

# Free Media, Marketing & Advertising strategies for your Kiwanis Club

Ohio District

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# Goals

- Increase the recognition of your Kiwanis club through media, marketing and advertising – better recognition leads to more members, partners and more kids helped!

# Strategy & Tactics



- How are we doing this?
  - By telling good stories about the good we do in communities.
- Why stories?
  - Because stories cut through the clutter easier
- Tools to help you help districts and clubs
  - Key messages, growth, giving, club strengthening, projects, events

# Why branding matters



LA EXPERIENCIA  
STARBUCKS

5 principios para convertir  
lo ordinario en extraordinario



# The Kiwanis brand

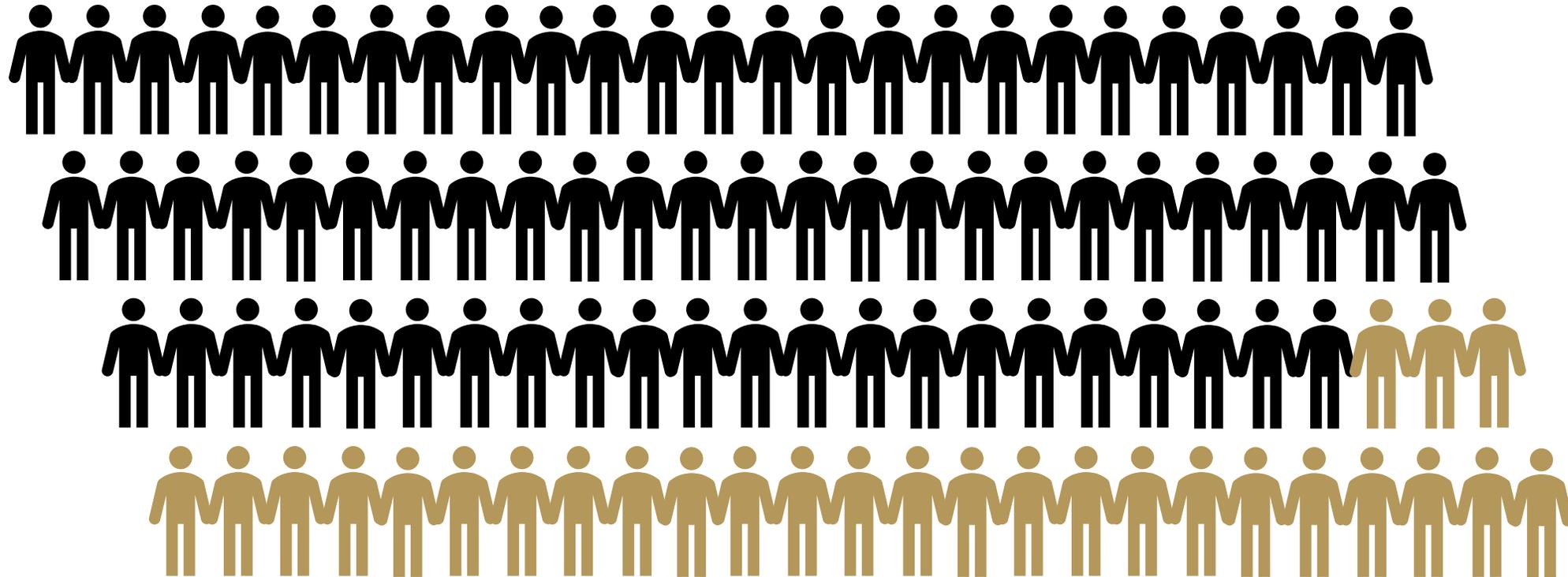


- Hired a third-party to conduct qualitative and quantitative research
- Found positives and negatives
- A lot of opportunity to grow our brand

