

BuzzBuilder—March 2017

Kiwanis International

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To: Steven Hadt <shadt@kiwanis.org>;



March 23, 2017



KIWANIS MARKETING CAMPAIGN

Our Kids Need Kiwanis campaign will soon take to the airwaves. The Kiwanis International Board of Trustees approved a small advertising campaign as a pilot program and selected Cincinnati and Orlando as locations for campaigns that will run on network and cable TV. Assets will also appear online for five weeks beginning April 17. Locations were selected based on Kiwanis demographics, market research, district capacity, potential reach of the campaign based on market expense and brand awareness compiled by independent, third-party marketing professionals. The materials are available at Kiwanis.org/brand. If you need ideas on how to take advantage of these resources, watch this [webinar](#) or review this [presentation](#).

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KIDS NEED KIWANIS CAMPAIGN'S EARLY RESULTS POSITIVE

The data crunchers at Kiwanis International looked at the raw numbers from the organic reach of the Kids Need Kiwanis campaign and determined the campaign to be working and starting to gain steam.

The brand videos, which include the [Kids Need Kiwanis brand spot](#), [The Last Straw](#) and [Paintin' and Pickin'](#), have been viewed more than 10,000 times on just one platform. That number doesn't include the number of people who have been exposed to the video or accompanying text.

The videos have been posted on various digital platforms and continue to be embedded on club websites and Facebook pages daily. One club even worked with their friends at a local TV station and got the videos to air during commercial breaks.

While the research hasn't been done yet on the number of new members the campaign has brought in, it is clear to say more people are being exposed to the Kiwanis mission of serving the children of the world. And that makes it easier for members when they ask friends, colleagues and others to join the Kiwanis movement. They won't have to say that Kiwanis is like Rotary and Lions.

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KIWANIS PRINT-ON-DEMAND

How much do you love the material produced for the “Kids Need Kiwanis” campaign? One of the brochures developed for Kiwanis clubs is now available via our print-on-demand feature. Your club can [access the Kids Need Kiwanis brochure](#) – and customize an

insert with information about your club including contact information and meeting time and location. The high-quality brochure can be ordered in quantities of 25, with or without the customization. More pieces will soon be added and available at various price points. Check it out!

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LEGACY OF PLAY ASSETS FOR CLUBS

Could your community use US\$25,000 in playground equipment? Clubs that are planning playground builds should consider entering the Legacy of Play contest to win playground equipment from Kiwanis partner [Landscape Structures](#). Watch this [video](#) to learn about why play and playgrounds are important, and [visit our website](#) to learn how to enter the contest.

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FUN MEDIA COVERAGE

Some Kiwanis clubs participating in National Pancake Day with Kiwanis partner IHOP scored media hits. In [North Carolina](#), a TV station did several live shots during a morning show and interviewed Kiwanis club members; the [Kiwanis Club of Albany](#), Georgia, also got some airplay. The [Kiwanis Club of Pineville](#), Louisiana, held its own pancake day as a fundraiser for The Eliminate Project with help from Key Clubbers. And, on Facebook, the [Kiwanis Club of West Covina](#), California, posted photos on Facebook of a pancake flipping contest the club had.

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#HASHTAG HAPPY

Do you remember to use the Kids Need Kiwanis hashtag —[#KidsNeedKiwanis](#)—when posting on social media? Did your club use the [#NATLPancakeDay](#) hashtag for National Pancake Day? If you're looking for information about what other clubs do for various events or to help kids in the community, search the hashtags on Facebook, Twitter or Instagram.

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A DAY OF FUN TV PROMO

Kiwanis of Central Louisiana used a TV appearance to promote a Because We Care Fair to share information about the event, the sponsors and the activities. Look for opportunities like this to showcase your Kiwanis club events and talk about how Kiwanis helps children in the community. Nice job to Kiwanian Rita Clancey!

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