

Kiwanis

International

**Marketing Kiwanis:
Sharing Your Stories**



What is Kiwanis?

What words do you use to describe/define Kiwanis?

How do others in your community describe Kiwanis?



Understanding our current market situation...

Strengths

- Unique blend of service and fellowship
- Worldwide membership
- Strong history, rich tradition
- Success of our local and global service projects

Weaknesses

- Low name and brand recognition
- Diluted service mission
- Inability to concisely define and/or describe Kiwanis

What makes a brand successful?



Brand Identity: Slogans and Defining Statements

“You’re in good hands with...”

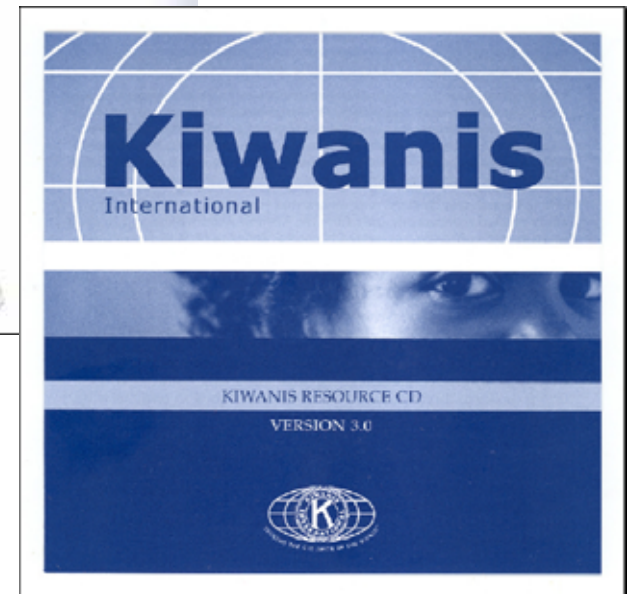
“It’s everywhere you want to be”

“Fly the friendly skies of...”

“We build excitement”



The Kiwanis Brand



One Can Make a Difference

The “One Can Make a Difference” campaign emphasizes the influence Kiwanis has on young lives



Kiwanis Defining Statement



“A global organization of volunteers dedicated to changing the world, one child and one community at a time.”

Kiwanis' Marketing and Branding Objectives

- Increase name recognition
- Strengthen our voice as an advocate of children
- Create a brand that is familiar, believable
- Create a brand supports membership growth and support



Your Role in Marketing Kiwanis



**You are an Ambassador
when you...**

**...Speak to a neighbor
about**

your Kiwanis club

**...Encourage a Kiwanian
to**

get more involved

Changing Face of Marketing and Advertising



THEN:

In the 1960s, 1 television ad
reached 60% of a target
audience.

NOW:

Today, even the highest
rated TV shows can't

- - - - -

From Mass Marketing to 1:1 Relationship Marketing



Advertising Trends

-Increasing volumes,
reduce effectiveness

-Increasing costs,
reduce efficiency

You are a key influencer

Two-thirds of all economic activity is influenced by shared opinions about a service, brand or product.



Your Focus



- **External-** business leaders, media, community leaders
- **Internal-** existing members (different levels of participation)

Member-to-Member Communications

Consistent messaging...

- ...Builds awareness
- ...Creates familiarity
- ...Establishes trust



Know Your Audience

- ✓ What are these people thinking?
- ✓ What do we have in common?
- ✓ How do I want them to summarize this to others?
- ✓ What's my key message?



Use Key Messages to Share Your Kiwanis Story

- Differentiate Kiwanis
- Gain visibility amidst heavy competition for the attention
- Promote consistent and universal understanding of Kiwanis and its important mission



Tell *Your* Kiwanis Story

Storytelling is
the most powerful
way to put ideas
into the world
today.

