Hello, everyone.

I’m Vicki Hermansen, your PR Manager at Kiwanis.

We have a real focus on branding and we want to talk about that today in relation to membership and growing and strengthening your clubs.

We know people will only join or associate with an organization they know, understand and trust. Very few people are brave enough to commit to something they know nothing about. So when you say, come to my club meeting, that doesn’t sound so exciting.
So let’s talk about branding and why it’s important.
How it can impact awareness of your club
How you can easily tell your club’s story
How to employ consistency
And how to use publicity chairs or public relations chairs in your clubs
So why should you care about branding? Why does anyone care that Kiwanis blue is PMS 295 and our logo doesn’t include the globe anymore? That’s where we get sidetracked and bogged down in the branding discussion. Branding is bigger than colors and logos. Those are visual cues for a brand. A brand is the emotions and feelings people have when a person, place or thing comes into their consciousness. It’s how people feel and what they think when they see our logo or hear our name. Think of it this way... it’s what people say about you behind your back. What do you think people say about Kiwanis when we’re not in the room? (get ideas from the audience)

So you’ve heard a variety of things. When you ask someone to join your club, come to your event or make a donation, that’s what they’re thinking. Some of it is good. Some of it is bad. Some of it is true. Some of it is stereotypes. But that’s our brand. That’s how people think about us. Our job is to get the entire world thinking the same way even when the people in this room don’t even think the same way.
So how are we going to succeed in this mission. There’s no option to fail. If we fail, who is going to feed the children who don’t have food? Who is going to provide school supplies to the kids who don’t have any? Who is going to mentor the kids who don’t have any. This is why this is so important. The more people joining us hand-in-hand making communities better, the more kids we can help.

Good plans always start with the research.
Kiwanis International commissioned scientific research on what would get someone to join a Kiwanis club.

Our data partner asked thousands of in-person and digital respondents what might influence them to join a service organization. (advance)

The number one reason: believing in an organization’s mission. So we asked what missions do they want to support. (advance)

The top answers...help children develop their full potential and fight disease, provide clean water, and save mothers and children.

And that’s exactly what we are doing. So why aren’t people joining Kiwanis clubs?
The research shows there is a gap between what Kiwanis does and what we are showing and telling the world about us. The feelings and emotions the word and imagery of Kiwanis has gotten diluted and confusing. This is the number one reason why we are strengthening our public relations efforts across all levels of Kiwanis. We need to make sure people know that Kiwanis helps kids and fights disease. That’s why you’re important. We need your help spreading that message through your districts, to the people, to the media, to anyone that will listen.

Coincidentally, the data shows networking and being personally invited were ancillary reasons people would join a service club. But the number one reason is belief in the mission. The research also showed cost was not a factor.
So let’s try it. I’ll count to three, and everyone sing their favorite love song

Come one, just do it!

So what does that tell you – everyone has a favorite but your favorite isn’t my favorite, and so on …

It’s the same with Kiwanis. You might love your club logo, but it’s not the Kiwanis logo. And for anyone to recognize it, it should be the correct Kiwanis logo.
Our song example was kind of messy, right?

And that’s what has happened to our brand over the years. Because the brand has gotten so diluted, messy and confusing over 104 years, we decided to go back to the beginning and clean up the visual cues of the brand. The most basic brand element — the Kiwanis logo — our seal and wordmark.

Legally speaking, no one is allowed to make changes to our logo. The seal and the wordmark are both trademarked in the appropriate offices in countries around the world. So when you decorate the logo, you are breaking the law!

But we’re not going to take legal action against our clubs for trademark infringement. Instead, we’re trying to help members understand the importance of the Kiwanis logo and brand. We’re offering you tools to get brand compliant. More than 4,000 of our clubs have done that... but there are still many that haven’t. You can help. When you see a club that
is using a logo that doesn’t match the Kiwanis brand, let them know. They might not know that the Kiwanis International Board updated the logo in 2012. They may think the Kiwanis logo with a globe is correct. They may not thinking branding is important. But, we all know it is.
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So Step 1 for the global domination of Kiwanis is to get all clubs to use the correct logo. The best way to do that is NOT TO USE any of these.
Also, don’t do this!
When clubs or districts choose to tweak our logo, they’re actually harming our brand by diluting it. What seems like one harmless change, multiplies quickly when other clubs makes their own changes. Imagine 7,000 different iterations of our logo if each club created it’s own, like these clubs did. There’s no emotional reaction that connects them to the overarching brand. When we work together, we’re stronger and we can help more kids. When we work as individual clubs, our impact is limited.

