**Marketing your club in 2021-2022**

With the pandemic this past year and going on again this year, it has been a struggle to hold meetings, do meaningful service projects, host fund-raisers, and attend our SLP programs and work with the kids. Marketing under these circumstances has required change in all areas that affect our clubs, and it hasn’t been easy. But, we’ve learned a few tricks and we will share them with you**. (These are my class work notes that I hand out to clubs before the start of a meeting or presentation.)**

1. People still want to do something to help, but they don’t know what they can do. Offer some virtual projects or allow folks to zoom into a meeting and see what y’all are about. Be sure to introduce your guests and let them speak about themselves. Great for networking!
2. Non-profits need major assistance right now. Offer to help them recover if they become members of the Kiwanis club so that they can serve on the club’s board. Partnerships are important for growth but both sides must participate or it’s not a partnership, just a charity.
3. Utilize all methods of communications with the club membership as well as the community.
   1. Facebook pages updated every week or more often. Please make use of District posts if you lack anything at club level.
   2. Website maintained and updated
   3. Instagram page updated weekly
   4. Newsletters to members and interested potentials on a monthly basis. Use lots of pictures to help tell the stories.
   5. Video stories every 2 or 3 months. Store these short stories on the club YouTube account. It is easy to set up and fun to use. Link these videos into your emails and social media.
   6. Access great PR and Marketing tools on the Tx Ok District website as well as the KI Marketing website [www.Kiwanis.org/brand](http://www.Kiwanis.org/brand) .
   7. Continue to use your press releases but also look at using your local Neighborhood or Nextdoor apps to attract local attention. These really work.
   8. Join your community Facebook pages. You might be able to instantly reach thousands of people when you need volunteers or have an upcoming fund raiser. You must usually apply to be a member of a community Facebook page. These pages usually have moderators and administrators that maintain civility and delete people who are only online to make trouble for others.
   9. Send postcards to your kids in your SLP programs or deliver coloring books to the schools to be handed out to the kids. Be sure to put your club label inside the cover. We have lots of different District focused coloring books that tell the stories of our clubs in the district.
   10. Think outside the box on signage. Offer to print place mats for your favorite local restaurant. Think of all the cool stuff you could put on that mat. Or, contact District HQ for ideas on bumper stickers or posters or decals for windows and yard signs.
   11. Podcasts are popular. So are radio spots and they may not be expensive at all. We have pre-recorded radio announcements available to clubs as well as TV commercials! Contact us!
   12. Speak with the city secretary and ask if they will help promote club activities, especially when they involve helping kids. This has worked well in other towns.
   13. Email campaigns. Not obsolete at all. Keep every business card from your guest speakers and use a professional or semi-pro email program. Allow people to opt in or opt out of your messages. Constant Contact and Mail Chimp are 2 very popular email programs.
   14. Welcome Baskets for new families in the community. We can print some fridge magnets for your club to put in the welcome gifts.
4. Update your club’s service programs. Are they all still relevant or do you need to bring some fresh programs to the table. Who will know what the town needs most? Well, the Major, Chamber, Council, and the Health care professionals, Teachers, Counselors, First Responders, and also give your Key Clubbers an opportunity to come up with a fresh service project that is meaningful to them. This could be a great way to “Bridge the Gap”. Also, besides the kids programs that we are very good at, consider programs for older adults like Vets, Women’s shelters, Homeless shelters, and support an Aktion Club.
5. Continue with Hybrid style meetings for the long term and invite guests from all over the country to come speak to your club online. This is working well for so many clubs and we have a lot of great people at International that love to join in on our meetings. Now, invite some potential members to visit your meeting at the same time.
6. Establish easy payment systems for people who might want to pay dues, donate funds, or buy tickets to a raffle or auction, etc. Create a club PayPal account and a Venmo account. Venmo is now being used for business transactions. This is new for 2021.
7. Be more inclusive with membership opportunities. Young professionals may have some projects they need help on and they may be a grand entre for a Kiwanis club. We have membership material in Spanish on the district website. A totally Spanish speaking satellite club is a possibility and could easily support itself and be of huge benefit to the local club and the community.
8. Speaking of membership opportunities, utilize Corporate Memberships whenever possible. This is a win/win/win for everyone involved. Information about corporate memberships is on the district website. We have some 4” decals for the front windows of businesses that join with us and these are free from the District Headquarters. Each decal has a “rocker” under the decal that says either “Member”, “Partner” or “Sponsor”.
9. Offer to be guest speakers for other clubs and organizations in town. They are looking for good programs for their club meetings too. You can easily contact all the other groups through your chamber of commerce business directory. This is a good reason to be a member of the Chamber.

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**Ongoing District Marketing Efforts in 2021 and 2022:**

1. **Saving a Kiwanis Club: Pairing Key Clubs and low-functioning Kiwanis clubs together to improve media awareness, increase service activities, and foster higher morale amongst the members.**
2. **Coloring book #4: activities and games plus coloring pages for older kids.**
3. **Working on Adult version books. This is a slow process and I will need to expand the team working on this. The adult version books are all about ways parents can help their kids in a crisis.**
4. **Create generic versions of all of our coloring books and offer them to all the other districts. Special request via KI President Art Riley.**
5. **Reasons to be in a Kiwanis club as opposed to any other non-profit community club. Create special messages for clubs that showcase district and KI activities that support our clubs.**
6. **Continue to train individuals on the use of Zoom and making sure clubs have access to Zoom accounts or I will set up their meetings for them as a courtesy of the marketing team.**
7. **Assisting Club Membership and Growth teams. This involves media sharing and training as well as FB development as well as on-site training programs.**
8. **Assisting clubs to make little videos showing popular activities like service projects, fund-raisers, or fun social events. Videos are an important way of getting the club message out to the public.**
9. **Sending door and window decals and corporate membership material to clubs throughout the district. So far, as of June 2021, we’ve reached over 110 clubs with free material. This will be an ongoing program through Pastor Brad’s year of governorship, 2021-2022.**