# The Kiwanis brand



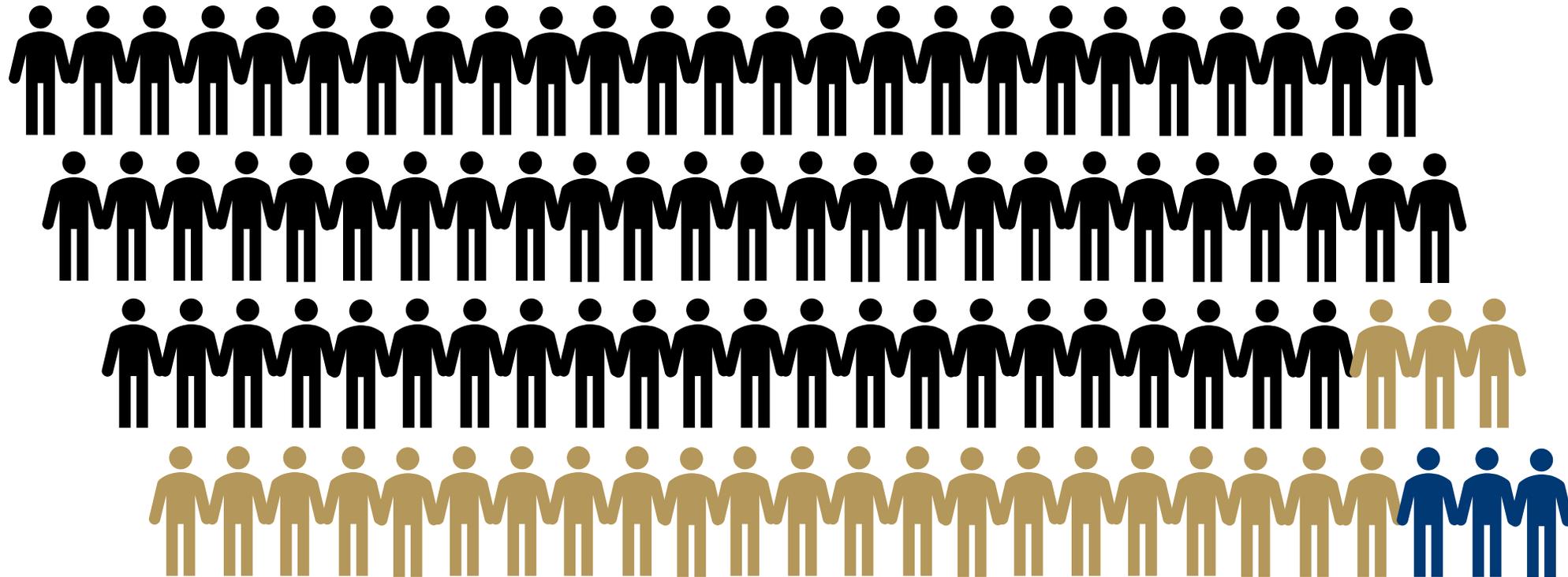
28% were familiar with Kiwanis



# The Kiwanis brand



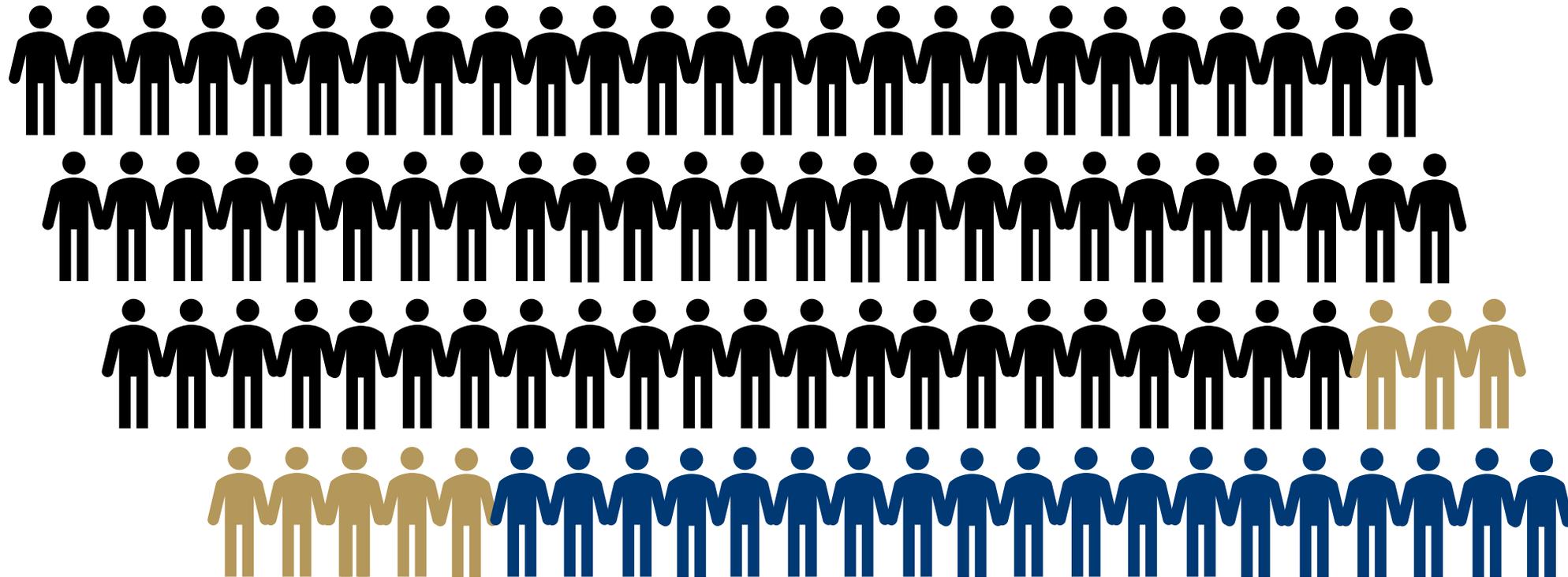
12% could identify the Kiwanis mission



# The Kiwanis brand



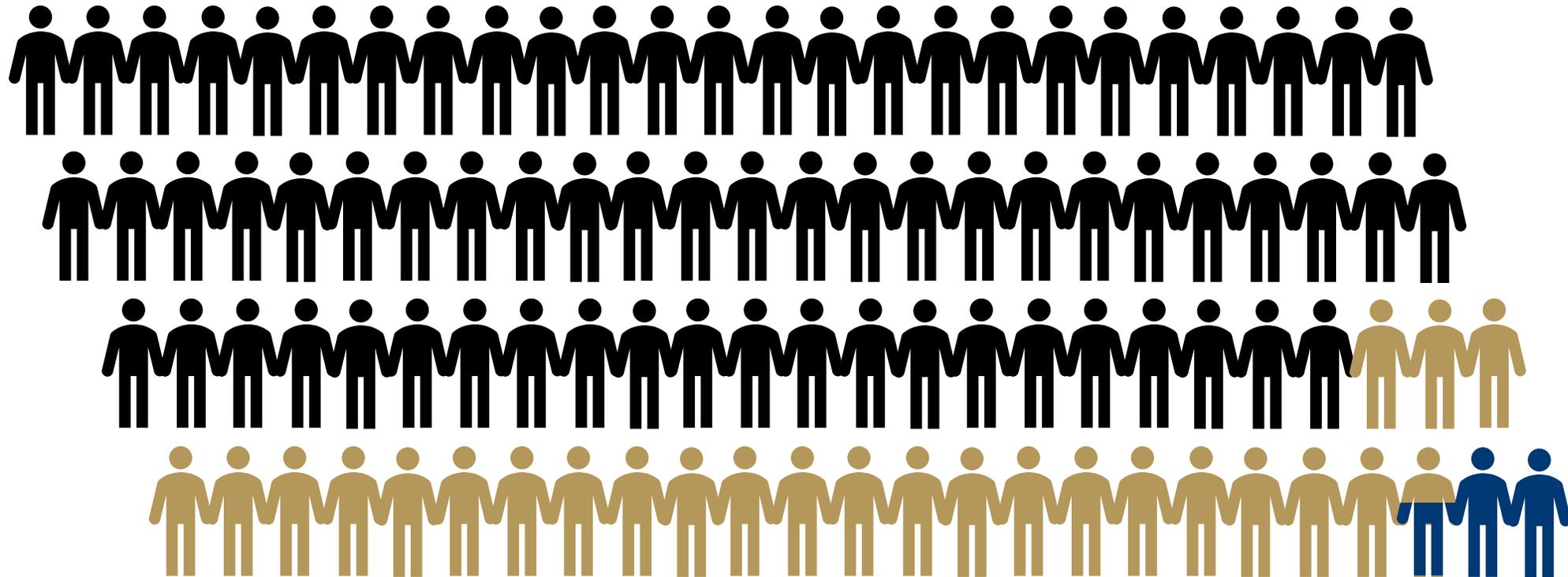
67% had a very or somewhat favorable opinion of Kiwanis



# The Kiwanis brand



9% very or somewhat likely to join Kiwanis



# The Kiwanis brand



- Help children develop their full potential
- Provide clean water
- Save mothers and children
- Fight disease

# The Kiwanis brand



What we do for the world

**#KidsNeedKiwanis**

What we sell to the world

# Strengthen our brand



- It's free!
- Provided with the image in color, black and white and reverse
- Provided with JPG, PNG and EPS files
- Start at [Kiwanis.org/brand](https://www.kiwanis.org/brand)
- We need your help – list of clubs with brand compliant logos

# Happy Anniversary



- 25, 50, 75 & 100th anniversary logos available too!
- Toolkit: [Kiwaniis.org/ClubAnniversary](https://www.kiwanis.org/ClubAnniversary)