Taste is subjective, but our brand is definitive. As one corporate leader put it: When we talk about an organization’s brand, we are not decorating our own living rooms—we are honoring, protecting and lifting up a brand that belongs to many people.

You may not like the Kiwanis logo. You may think the globe logo is better because it offers an international feeling. You may like a bubble font better. Unfortunately, you don’t own the trademarks. It belongs to all of
us. Changing it isn’t your decision. It’s not my decision. Our elected leaders decided to change the logo in 2012. Kiwanis may not have done a good job of sharing that change, but we are now!
Do this!

Get a custom club logo that’s brand compliant. We’ll make it for you – for free! You can submit your request at Kiwanis.org/brand. Click on the club logos button. That starts the process that gets your club an approved logo in various formats and styles.

Our culture is more transitory and interconnected than ever before. On social media, people see posts and videos from all around the world. People no longer live in one community for their entire life. This is where having a consistent logo across the world helps because, if you’ll remember, our goal is to get everyone in the world to think the same thoughts about Kiwanis. People here should have the same feelings and emotions about Kiwanis as people there. Strong visual cues help build a brand!

So, if you don’t already have a custom club logo, just go to Kiwanis.org and fill out a form. We’ll share a proof when the design is ready, get an
OK and send the full logo package to the contact person. Then the next time the club has an event, creates a flyer or a banner, they have the files they need to update their branding.

And when you get your new custom club logo, please avoid the desire to decorate it! We have produced nearly 4,000 of these – and the requests continue to roll in.
In addition to a club logo, clubs that are celebrating their 25th, 50th, 75th or 100th anniversary can also request an anniversary logo through that same form on kiwanis.org/brand. Again, it provides consistency across Kiwanis – even if one club is celebrating 25 years and another is celebrating 100 years, the look and feel is the same. The years are in the blue ribbon.

We’ve been using this design since Kiwanis International Centennial Celebration in 2015.

You can get this online, too – Kiwanis.org/anniversary
So once you have your custom club logo you can use it as the foundation for all of your branding.
Shirts
Banners
Signs
Whatever you need

Because when you use consistent branding, your club looks like it knows what it’s doing. If you have one logo on your website, another on your shirts and yet another version on your flyers or banners, what does that say to potential members? It says we don’t really know who we are ...

So get your logo and use it! Again, banners aren’t free, but if their done well you can take them to every event and they provide the perfect backdrop for interviews. Just make sure they are properly branded!
Now, let’s move to Step 2 in world domination with the Kiwanis brand.

This step lets us fix that gap between what we do and what we are showing and telling the world about us. If people understand who we are and what we do, then when we ask if they want to help us improve the community, they’re likely to say YES. The more of us there are, the more kids we can help. People don’t want to give their time or their money to organizations they don’t know or trust.

So, how are we going to close that gap?
Tell better stories. You are already great advocates for Kiwanis. When you talk to your friends, colleagues and families, you talk about the good work your club is doing. I’m sure you talk about your service projects and the kids you helped. You may talk about your meetings or the meal your meeting involved.
But you may not be saying anything to the reporters at the media outlets that cover your community. You may not be saying anything on your personal social media.

Show who you are

• You can’t control the media
• Control the message by telling your story on your Kiwanis channels
• Facebook, Twitter, Instagram
This is not something that only the PR team at Kiwanis can do, or the District PR Coordinators can do – you can do it too.

You know the community. And the community knows you. But you don’t have to do it alone!

It’s important to get media coverage for your club, but just as critical as getting media coverage for your club, is covering the club yourself. You don’t need reporters, photographers or TV cameras to get out your club’s story, you can do it yourself with the power of social media.
Why social media? Why should we invest time into social media? And there are several answers to this. It’s relatively inexpensive. Most cases, it’s free. It’s possible to reach a lot of people since it’s used by billions of people worldwide. It’s also a quick way to communicate. And, it’s generally enjoyable. People enjoy interacting with social media. If they didn’t, they wouldn’t spend so much time on it. Researchers showed the average person will spend nearly two hours a day scrolling, reaching, liking, commenting and whatever else on social media. That’s the average person!

Think about what you personally enjoy about social media. Is it the instant gratification, that jolt of dopamine and the adrenaline rush you get when someone likes or shares your post? Is it the fellowship and networking? Your experience with social media should also be a benefit, so focus on the value—and fun!—it can bring to your club and community.
There are a lot of platforms available. Instead of being on each one and spreading your time out, focus on one and do it well. So, looking at social media for your district and for clubs, here are some things to consider: Who’s in your district or club now, and how they prefer to receive information.

