

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



Public awareness toolkit



Like



difference, made of local people.

Your Kiwanis club is a vital part of your community. But does your community know? At Kiwanis International, we're making it easy to get the word out—by providing the tools you need to create public awareness. From advertising to social media. From news releases to public service announcements.

Use this public awareness toolkit to create awareness in your community. Let people know you're there—making a local

Quick links

[Just the facts](#)

[Communications resources](#)

[Logos](#)

[Videos](#)

[Public Awareness PowerPoint](#)

[Public Awareness PowerPoint template](#)

[Club and district websites](#)

- 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

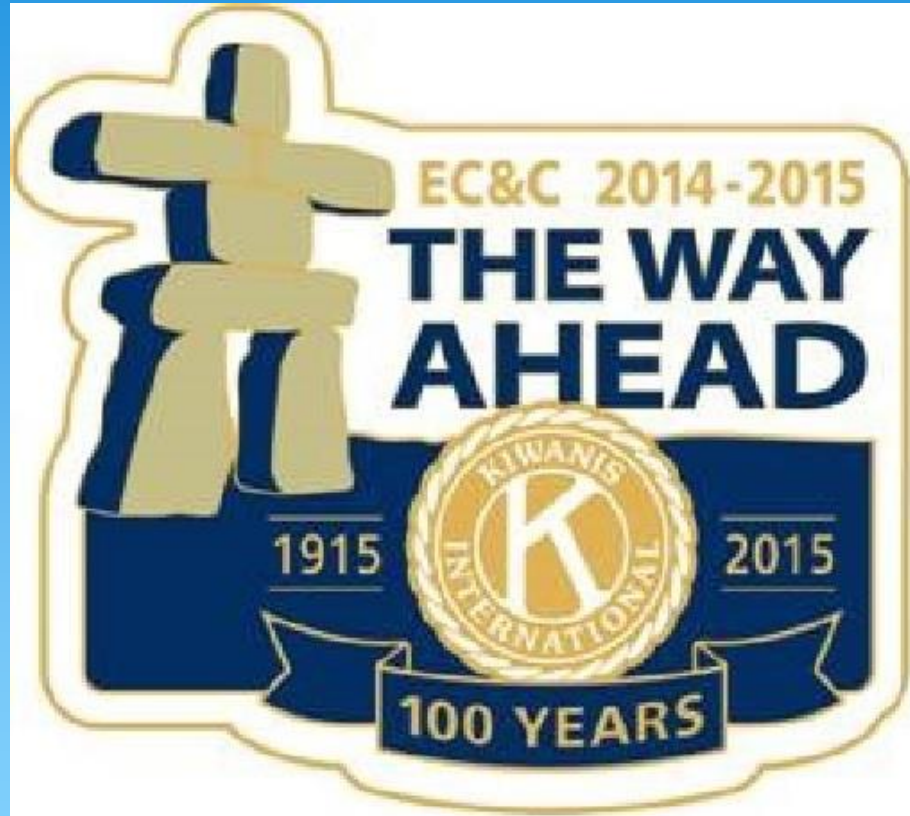


Branding

- 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



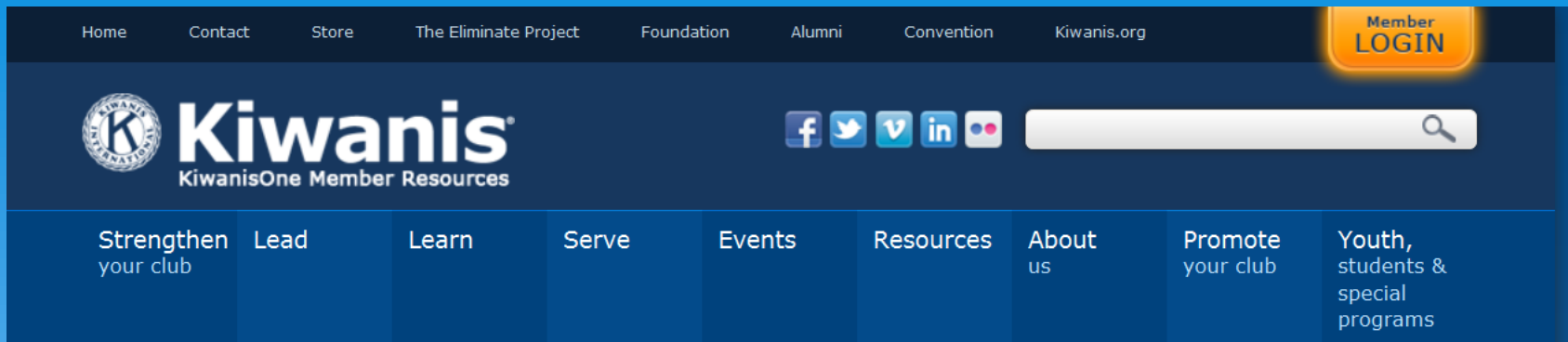
A great example of branding



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



Strengthen your club	Lead	Learn	Serve	Events	Resources	About us	Promote your club	Youth, students & special programs
<p>Promote your club</p> <ul style="list-style-type: none"> Kiwanis brand & style guides ▶ Public awareness toolkit ▶ Ready-to-run content ▶ Communications resources Videos Club & district web tools ▶ 			<p>Kiwanis brand & style guides</p> <ul style="list-style-type: none"> Logos and graphics Images <p>Public awareness toolkit</p> <ul style="list-style-type: none"> The Kiwanis Rose Float <p>Ready-to-run content</p> <ul style="list-style-type: none"> RSS instructions 				<p>Club & district web tools</p> <ul style="list-style-type: none"> Online reporting Get started (the basics) Tools to manage your club online Improve an existing website How to use the club locator 	

- 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



Desired Outcomes

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