# Developing key messages



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# Key messages

- 10,000 brand messages a day
- Number increases with increasing number of available channels
- We switch screens 21 times an hour, on average
- Attention span is 8 seconds



# Key messages

90% of consumers say they expect consistence and continuity from a brand across all channels – Microsoft study



# Message barriers

- Limited direct access
- Continuity/integrity of messaging
- Limited funds
- Gatekeepers
- Impatience
- Multiple audiences



# Other barriers

- Number of messages
- Number of channels
- Frequency of messages



# Key messages

- Rule of 3s
  - Make your main points
- Be informative
  - Stay light on data
- Avoid jargon and acronyms



# Key messages

- Focus on the beneficiaries
- Refer back to data sources
- Identify the best spokesman - not necessarily the club president



# Key messages

## **Key message #1:**

- Kiwanis is a global service organization of volunteers.

## **Key message #2:**

- Kiwanis clubs address the needs of children in their own communities and in communities around the world.

## **Key message #3:**

- Kiwanis members have fun together in service and fundraising, and in planning service and social events and fundraising.

**Promote your project**



**Kiwanis<sup>®</sup>**

# Media release



- Media release
  - Use key messages
  - Feature your hook
  - Show authentic passion
  - Focus on beneficiaries
  - Templates available at [Kiwaniis.org/brand](https://www.kiwanis.org/brand)

# Powerful news releases



1. Strong headline
2. Short
3. Timely
4. Quotes
5. Contact information

# Getting coverage



A video player interface showing a woman with blonde hair speaking into a microphone at a podium. Behind her is a wall covered in various Kiwanis award plaques and logos, including 'INTERCLUB AWARD 100+ PARTICIPATION 1986-1987' and '1993 SPONSOR'. To the left is a Christmas tree decorated with lights and ornaments, including a Santa Claus figure. A play button icon is centered over the video. At the bottom, there is a weather forecast for Clifton: 'Current 24°', 'Hi 29°', 'Low 11°'. A progress bar shows the video is at 00:05 of 00:33. Logos for 'Nebraska Furniture Mart' and 'WIBW.com' are visible in the bottom left corner.

his

# The pitch



- Community calendars
- Club website, social media channels
- District social media channels
- Newsletters

# Promote your event



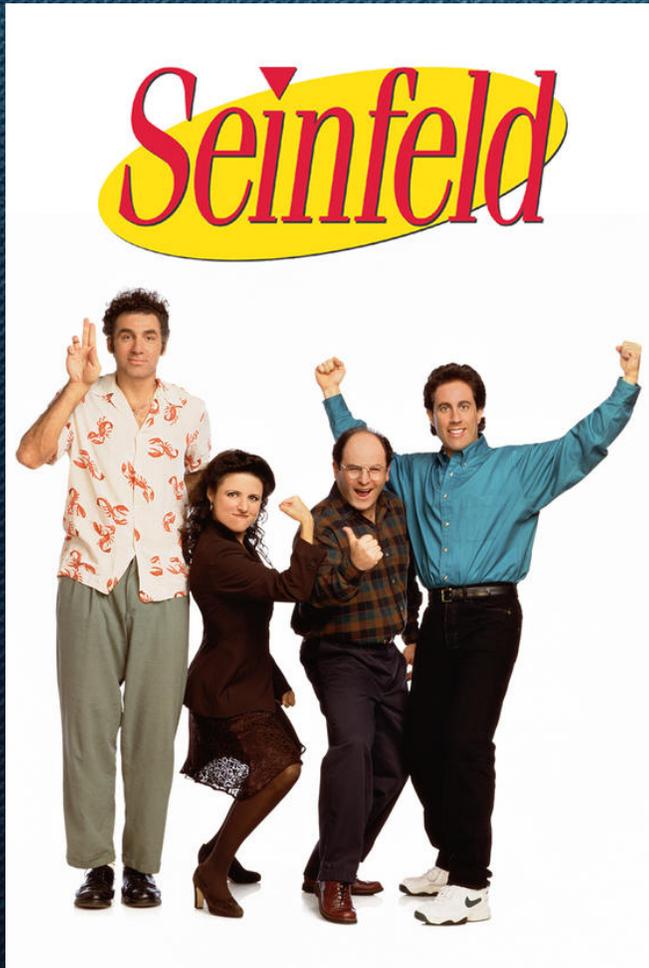
- Post it on Facebook & other social channels
- Use assets on brand page
- Boost your social posts for wider distribution
- Have partners share the messages to amplify the content



# Distributing content

- Earned media: newspapers, TV, radio
- Social media: Facebook, Twitter

Most popular TV show in 1998?



