Hello everyone. Welcome to today’s webinar. Today’s topic is the 5 roles of the district PR coordinator. We want to make sure all of us are on the same page and working together to enhance the image of Kiwanis clubs around the world.
Today, we're going to look at how this position came about, why it's important, the roles of the position and how Kiwanis is supporting it.
Like any good reporters... let's start with the who, what, when, where and why.
In Kiwanis, we’re fortunate that our organization’s foundation is solid. The decisions, plans and actions of those who went before us guided us for 100 years. And as the organization approached its centennial anniversary, the Kiwanis International board decided to create a plan to help guide the organization into our next century of service.
Around 2012, the Kiwanis International board started the process of creating a strategic plan. We committed a lot of time and resources to analyzing internal and external data. We surveyed current and former members. Studied other successful membership organizations. And our leaders conducted numerous focus groups of various demographic and geographic populations. It was a very patient and intentional process.

After that was done, a plan was created.

In 2014, the Kiwanis International Board approved the strategic plan with four overarching strategies to focus our energy and resources on. All four of the strategies link back to community as the key building block for our organization. Those four priority strategies:
Kiwanis strategic plan

- **Membership and engagement:**
  Build, retain and support a growing Kiwanis membership network

- **Community impact:**
  Perform meaningful service, with service to children as our priority

- **Our Kiwanis image:**
  Enhance the Kiwanis image worldwide

- **Financial viability:**
  Ensure financial viability and responsible stewardship

The board believes that by focusing on these goals, Kiwanis can be a positive influence in communities worldwide, so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive.
After the board approved the plan, they looked at the strategies for the four priority areas. You can see all the strategies at Kiwanis.org/StrategicPlan, but the one we support as district PR coordinators and communications staff most directly is image. And as you know, image impacts everything else—membership, service and even financial viability.

(advance)

The strategies the plan outlines are:

- Increase name recognition worldwide
- Increase knowledge of our mission
- Unify all Kiwanis brands
- Promote the Kiwanis vision and vivid descriptions
- Promote signature service projects

The board thought about it and thought about it. From the research they had been doing and past experiences,
(advance) they knew another directive from "on high" would do little to inspire and engage members to improve our Kiwanis image.
The board decided the best way to achieve the goal of enhancing the Kiwanis image was to create a band of brand leaders around the world. That little Kiwanis army would be comprised of Kiwanis members who are interested in and have experience with public relations. They would be empowered to help district leaders keep image on the radar when making district decisions. The Kiwanis Brand Army would also be responsible for working with clubs at the grassroots level to improve their image, which helps clubs everywhere.

In 2016, the role of district PR coordinator was formalized. The PR coordinator is different from the district public relations chair role in that it is a multiyear term. The district PR chair job has been eliminated.
After the position was formalized, a job description was created. It reads:

The Public Relations Coordinator has an important role in leading the district in strategic public relations planning and implementation of a public relations plan. This includes leading planning efforts and working with other district leaders and Kiwanis International, and also educating and counseling. This individual should be someone who has professional or working experience in the fields of public and or media relations, marketing, advertising, branding, journalism or the equivalent of such fields.
Some of the duties of the district PR coordinator:

Serve as brand manager for the district
Lead districtwide public relations efforts including media relations
Identify public relations coordinators at the club level
Lead PR training for the district
Counsel district leaders and clubs regarding public relations matters

That's the who, what, when, where and why of the district PR coordinator position.
Based on that knowledge, here are what we think are the five roles of the district PR coordinators.

Mentor
Expert
Advocate
Conduit
Enforcer

Let's go deeper.
As a mentor, your primary responsibilities are to establish relationships at the club level and get clubs engaged in PR and branding. Most members—probably even the club’s PR chair—they don’t have experience or expertise in public relations or branding. But if we are ever going to improve the name and mission recognition of Kiwanis in order to attract more members so we can help more children, it has to start at the grassroots level. It is our hope that you are building relationships with club members and talking to them about the importance of branding. As we have talked about before, Image is everything when inviting members to join or club, or even asking for a donation. Clubs need your help improving their image. Be their mentor.
As an expert, your primary responsibilities are advising clubs on best practices for public relations and branding. This role also includes creating and distributing material that enhances the Kiwanis image in the community.

