**Good Marketing Strategies for the Texas Oklahoma District 2019-2020**

The most significant issue that we face as an organization is that we have lost a lot of “market share” in our communities. People don’t know about us. In the old days, we might have been one of the few service organizations in a town. Today, there are thousands of non-profits all looking for volunteers and money. We have to stand out in the crowd. We have great programs and no other service organization can match our SLP (service leadership programs) in schools. In order to grow our clubs, we have to promote and be visible.

1. Encourage clubs and members to “Like” our District Facebook Page! Why? For 2 reasons. We will share a LOT of good information to our membership through the page this year. Secondly, there are lots of people who will visit our Facebook page who aren’t members of Kiwanis. We want to impress them with our activities and programs. The district Facebook page is [**https://www.facebook.com/texasoklahomakiwanis**](https://www.facebook.com/texasoklahomakiwanis)
2. Join your local community Facebook pages. These pages often have many more followers than your club Facebook page. By posting your events in the community pages, then you are reaching a much larger audience. Look for local Facebook pages that parents use, also. Like a “Moms” page.
3. Post pictures and / or events daily to your club’s Facebook page but don’t forget your local newspaper. Most newspapers have online services and are hungry for good stories, especially when it comes to helping kids.
4. Learn how to share video from your phone to either your Facebook page or to a YouTube account. Learn how to forward those video clips to other members of your club and to your district marketing team
5. Have 1 or 2 people from your club volunteer as the marketing team for the club. Then, ask them to contact the district marketing team for ideas on how to reach the public and what the best marketing / PR practices are for clubs.
6. Meet with community leaders (mayor, council, fire chief, school administrators, police chief, etc.) and discuss current community needs that are being unmet by local civic clubs. We are searching for relevant programs that excite the younger adult members of our community and we want them to get involved in our programs.
7. Forward a list of your upcoming service projects to your marketing chair, Marshall Kregel, at [**mkregel@hotmail.com**](mailto:mkregel@hotmail.com) .
8. Create an email campaign but don’t spam your audience. Keep people informed and ask for email addresses from your guest speakers. Add to your email list at events by using sign=up sheets. Allow people to enter a raffle for a cool prize by putting their email address on a ticket and dropping it into a bucket. Use Mail Chimp as a good email program because it allows people to opt out if they don’t want to get messages. Please include your SLP advisors in your email list and your Key Club and CKI officers so that they know what the club is doing and planning.
9. Establish partnerships in the community with other organizations that share similar values. A partnership is a 2-way street. Both parts must give back to have an effective partner program. Partnerships can easily double your visibility and potentially add a few new members to your club. Some of our clubs in the district leverage partnerships into huge membership gains. The Bonham Kiwanis club is one of those. To be a qualified partner, they must have a member as part of the Kiwanis club. Cool stuff.
10. Follow the KI branding rules and use proper authorized Kiwanis logos on your posted materials. You can find these at [**www.kiwanis.org/brand**](http://www.kiwanis.org/brand)and ask your marketing team for assistance. Proper branding is critical for people to recognize our organization. There are too many clubs that still use the old brand logos on their Facebook pages, shirts, websites, etc.