38,000,000  
viewers

# Most popular TV show in 2008?



27,800,000  
viewers

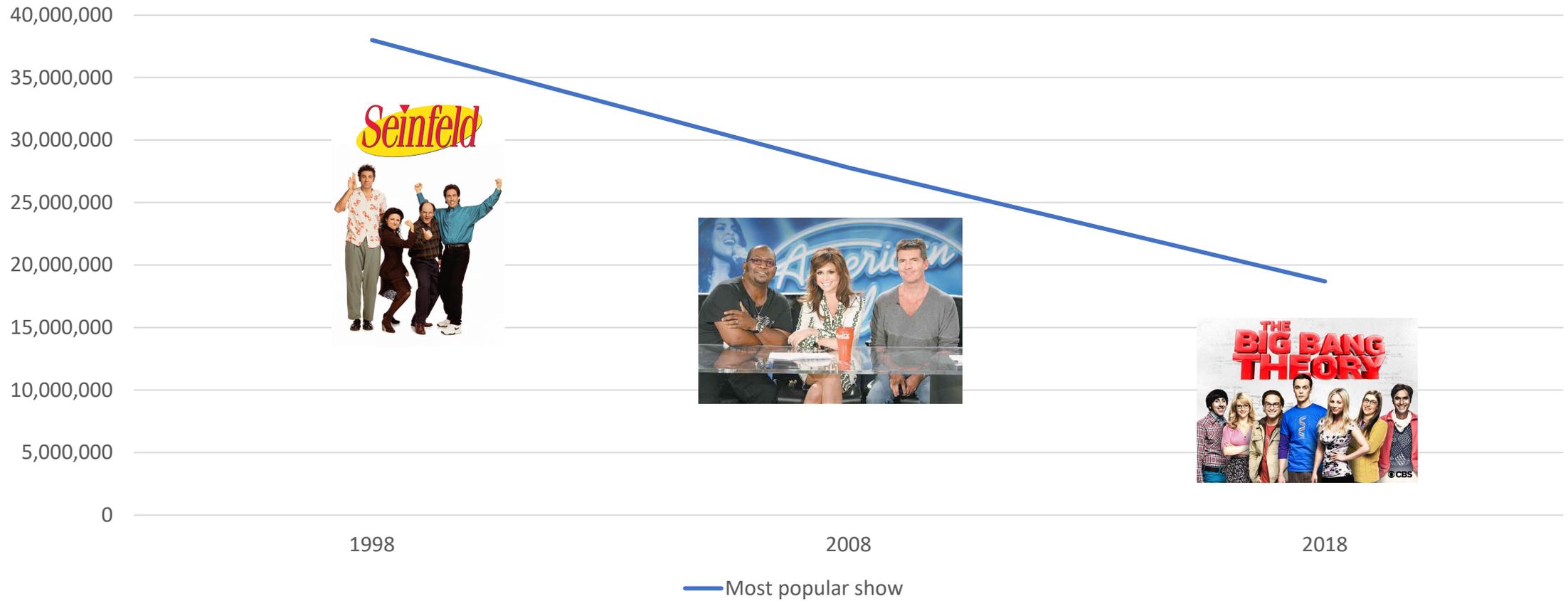
# Most popular TV show in 2018?



18,600,000  
viewers



# Most popular TV show



# Generations



Silent Generation (1925-45)

Baby Boomers (1946-64)

Gen X (1965-80)

Millennial (1981-1996)

Gen Z (1997-today)

