

TeleMiracle 50 Flag Raising & Celebration Guide

Purpose

On February 23, 2026, clubs are encouraged to arrange a TeleMiracle 50th Flag Raising Ceremony with their local dignitaries and request that February 22 – March 1 be proclaimed TeleMiracle Week in honour of the life-changing work TeleMiracle has done for Saskatchewan residents since 1977.

This celebration will build excitement for **TeleMiracle 50**, airing **February 28 – March 1, 2026**, and showcase the partnership between local Kin clubs and the Kinsmen Foundation.

We want Saskatchewan to see TeleMiracle pride flying high in communities across the province, and to see Kin working together to promote this historic show.

How it Works

1. You'll receive your TeleMiracle 50 flag at Fall Leadership Conference in October 2025. Keep it safe until your ceremony date.
2. Connect with your local municipality to arrange:
 - A proclamation for TeleMiracle Week
 - A flag raising at Town Hall or another high-traffic community space
 - Invitations to local dignitaries, media, and the public
3. Tie your event to the show – promote TeleMiracle 50 dates, how to donate, and share local stories of impact.
4. Invite local media to cover your ceremony and highlight the importance of TeleMiracle in your community.
5. Optional add-ons:
 - Pancake breakfast
 - Mini "Countdown to TeleMiracle" event
 - Cheque presentation of local funds raised

Timelines & Checklist

September 2025

- Order forms for TeleMiracle 50 promotional flag will be available this month.
- Submit your order by September 30th to ensure you get your flag at FLC.
- Plan to pick up your items at Fall Leadership Conference in October or arrange for shipping if not attending.

October 2025

- Pick up your TeleMiracle 50 flag at Fall Leadership Conference.
- Research your municipality's process for proclamations (most require 1–3 months notice).

- Assign a planning committee to coordinate the ceremony.
- Decide if you'll add an extra activity (breakfast, entertainment, school choir, etc.).

November 2025

- Send official proclamation request to your municipality.
- Start inviting dignitaries (mayor, MLAs, MPs, school principals, community leaders, past TeleMiracle performers, etc.).
- Contact local media about the event and its tie-in to TeleMiracle 50.
- Post a Facebook Event for your community and invite widely.

December 2025

- Confirm attendance with all speakers/dignitaries.
- Draft your short agenda for the event.
- Share event details on social media and community calendars.
- Send a media advisory to local press (to run closer to the event date).
- Gather TeleMiracle talking points and local impact stories to share in speeches.

January – February 2026

- Finalize all logistics (PA system, chairs, podium, etc.).
- Share reminders and event teasers on social media.
- Send your final media advisory 1 week before the event.

Day of Event – February 23, 2026

- Arrive early for setup.
- Welcome attendees, introduce special guests, and read the proclamation.
- Raise the flag – involve a special guest (recipient, volunteer, youth rep).
- Share a short history of TeleMiracle and show details.
- Take photos and videos: tag @TeleMiracle and use #TM50 #HelpingPeopleEveryDay.

After the Event

- Post photos and thank-you messages on your club's social media.
- Send thank-yous to dignitaries, volunteers, and media.
- Share photos and a short recap with the Kinsmen Foundation.

Tips for Maximum Impact

- Include local TeleMiracle recipients or donors as speakers.
- Partner with schools to involve students.
- Pair the ceremony with a cheque presentation to boost media interest.
- Keep speeches short and focused on community pride + TeleMiracle's 50-year legacy.