**Marketing Strategy Worksheet for Clubs – Share this at a club meeting**

**Give your club 10 points for each. 80 to 100 points is a very healthy club!**

**50 to 70 points is usually average. Less than 50 needs help. Call us!!**

* **Recent survey of town leadership to determine important service possibilities? This survey opens doors to new members too.**
* **Demographics – has this changed and has your club adapted?**
* **Partnerships – does the club establish partnerships with other agencies or non-profits and do joint service and share joint publicity?**
* **Business networking – do you help your members expand their business reach and offer networking opportunities to potential members?**
* **Fund raising – Are your programs still effective? Do you need new fund-raising ideas? Do you take credit cards or Venmo on your social media, emails, website?**
* **Social media – website, Facebook, Twitter, Instagram, Next Door app, community Facebook pages, partner Facebook pages, email lists, press releases, YouTube acct, newsletters. Are these up to date? Do you need help in getting any of these established? BTW, your Key Club can get service hours for helping you establish these connections to your audience. It all helps kids. Your district marketing/PR team can also help you get some of these going.**
* **Legacy media – This means “paper” and TV/Radio. Are you sending articles to the local paper? Do you have a relationship with your local town newspaper or magazine? We will help you create short videos too!**
* **Would you be interested in helping to build a new club in a town next to you? If so, your membership team can really help here. And it’s a win/win for existing clubs because it brings a lot of visibility during the build of a new club.**
* **SLPs reviving? Establish new ones? We can help you build or revive a Key Club or K-kids or other children’s program. Some programs really suffered during the pandemic. Is your club working on reviving any SLPs?**
* **Signature project – Is it still relevant in your town? Is it time to look for new programs? New members bring new ideas. It’s ok to listen to new ideas and invite some change in older clubs. If your signature program still works, give yourself 10 points.**

**Your district website** [**www.txokkiwanis.org**](http://www.txokkiwanis.org) **has a great marketing and pr section with lots of good articles. Plus, Kiwanis International has a section of great free material for clubs at** [**www.Kiwanis.org/brand**](http://www.Kiwanis.org/brand)

**You can also contact Marshall at** **mkregel@hotmail.com** **for special assistance.**