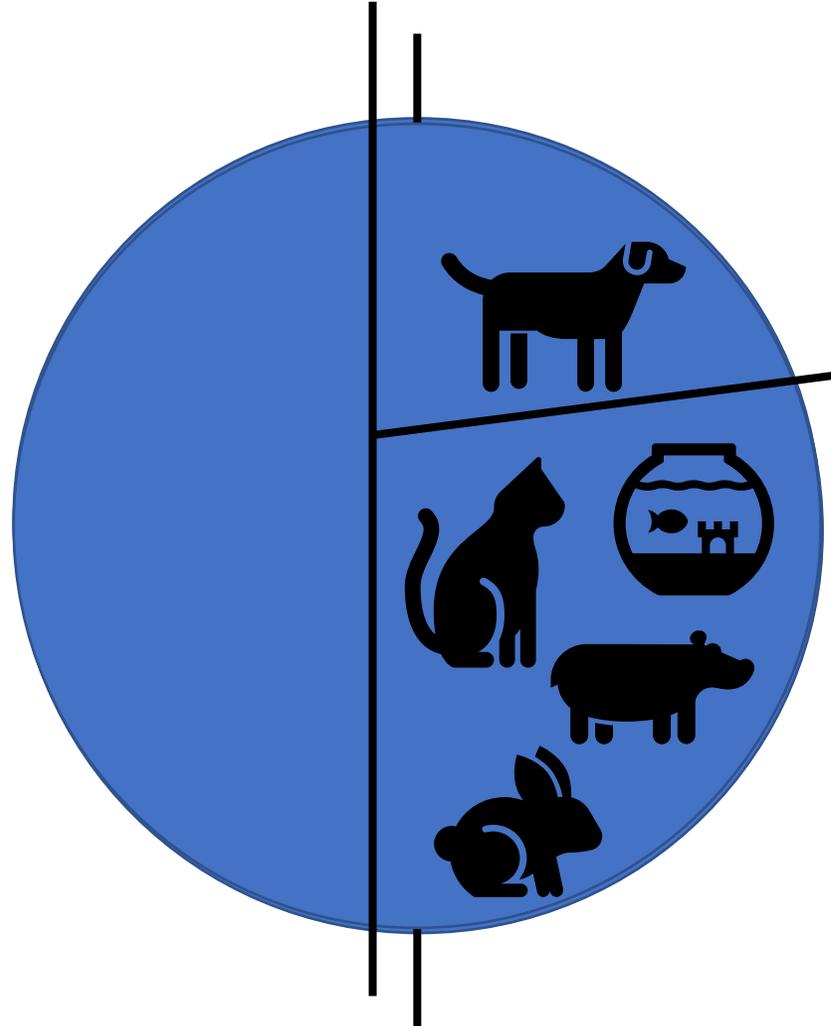


# Social media

- Meet people where they are
- It's free
- Advertising is less expensive
  - National :30 commercial – US\$115,000
  - FB click: \$1.86
  - Google click: \$2.69
- Target only the people most likely to engage



# Segment your audience





- Writing good Facebook posts – Sarah FB 101 workshop



- Let's write effective social media for our project



# Advertising on Facebook

- Average post reaches 2% of followers organically
- 91% of organizations using Facebook boost posts or placing ads



# How to get started

- **Step 1: Define your goal**
  - What are you trying to accomplish?
  
- **Step 2: Create awesome content**
  - How are you showing what your club is doing?
  - Are the words and images you're using engaging? Will they stop people from scrolling?



# How to get started

- **Step 3: Create your post or ad**
  - How are you going to make it stand out?
  
- **Step 4: Define your audience and budget**
  - Who are you going to target?
  - How much do you want to spend?

### Edit Audience

Make sure to save your edits once you're done.

#### Gender

All  Men  Women

#### Age

18 - 65+

#### Locations

United States  
Saint Albans, West Virginia + 10mi  
Add locations

#### Detailed Targeting

Include people who match

Add demographics, interests or behaviors | Suggestions | Browse

#### Exclude People



Your audience size is **defined**. Good job!

Potential Reach: 79,000 people

Cancel Save

Booster  
Choose a location  
Choose a recipient  
Choose a reason  
AUDIENCE INTERESTS  
Kiwanis Club of St. Albans, West Virginia  
Albans, West Virginia  
@StAlbansWV  
Home  
About  
Events  
Post  
Photos  
Videos  
Comments  
Promote (Recommended)  
Manage

Need Kiwanis is  
the way  
g #Ki  
Learn More  
Boost



# How to get started

- **Step 5: Publish**
- **Step 6: Monitor and respond**
  - Be ready to act!



# Advertising approaches

- Big TV campaigns
- Regional digital campaigns
- Individual club events

# Hosting our event



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# Event Planning



- What is the action?
- Will there be a reaction?
- Should any partners be involved?



# At the event

- Have your plan, but be flexible
  - Determine your lineup
  - Who does what

# Keep the goal in mind



- Tell the Kiwanis story
- Increase brand awareness
- Brand awareness means new members
- More members means more helps for kids
- Creating space for good photos and videos
- Repurposing your content on social media

**Let your pictures tell  
the story**

**Joel Harris**  
**NEW YORK DISTRICT**

# Keep the goal in mind



Let's look at the food drive pictures I found online.  
What are they saying?



# Keep the goal in mind



Compare to these photos of food drives.  
What do these photos communicate to us?