Kiwanis International can help you fulfill these responsibilities. Each month, we host a webinar for district PR coordinators to share the latest trends, practices and issues we see affecting the Kiwanis brand. We provide you the slides and scripts of these webinars so that you can take them and then educate members at a club meeting or district event. Some of the recent topics we’ve covered: getting attention for service projects, using social media to spread the Kiwanis message and presenting a better image of your club through photographs. All of our past webinars can be found on Kiwanis.org/BuzzBuilder.

And to help you create material, Kiwanis International provides templates and examples of material that is working. On our website, there are news release templates for pancake events, a playground ribbon cutting, a donation to a local organization, even one for new club openings. We have many resources in the media relations section under member resources. Also in every Buzz Builder newsletter, we include examples of how other clubs have earned media coverage or positive public relations. We hope these stories inspire you to fulfill the expert role.
As an advocate, your primary responsibilities include being a voice for public relations and branding at the district level. You should be able to advise district leaders about how decisions will appear to internal and external audiences, along with advocating for greater activity in branding and public relations because—as we keep saying—image is important.

At Kiwanis International, we advocate for you. When a member is elected governor-elect, they come to Indianapolis for training. At that training, we discuss the district PR coordinator role and explain why you should have a seat at the board table. Because of bylaw issues, a seat at the table doesn't guarantee a vote—nonetheless, your voice can be heard. We hope you are there to head off any image problems and push for positions that will strengthen the Kiwanis image.
As a conduit, your primary responsibilities include distributing public relations and branding resources from Kiwanis International to clubs. You know, no one likes to be told what to do. And, that’s what it might seem like when Kiwanis International is sharing information with recommendations. But, when that information comes from a mentor and a friend, it’s easier to implement. We hope you are using the relationships you have made to share Kiwanis material on branding. We often share material with this group first, so that you can be the one distributing it before we distribute the material on our communication channels.

That relationship also goes the other way too. When you find out about the great and interesting things clubs are doing, we want you to tell us. It’s possible we may report on the activity in the Kiwanis magazine or on the Kiwanis website. Maybe we can help get media coverage. We are always looking for great Kiwanis stories. You can be the conduit between clubs and Kiwanis International.
And the fifth role of the district PR coordinator... the enforcer.

As an enforcer, it is your responsibility to help clubs, divisions and the district meet brand standards. As we have talked about many times, in order to have a strong, vibrant and growing Kiwanis, we need to have a unified brand. It is getting better, but there is still work to be done. More than 12-hundred Kiwanis clubs have requested a custom logo for their club. That's awesome and means clubs in more than 12-hundred communities are matching the Kiwanis brand. Unfortunately, that's just 15 percent of all the Kiwanis clubs around the world. Too many are still using the old globe logo or adding their own little decorations to the name. While it's fun, and cute adding the decorations dilutes the Kiwanis brand. If we really want to grow Kiwanis to be a positive influence in communities worldwide, so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive...then we need a strong, unified brand. As the district PR coordinator, when you see clubs not following brand standards, point it out. Many of them are happy to conform, especially since they can get club logo files for free at Kiwanis.org/CustomLogo. For those clubs that have a pile of pamphlets or just ordered new shirts, we say that they should update their logo for their next order so nothing is wasted.

Similarly, you are on the front lines of reputation management. If you see a club creating material that doesn't fit the Objects of Kiwanis, you need to speak up and ask them to remove the offending piece. There is no room for sexism, racism or prejudice here. Our
founders long ago decided Kiwanis is an inclusive organization
It seems like a lot...and it is. Mentor, Expert, Advocate, Conduit and Enforcer.

The role of district PR coordinator is very important in order to grow and enhance the Kiwanis brand into our second century of service. Amy, Vicki and I, along with the entire Kiwanis team, are happy you're up to the challenge. And we will be right there with you, working hand-in-hand with our band of brand leaders.
Questions?

Let’s open the mics and take some questions.
The topic for our next webinar will be: What we learned about Kiwanis communications...how best to communicate with a Kiwanis audience. We’ll send out a poll again to see when the best time for everyone in that first week of January will be. The option that gets the most vote wins the webinar. We hope to see you then.