Who you’d like to reach. Is your club seeking younger members? Meet them where they are. In general, Twitter skews toward male Gen Xers (35-49); Instagram toward female Millennials (19-34). These next two work together: What are your communications strengths, and what are the strengths of the platform?

The gorilla in the market is Facebook. Even with their data issues and privacy concerns, there are one billion people on Facebook.

In 2018, **169.5 million people** in the US—or more than half of the population used Facebook. That’s why it’s important for you to tell the Kiwanis story on Facebook. We’re able to expand the reach and
knowledge of our organization much cheaper and effectively than any large brand campaign or super bowl commercial. We just need your help.
But you need to be strategic in your messages. You shouldn’t just throw up some photos and text on your club’s page and call it a day. Think about how you want the audience to feel. As Kiwanis, we want people to have a positive reaction when they hear our name or see or logo. At the highest level, we take the focus away from us, and tell stories about the beneficiaries of our work.

That’s what will get people to care about our clubs. That’s how you break through the clutter. Studies show us you have less than eight seconds to hook your audience before they tune out. How do you hook your audience? By creating powerful content!

What is powerful content? Text, imagery, video that gets a point across quickly and effectively. This was a really popular post on our KI Facebook page earlier this year. It has everything – branding. A great story. Kiwanis helping people in need.
What makes weak content? Text, photos, images or video watered down with unimportant information that distracts from the main message.
This is a great message – we used this for a club opening in New Jersey. Would you be more likely to attend a meeting advertised like this – with the right branding, some smiling children and an adult wearing a properly branded T-shirt, or like this:

But here’s one that I think cuts through the clutter. Big headline that says “Help kids thrive, prosper and grow.” That’s a clear call to action. You’re asking the viewer to do something. Find out how you can positively impact our community and change the future for children. Plus a really big picture of smiling children.

If you were walking by a community bulletin board, which one of these fliers would attract your attention? Which flier do you think would get more people in the door?

You have to have the emotional connection to cut through the 10-thousand messages we see, hear and read every day.
Apologies to anyone who worked on this, but if you saw this, and you weren't in Kiwanis, would this make you want to attend a meeting. A special night ...
Wht does that mean?
Let's go back to this one – you can look at this and know it's about helping kids.

Check out the headline - “Help kids thrive, prosper and grow.” That’s a clear call to action. You’re asking the viewer to do something. Find out how you can positively impact our community and change the future for children. Plus a really big picture of smiling children.

If you were walking by a community bulletin board, which one of these fliers would attract your attention? Which flier do you think would get more people in the door?

You have to have the emotional connection to cut through the 10-thousand messages we see, hear and read every day. And you have to use the proper branding to tie it all together. The photo is available on our website, too, so there’s no reason not to use a great image. We have them. They’re free.
When you use images that show what your club does, you are more likely to get interest.
We used these images to show a new club opening in Michigan … using Facebook, we invited community members to join the new club and get right to work on service – assembling art boxes for kids to use at summer camp. T

And, these pictures tell a story. One family brought their kids, everyone helped put the boxes together, and they had something to help kids by the end of the meeting.

This club now has service project images to use on its social media right away.
And these photos – what do these photos say?

They’re the pretty basic food packing events that our clubs do. They’re not great, but the one on the left is better than the one on the right. In a pinch!
Now look at these photos - which project would you like to be involved in?
Here are some meeting photos. Yawn ...
But compare those pictures to these. People are engaged. They’re smiling. They’re having fun.
Which club meeting do you want to attend?
Make your pictures shine.
And make sure you are using the current branding whenever possible. We know the banners have the old globe logo – that’s OK … but make sure everything else is up to date.
Again, you don’t have to do this alone. We’re here to help you and have put together all kinds of resources for telling your club’s story.

(go through resources)

Go to kiwanis.org. Read the brand book, download the PR Tips and Tools book.
Click on the buttons, get your club logo.

Get your social media cover photos and posts ... already written for you.
Kiwanis International also recommends each club have a publicity chair also known as a public relations chair. Public relations is more than writing media releases and sending them out. It’s creating mutually beneficial relationships, and communicating a message using all kinds of tools.

We recommend a PR chair as part of the club’s board. That’s how important PR is.

If you can't do it, find your District PR Coordinator. Nearly every district has one. We'll have the list posted online after convention, so if you don't know who in your district can help, we can tell you.
Publicity Chair

Job description:
1. Use traditional and social media to share what Kiwanis is doing.
2. Update and maintain club's website and social media accounts
3. Follow brand standards
4. Media and public relations
5. Work with the District PR Coordinator to generate consistent, united, strategic and timely messages
Questions?