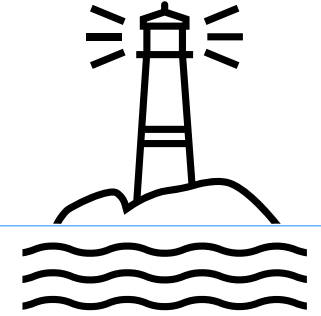
Embrace and promote volunteer service.

- Volunteer to serve in a club, county, or area leadership position.
- Support Extension programs through volunteer service.
- Report volunteer time through the volunteer service unit program and leadership development report.

2022-2023 Theme: We've Got You Covered

- Focuses on the breadth of the organization and the sense of security and belonging from membership.
- Signals to history and the connections to our past.
- Consider the theme for:
 - County and area annual meetings.
 - Training and programmatic themes.
 - Promotional and membership activities.

President's Focus – 2022-2025



- **Let Your Light Shine!**
 - **Confidence** – showcase KEHA work, publicize accomplishments, recognize local members, and keep lines of communication open.
 - **Guidance** – encourage members to share talents for teaching others, host area officer trainings, recruit participants for the KEHA Leadership Academy, and work toward leadership development.
 - **Direction** – grow and retain membership, follow directions using the KEHA manual, and encourage meetings.

3 R's – Keys to Membership

- Recruit – Each member is encouraged to get a “plus 1”
- Retain – Value your current members and keep them engaged
- Repeat – Continue to grow each year

Each county that increases membership by at least 3 will be entered in a drawing for \$100 (5 prizes available). The number of entries will increase for each multiple of 3 – an increase of 6 members is 2 entries, an increase of 12 members is 4 entries, etc.

Calendar Planning

- **START WITH THE END!**
 - **READ END OF YEAR POW REPORT**
 - **PLAN TO COVER WHAT IS REQUESTED IN REPORT**
 - **INDIVIDUALIZE TO YOUR COUNTY/CLUB NEEDS AND WANTS**
-

**Remember to include
FUN!!!!!!**



July

* July 1 – KEHA Year Begins



August

* Officer/Chair
Training



September

* Membership
Drive



October

* 9-15 KEHA
Week

A blue pushpin is pinned to the top left corner of a white rectangular card. The card is placed on a brown corkboard background.

December

* Mail dues to KEHA by
December 15



April

* Register for KEHA Annual Meeting



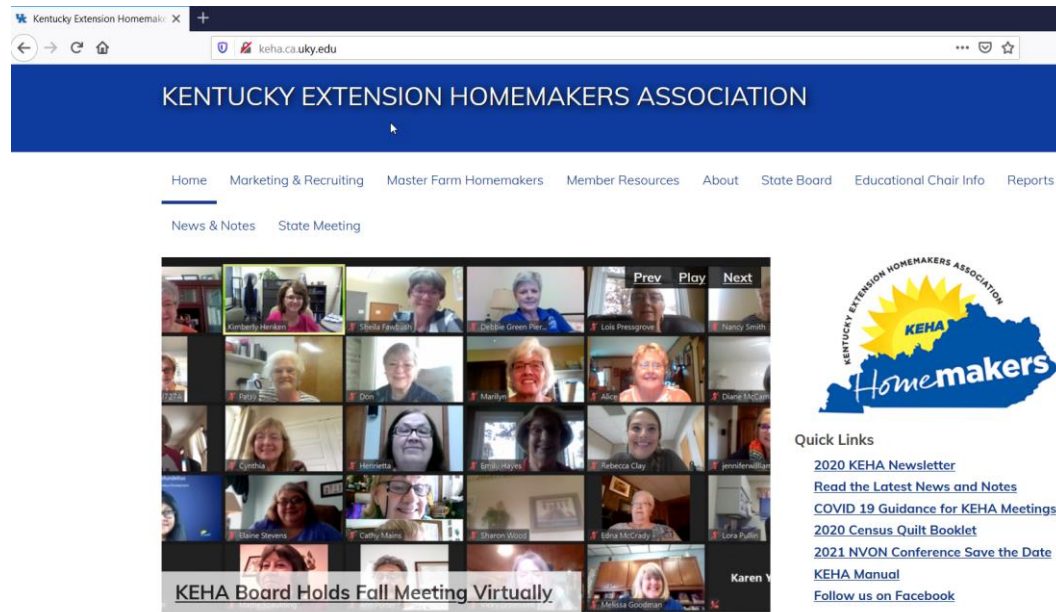
May

* May 9-11 – KEHA State Meeting
Crowne Plaza, Louisville, KY



June

* June 30 – KEHA Year Ends



Stay in the Loop

- www.keha.org
- [KEHA News and Notes](#)
- [Annual Newsletter](#)
- [County newsletters](#)
- www.facebook.com/OfficialKEHA



PURPOSE

Symptoms of lack of “PURPOSE”:

- No motivation
- Feel like tried everything and nothing seems important
- Struggle in making decisions
- Feel like it does not matter what you think
- Think “what is the point”

PURPOSE

Cure for lack of “PURPOSE”:

- Network
- Think outside of the box
- Explore
- Communication – speak up
- Only positive thoughts allowed
- Share skills and talents

PURPOSE CHALLENGE

I challenge each club and county in the Bluegrass Area to determine their purpose as Extension Homemakers.

Starting point - read the creed.

