Visibility Committee Module #5
Promoting Visibility of Kiwanis with Billboards, Signage, Clothing and Logos
Created from the Visibility Committee list of recommendations 2013-2014
Why is Visibility so important?

We need to make the public more aware of Kiwanis and our programs and projects.
What are our goals?

1. Kiwanis be a recognized leader in assisting children locally and globally
2. Make your Kiwanis club the #1 service club to join in your city/town
What can we do in our Clubs

• Promote the wearing of Kiwanis clothing when participating in any service project or fundraising event (purchased through KI, your district or created by your own club)
What can we do in our Clubs

• Approach your local council regarding the placement of a Kiwanis sign at the entrance to your village, town or city
• Identify the purpose of why you are having a fundraising event – e.g. ELIMINATE project
• Develop a marketing plan
• Create a Media contact list
• Club should have a Visibility chair who is familiar with what is available
• Work with your LG to provide a venue for education at caucus meetings on the importance of marketing and visibility
• Don’t forget about website creation and social media
• Fastest way of getting the word out about your club
Use public spaces and paid advertising to establish your club’s presence—and the Kiwanis brand—in your community.

Print ads, billboards, logos, Public service announcements, radio spots are available from the “Public Awareness Toolkit” page

Important to follow the Kiwanis brand and style guide for clothing and signage
A great example of branding
Resources

• KI web site – www.kiwanis.org
• EC&C web site – www.kiwanisecc.org
• Kiwanis magazine - www.kiwanis.org/kiwanis/stories/kiwanis-magazine
• www.kiwanisone.org is the place to start
• “Promote your club” shows you how
Access to tools that will assist your club with promoting its visibility in the community
• www.kiwanisecc.org also has access to our district logo and commonly used KI logos under the Education tab – marketing logos
Increased Public Awareness of Kiwanis leading to the following:

• Increased Kiwanis service and programs
• Increased number of Kiwanis members
• Increased number of Kiwanis clubs
• Stronger Kiwanis clubs