# Keep the goal in mind



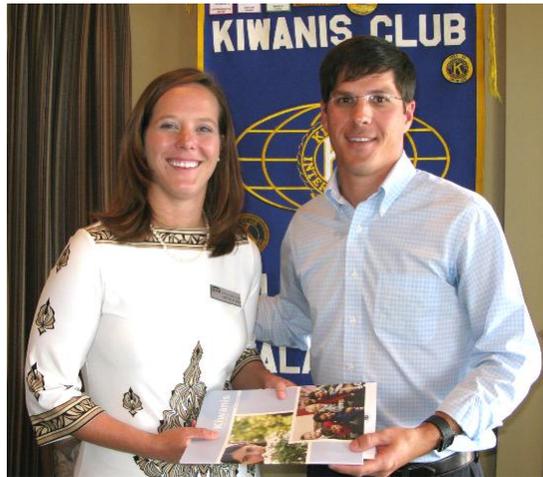
## Things to avoid



# Keep the goal in mind



Now what do these pictures say about their meeting or club?



# Keep the goal in mind



What are you trying to say with your picture?



OR



# Get close to the subject



Vary your shots



# All about the light



Seek out nice light. Bring the subjects into the light.



# All about the light



Flash only when poor lighting conditions or fill in dark shadows.



# Framing the subjects



Fill the frame.



# Connect with subjects



Online picture examples of events that don't connect with viewers



# Connect with subjects



Move to a position for a better shot. Don't settle.



# Mind your background



# Interviewing



# Choosing a spokesperson



- Select your spokesperson
  - Subject expert
  - Key messages
  - Practice
- Avoid off the record



# Dress for success



- Appropriate for situation
- One pin is plenty



# Where to interview



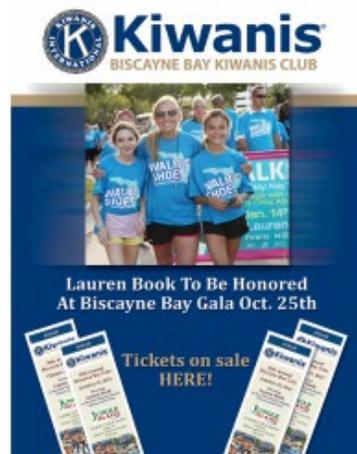
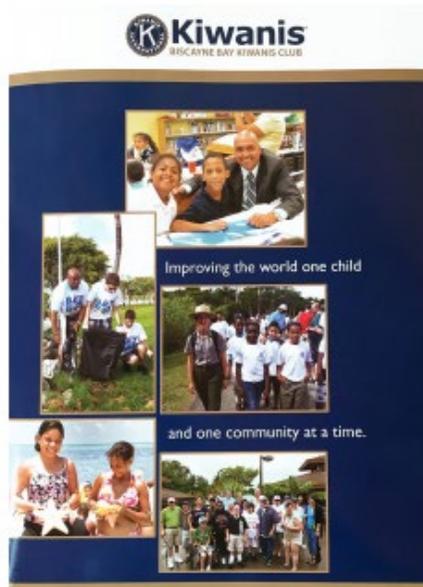
- Stand in front of the action but far enough away so they don't distract the viewer
- Simple backgrounds are best
- Banners are good
- Trust the professionals



# Branding your club



- Shirts, logos, media kits, etc.
- Banners; very important for photo background. Keeps club name in people's mind.
- Helps recruits new members
- Helps with sponsorships
- Positive image with the public



**Tell the story on our own  
channels**

# After the event



- You can't control the media
- Control the message by reporting the event on your own channels

# After the event



- Share the posts far and wide
- Send it to partners to share
- Send to the district
- Send to Kiwanis International

# Assets and resources



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# THE BRAND BOOK

Updated January 2016



# Brand resources



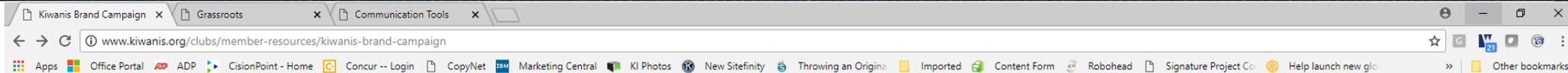
The screenshot shows a web browser window with the URL [www.kiwanis.org/clubs/member-resources/kiwanis-brand-campaign](http://www.kiwanis.org/clubs/member-resources/kiwanis-brand-campaign). The page has a dark blue header with the 'Kiwaniis' logo on the left and navigation links for 'NEWS', 'ABOUT', 'CLUBS', and 'FEATURED' on the right. Below the header is a banner for 'The Brand Book' with a small image of a person in a blue shirt. To the right of the banner are two links: [View The Brand Book now.](#) and [Print a summary sheet.](#)

The main content area features three circular icons on a dark blue background, each with white text:

- LOGOS**: Below the icon, the text reads: "Download various Kiwanis International logo files. Plus, learn how to correctly use logo files."
- CLUB LOGOS**: Below the icon, the text reads: "Request a logo made just for your club that matches the Kiwanis International look. It will be provided in various style and formats."
- SOCIAL MEDIA**: Below the icon, the text reads: "Use these resources to spread the word about Kiwanis on your social media channels."

