



Kiwaniis®

Kiwanis Club of Madison West – Kiwanogram



Plaque Honoring Bill Battista Stands just outside the field.

June 13, 2026

Madison West Little League Outing to Battista Field



Just Behind Home Plate



Bill's Family joined us.



Dwight with Future Kiwanians

Up Coming Programs

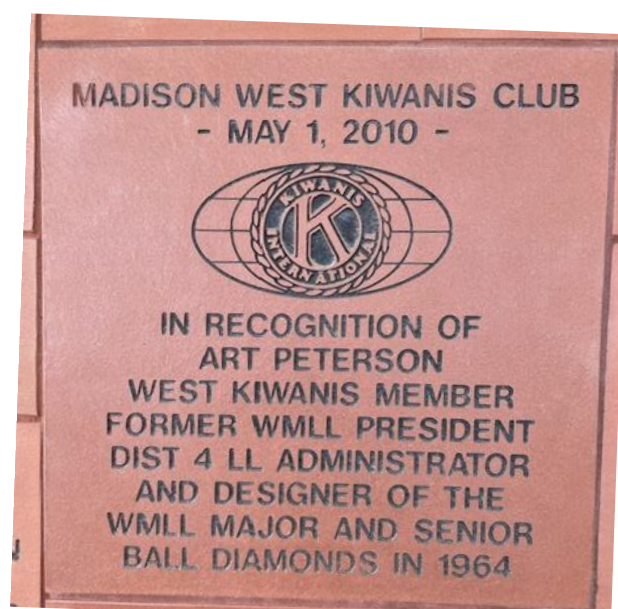
Date	Program	Greeter	Check In	Opening Word
June 19	Kickapoo River and Lake La Farge History and Controversy - Dennis Keeney, PhD	Shubak	Tevaarwerk	TBD
June 26	Community Grant Awards Program - Arlin Brannstrom	TBD	TBD	TBD
July 3	No Meeting – Fourth of July Weekend	NA	NA	NA



Team Picture before the action!



Playground Plaque at MWLL



Commemorative Tile in Picnic Shelter at MWLL.



In Memoriam:

Long time Regular Member and current Honorary Member **Bonnie Jeanne Hansen** passed away on May 31, 2026. Visitation and services are Tuesday, June 16 at 10:00 a.m. at Cress Funeral Home

in McFarland. Full information is posted at [This Link](#).

Date	Event
Jun 19	Foundation Trustees, 1:00 pm
Jul 10	MWK Board of Directors, 10:00 am



Kiwanis
CLUB OF MADISON WEST

Madison West Kiwanis at Habitat ReStore Volunteer Takeover

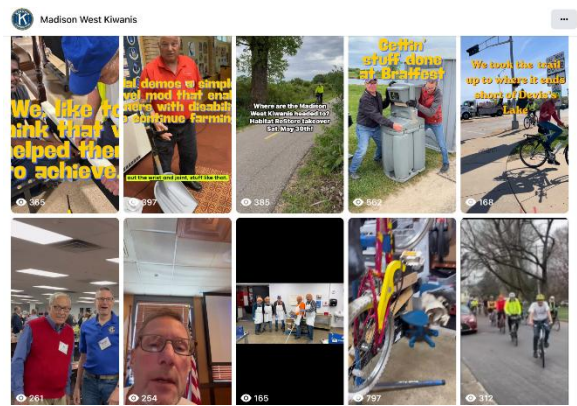
The Scoop by Skup

On May 30th we held a co-sponsored event at the Habitat for Humanity ReStore West. Billed as **“Habitat ReStore Volunteer Takeover”**, this event was our first attempt to use online methods of communication to invite prospective members to an event during non-working hours. Our target audience was working age people (ages 25-64) of multiple demographics.

Our primary promotional tool was Meta Business Suite, including Facebook and Instagram. After finally gaining administrative control of our Facebook (FB) in February, I started teaching myself online marketing using Artificial Intelligence (AI) online tools. This proved to be a long and arduous task, but fun for a geek like me!



First, I created an Instagram (IG) account. IG typically appeals to those less than 35 years old, while FB typically appeals to ages 35-70+, while. By creating a Meta Business Suite for Nonprofits, I was able to create a single ad campaign and post to both FB and IG simultaneously. Within a single ad campaign there can be multiple ad sets, and multiple ads within each set. You enter a multitude of parameters into this ad structure to define your target audience, the level of AI assistance, budget, and your payment options.



You then create the ad content. The most effective “ads” are typically 30-60 second “Reels” (videos) with lots of action, color, and smiling people doing things. In 2026, the average human attention span on a single digital screen is ~45 seconds. This attention span decreases with age. Gen Z: ~7.2 seconds; Millennials: ~10.8 seconds; Baby Boomers: ~18.4 seconds average focus. Therefore, the first 6-10 seconds of the ad is extremely important! If you don’t grab them in the first few seconds, they’re onto the next Reel.



Meta’s AI algorithm “pushes” these reels at your target audience at peak times of the day/week when they are most likely to be seen by people of interest. It chooses which ads get the most “clicks” and tries to maximize the number of exposures, view-throughs and outbound clicks.

In our case, our outbound click takes them to an event “landing page” on our MWK website. From there, we direct them to Habitat’s registration page, but not before we try to see if they are interested in MWK and capture their contact information.



In parallel to this, we attempted to take advantage of Google's \$10K Search Ad Grant for nonprofits. Google Ads and Meta Ads operate on opposite sides of consumer behavior: Google is a "pull" channel driven by intent, while Meta is a "push" channel driven by discovery. Unfortunately, I ran into a snag with their application process that I was not able to resolve until after the event.

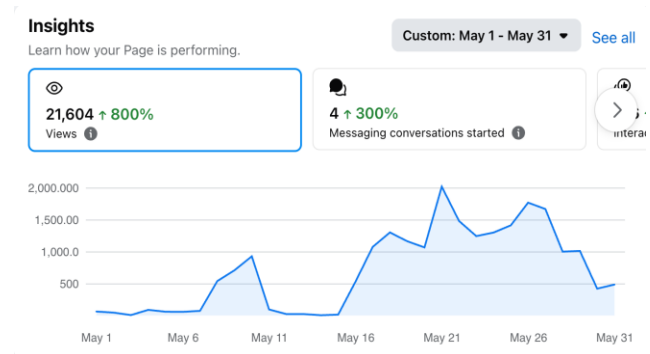


In the closing days of the ad campaign, I posted to the Isthmus Guide, Destination Madison, the Cap Times, WORT, and Reddit (r/madisonwi).



All that said, we were only able to hook one person who went through the entire Meta process and showed up at the event. Nonetheless, I do not call this a failure.

By the end of the event, we had figured out how to bring the work we were doing to the customers. Our task was to build some display shelves from some old ladders. We pre-cut the wood and set up an assembly area just inside the front doors next to our display table. One of us would greet people at the door, give them a pen, and engage them in a conversation about MWK and what we are currently doing. The kids were interested in what we were doing with the tools. Many people said they had a relative or friend that might be interested.



Failure? I think not! We had 20K exposures online. During the event, we had ~100 conversations with a wide variety of people, handed out ~40 custom MWK pens, a dozen custom MWK t-shirts, and a half dozen MWK brochures. Additionally, we are now well positioned to go through the process for future events. We now have the tools, bling, and know-how to more effectively sponsor our next recruitment events.