

# WORKING TOGETHER

BRIDGING MEMBERSHIP,  
PARTNERSHIP & PUBLIC  
RELATIONS COMMITTEES

MEMBERSHIP

PARTNERSHIP

PUBLIC  
RELATIONS



The jobs of the Membership, Partnership and Public Relations committees are very different. But when these committees work together, the club benefits. More importantly, the club is able to help more kids thrive, prosper and grow.



# MEMBERSHIP

Access all the tools and resources at [kiwanis.org/membership](http://kiwanis.org/membership)

Members are the heartbeat of Kiwanis. Our passions fuel incredible projects that bring new hope to children and communities. Our work touches thousands of lives each year, helping future generations reach their full potential. That's why membership matters.

## AT THE EVENT

A service project is a great way to share the benefit of Kiwanis with nonmembers.

**How will you show the benefits of being a club member?**

---

---

---

**Why should attendees join the club?**

---

---

---

## ASKING PARTNERS TO JOIN

The companies and individuals who sponsor your club's service projects and events already know the good the club does in the community.

**How will you approach a sponsor or someone who is employed by the sponsor to become a corporate member?**

---

---

---

**Why would a sponsor join the club?**

---

---

---

---

**If the person says no, how will you stay connected so they continue their support of the club?**

---

---

---

## WITH MEDIA

Take advantage of traditional and social media by amplifying the club's message with a strong call to action to join your club.

**How will you amplify any coverage of the club?**

---

---

---

---

**How will you find people who might be interested in membership?**

---

---

---

---

**What is your call to action when asking people to join your club?**

---

---

---

---

# PARTNERSHIPS

Access the complete toolkit at [kiwanis.org/sponsortoolkit](http://kiwanis.org/sponsortoolkit)

Fundraising helps support everything from Kiwanis community activities to scholarship programs and participation in global campaigns. When it comes to bang for your buck, sponsorships are a home run. They increase club resources, raise your community profile and create access to a pool of potential members — all at the same time.

## LOCATE POTENTIAL SPONSORS

There's a big difference between donations and sponsorships. A donation is essentially a gift — no strings attached. A sponsorship is a transaction from which both sides expect to gain. A sponsor gives cash or in-kind materials/services in exchange for positive public exposure and/or contact with potential customers.

**Like-minded people or companies:**

---

---

---

---

---

**People or companies with service or philosophy that aligns with the club:**

---

---

---

---

---

**Personal connections to potential sponsors:**

---

---

---

---

---

## CREATE YOUR SPONSORSHIP PACKAGE

Now it's time to put together a packet of information to deliver to prospective sponsors. Don't dwell on how much sponsorship cash your club needs. Talk about the benefits you can bring to participating companies.

**How many people will be exposed to the sponsor's information or product?**

---

**Why should a person or company get involved?**

---

---

---

## MEET POTENTIAL SPONSORS

Deliver the sponsorship package, then follow up and ask for a meeting. If the prospect agrees, prepare carefully: Develop key messages, rehearse, memorize and keep communicating.

**How will the sponsor be recognized?**

---

---

**Will you give the sponsor contact information for your guests?**

---

**When will the product be delivered?**

---

---

# PUBLIC RELATIONS

Access the complete toolkit at [kiwanis.org/tipsandtools](http://kiwanis.org/tipsandtools)

The average consumer is exposed to up to 10,000 brand messages a day and switches screens up to 21 times an hour. How do you get your club's message seen, heard and understood?

## KEY MESSAGES

Whatever you're promoting or communicating you'll need some key messages: the three key points you want your audience to remember. For that reason, key messages should be jargon-free, informative but light on data and supported with individual talking points. Key messages should not focus on when and where your club meets or other details that can be explained later.

Key Message 1: \_\_\_\_\_  
\_\_\_\_\_

Key Message 2: \_\_\_\_\_  
\_\_\_\_\_

Key Message 3: \_\_\_\_\_  
\_\_\_\_\_

## PITCHING THE MEDIA

Media coverage requires a service project or event that is more than a speech or a meeting. Focus your "pitch" to the media on your club's impact in the community or on the recipients — not on the club itself.

How are you making the event worthy of media attention?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there sponsors who can help with media relations?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who are the beneficiaries?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## AMPLIFY YOUR MESSAGE USING SOCIAL MEDIA

Social media is a powerful communication tool, but the average user will continue to scroll unless your post convinces them to stop. Facebook should showcase the amazing things the club does so potential members can learn about Kiwanis and current members can reconnect with the reasons they love the club.

Write a social media post to publicize an event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What image will you use to complement the words?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will you get more people to see your message?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_