**

*25 Quick and Easy Marketing Tools for your Kiwanis Club!*

1. Keep your club’s Facebook Page up to date. Try to apply a new message at least once / week. It does not hurt to have a new message, story, video or picture every day. If you have a popular post that is getting a lot of shares, consider spending 10 dollars or so to “boost” that post over a few days to your town and areas around it.
2. Other social media platforms that have been successful for clubs are YouTube, Instagram, Twitter, Pinterest and Linked In. Instagram may someday be larger than Facebook so seriously consider creating an account for your club. YouTube is the world’s 2nd largest search engine after Google. (Google owns YouTube so there’s the back story). It pays to have a club YouTube account with lots of little videos of club activities WITH DESCRIPTIONS. After all, people search YouTube with specific words or names. You can easily link your videos to other social media posts.
3. Use your community Facebook pages to promote your club. Apply to be an editor of your community (public) page and then you will be able to reach potentially thousands of additional people when you make a post! Some communities may have multiple town or public pages as well as a Mom’s Page. This is where you want to be if you have kid programs at the local schools.
4. Be a member of your local chamber of commerce and have a presence there each week. Ask a club member to be your representative at each chamber meeting and that person can build a network of friends, volunteers, and potential new members!
5. Get a club Credit Card account so that you can take money easily for dues, memberships, donations, ticket sales, raffles, and other activities. Square, Stripe, and PayPal are the biggies here. PayPal is the largest of the 3 and easily the most popular. It is very secure and has a competitive rate. Venmo is a great little program for making cash transfers between friends or businesses. Venmo is owned by PayPal.
6. Put up a Kiwanis information booth at EVERY club event to hand out brochures and offer club news to folks who attend the event. It doesn’t have to be more than a card table with tablecloth, brochures, and fun people! A great idea is to ask your local Key Club to step up and volunteer at the booth.
7. Have at least a single page website where you can keep club contact information, links to your social media accounts, and a Donate Now button that leads to the club credit card account that you just created. Between 8 and 10 dollars a month for a website is a cheap but positive way to promote your club. Plus, having that page be a “landing page” for your ticket sales or donations puts you at a major advantage over other non-profits that are only based on Facebook.
8. Create a QR code that you can put on your business cards, brochures and posters that lead people to either your website, Facebook Page or to a Donate Now page to support your club activities. Using the following link, you can create a QR code in about 30 seconds. <https://www.qr-code-generator.com/>
9. Collect business cards at each event and ask people if you can add their names to your club’s monthly newsletter. Over 90% of people will say “yes”. When you ask people to visit your club, invite them to a service project before inviting them to club meetings. Let them see and participate in a service project as their introduction to the club.
10. Hold a video contest within your local Key Club and allow the members to challenge each other to the best 30-second or 1-minute videos about your Kiwanis club. Give gift cards to the winners. Now, you have an instant library of videos for your new YouTube account!
11. Learn how to quickly create colorful graphics for your social media posts. One of the easiest and most fun programs is Canva. You can create a wonderful eye-catching infographic in just a few minutes. Canva can also help you create little videos to promote your events. If your club is a 501c3, then you can apply for a free Canva account.
12. Host a webinar for parents on a very important subject, like how to use the new food pantry at the local elementary school, or how to apply for a scholarship for those high school seniors. Your club can do a special meeting at a school auditorium or use Zoom and put the word out through all your social media and through the local school administration. Providing little educational classes monthly is a great way to market your club! Ask known experts or licensed people to help with advice for parents of young children.
13. Did you know that Kiwanis International has a long list of videos and podcasts (messages that are radio ready) that are free for each club to use to help promote their programs? Here is the link: <https://www.Kiwanis.org/brand> Visit this page and have fun! There is lots of great marketing and PR information.
14. Form partnerships with other groups or non-profits and then share links and messages to the public that promote all parts of the partnership. This is a great way to double or triple your exposure to the community and look good at the same time. If your new partner needs funding for their programs, ask them to be a member of your club and serve on the board as part of their commitment to the partnership. In a true partnership, both sides give something of value.
15. Have contests for great prizes! Share the contest rules on all your social media accounts and have a panel of judges pick the winner. Perhaps you can get local town officials to be your panel of judges. People love contests. Be sure to put your brand new QR code on all the official rules and publications about your contest.
16. Use the proper Kiwanis brands on all your club material, T-shirts, give-a-ways, and tablecloths. The “bird cage” Kiwanis emblem is no longer used. Time to retire that one. For proper logos and branding, again go to <https://www.Kiwanis.org/Brand>. Your local marketing team keeps a supply of branded items like water bottles, tote bags, backpacks, yard signs and table runners with the big Kiwanis “K”. These are purchased in bulk (wholesale prices) by the marketing team and sold to the clubs at cost plus shipping. Contact your marketing team at TxOkDistrict@gmail.com
17. Be sure to write articles for your local newspaper. They will probably have an online edition which is accessed by lots of people in town. Plus, the editors are constantly looking for good material. It is a great idea to invite an editor to one of your events so they can see what your club is all about.
18. Join your local “Neighborhood” or “Nextdoor.com” app. It is a great way to reach your local neighborhoods and solicit volunteers or donations. These apps get a lot of attention and are great ways to start conversations. Remember, lots of your neighbors have never heard of Kiwanis so be sure to mention all the cool stuff we have been doing over the past 107 years! Also include links to your social media as well as that famous QR code that you created a while back.
19. Remember to include your SLP programs in your service projects or fund-raisers. And, if you take pictures, be sure to have a photo-release signed by the parents if the child is under 18 years old. Photos of kids helping with service projects Is a definite way to get noticed by the media.
20. Hold a celebration dinner for First Responders. This is a great way to get media attention and provide a service program and a big “Thank You” to people who put their lives on the line for all of us every day. See if your club would like to take this on every year and make it a big event.
21. We have yard signs with the metal “H” stand, for sticking in the ground, close to your service projects. The signs say, “Kiwanis Working Here”.
22. Check on pricing for a fence banner for the local high school playing field. You’ll have people staring at your banner every Friday night during football season.
23. Ask your Key Club or other SLP to create a service project, invite your club to assist, and let the kids run the show. Now, invite the local media to come watch! Sometimes the media can’t show up so be sure to take plenty of video of the project to send to the news. Your Key Clubbers know how to quickly edit the videos down to a smaller size suitable for online editions of local news, Facebook or Instagram.
24. Wear your Kiwanis shirts to every event, club meeting, or even to the grocery store. Be proud of this organization that has worked so hard over the years to save lives and be a positive influence on children worldwide. Maybe you have enough funds in your administrative account that you can give a new T-shirt to new members when they join. Your district marketing team may have some T-shirts in stock. Check with us. We sell them at our cost plus whatever mailing costs are involved.
25. Visit the businesses in town and hand out corporate membership information sheets as well as membership applications. For each business that supports a new member to the club, give them a membership decal for the front door of their business. Thousands of these decals have been distributed in Texas and Oklahoma.

**For information on any of these ideas, to share new ideas, or inquire about pricing for any of the branded products, contact your marketing team at** **TxOkDistrict@gmail.com**