

How do you talk about Kiwanis?

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Kiwanis®

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USE EMOTION TO CUT THROUGH THE CLUTTER

When you talk about Kiwanis, focus on emotional elements. Spotlight how you're helping kids thrive, prosper and grow. Zero in on how you feel when you see the smiles of the kids you helped.

Studies show that you have eight seconds before you lose a person's attention when you're talking to them. Visual communication isn't any easier. People are bombarded by more than 10,000 brand messages per day — which means your club's communications can get lost in the noise. People scroll past your social media posts. They walk by your flyers. They ignore your brochures. They stop listening to you talk — unless you catch their attention with emotion.

The top three emotional reactions that drive people to engage with content are:

- Awe.
- Laughter.
- Happiness.

Kiwanis clubs benefit from all three. We create awe with our projects. We provoke laughter with our camaraderie. We inspire happiness when we improve kids' lives. When using [Two For Two](#) and talking to two prospects, share the emotion of Kiwanis.

[Print this document for tips to help make your message matter.](#)

P.S. This email is sent to the club president, president-elect, secretary, membership chair and lieutenant governor.



GROW YOUR MEMBERSHIP AND EARN REWARDS

The Kiwanis Club of Austin, Minnesota, in the Minnesota-Dakotas District is growing its membership and earning rewards. The club just won a US\$200 gift card to the Kiwanis Family Store because two members invited two prospects to join.

Clubs that try using Two For Two will be entered into a monthly drawing for a US\$200 gift card to the Kiwanis Family Store. [Fill out this entry form](#) by listing the name and contact information for the

prospects who members are meeting. The drawing will be held on the 20th of each month.

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