At the bottom of the page, the tops of three more circular icons are visible, suggesting a continuation of the resource categories.

# Brand resources



## Kiwaniis

NEWS ABOUT CLUBS FEATURED



Download various Kiwanis International logo files. Plus, learn how to correctly use logo files.

Request a logo made just for your club that matches the Kiwanis International look. It will be provided in various style and formats.

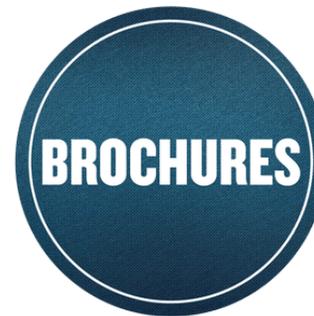
Use these resources to spread the word about Kiwanis on your social media channels.



The Kiwanis photo management system is available for use by clubs and districts. Password to download photos: Kiwanis

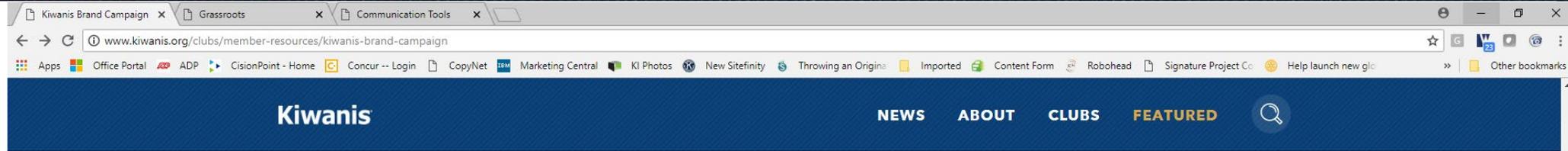


Download news release templates, proclamations and letters to the editor for your Kiwanis club.



Use brochures to share information about Kiwanis, invite potential members and build relationships with community supporters.

# Brand resources



Use these videos for video marketing. They also can be used in presentations or on websites, social media and meetings.



These resources are excellent for print marketing materials. They also can be used in any digital material.



These resources include an event flyer to promote your event, PowerPoint template for presentations and a letterhead template.



# Brand resources



Kiwanis

NEWS ABOUT CLUBS FEATURED



Marketing on billboards can be effective. Use these resources to help tell the Kiwanis story.

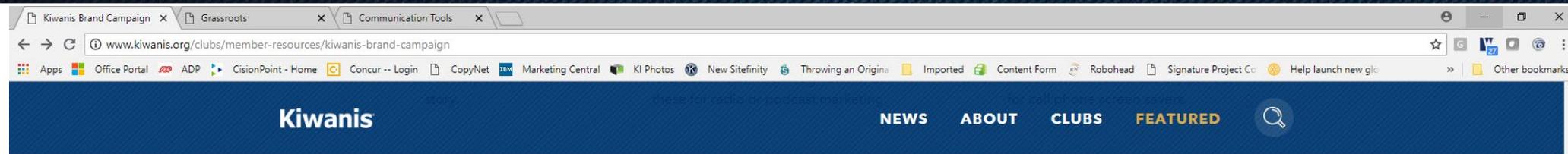


These resources will help you spread the word about Kiwanis through audio. Use these for radio or podcast marketing.



Show your Kiwanis pride on your cell phone screen. These resources are perfect for cell phone screen savers.

# Brand resources



These resources are great for marketing Kiwanis on third-part websites through services like Google AdWords.



Learn how to best promote your club with Buzz Builder, Kiwanis International's PR newsletter and video series.



The Kiwanis Style Guide contains general guidelines and extensions to the AP Stylebook for Kiwanis publications.

**VISION PARTNERS**

BE A SPONSOR

# Wrap up

[Kiwanis.org/brand](https://kiwanis.org/brand)

[esharp@kiwanis.org](mailto:esharp@kiwanis.org)