Today we’re going to talk about giving your club a digital makeover and why it’s so important.
There are two reasons why your club’s digital presence is important. Number 1… in our culture today, people are going to check you out before they come to a club meeting. They want to see what they’re getting into. No one has time to waste. They want to make sure your club’s values fit into theirs. You know from your own life that you Google people and organizations before interacting with them. You check them out first. You make sure they’re professional; you want to learn a little bit more about them before deciding to give money or time; you want to see what others are saying about them… you want to check their reputation.

According to one study, 90 percent of consumers read online reviews before visiting a business. That’s a lot of people. We need to be sure we’re presenting a good virtual image to at least get people to continue on their journey with us.

Number 2… Kiwanis has an image problem and we need to fix it if we are going to be a strong organization long into the future. How do we know there’s an image problem? It’s what the research tells us.

As part of the process for creating the organization’s strategic plan, internal and external groups looked at the Kiwanis brand.

We hired a third-party company to conduct qualitative and quantitative research to eliminate any chance of bias.
The research was North America only. It involved discussion groups, panels, surveys. Longtime members, new members, strangers. The research was scientific. They found some positives and negatives. But the biggest takeaway was the opportunity for us to grow our brand, which would then grow our membership, which would then grow the positive impact we’re making in communities. So you see how all this relates. The more members we have, the more kids we can help. That’s the bottom line. Here’s what the data, the research, shows…. And it’s all statistically valid.
28% of the thousands of people who were asked were familiar with Kiwanis. Those are the gold people... 28 of the 100 people there had heard of Kiwanis and were familiar with us.

What does familiar mean? Well, it doesn’t mean they know what we do. It means they have heard the word Kiwanis before.
Of that 28% who were familiar with Kiwanis... that's the gold people... only 12 percent of those people could correctly identify our mission. You can see from that chart, that's 3 people.

3 people out 100 know that Kiwanis helps kids and communities.

You see the problem for an brand that has been around for 103 years.

Again, this is statistically valid data.
So of that original 28 percent... 67 percent of them had a very or somewhat favorable opinion of Kiwanis.

Those are the blue guys.

That’s about 19 people out of 100 with a very or somewhat favorable opinion of Kiwanis.

So people don’t know what we do... but they have a good opinion of us.
Of the 28 percent who were familiar with Kiwanis... only 9% said they would be very or somewhat likely to join Kiwanis. Those are the blue guys.

That’s two and a half people out of 100 that would be very or somewhat likely to join Kiwanis.

So we asked those 97 and a half percent of people what might get them to join a service organization like Kiwanis.

The number one response: They want to believe in the organization’s mission.

So we asked them, what missions do they want to support.
The top answers...help children develop their full potential, provide clean water, save mothers and children and fight disease.

Does any of that sound familiar? It did to us too.

Coincidentally, the data shows networking and being personally invited were secondary reasons people would join a service club... not the top reason.

But the number one reason is belief in the mission. The research also showed cost was not a factor.
Based on all that research, we came to the conclusion that there is a gap between what Kiwanis does and what we are showing and telling the world about us. We worked on a solution and came up with the Kids Need Kiwanis campaign.

(ADVANCE)
We need people to know that Kiwanis helps kids.

The campaign was designed for grassroots usage. That means it’s designed to be used at the club level.... The people doing the work.
So after we analyzed the research, we realized we have some branding problems.

A brand isn’t just a logo. It’s what you feel and experience when you interact with a certain company or product. It’s those perceptions, experience and image rolled together that cause a person to have an emotional reaction.

Take a look at Starbucks. These are images from around the world. The mermaid remains the same.

When you walk in to a Starbucks, you know what you’re going to get. You know how the coffee smells, you know what the furniture is like, how it’s grouped in the room. You know the mugs that will be for sale, the music that’s playing. They are localized by their baristas – not by adding a city name or a state name to the logo. The logo is sacrosanct. Ours should be too.
And this is our logo. It makes me weep.

These were pulled from a quick search of Kiwanis logos on google images. And this is just the first screen.

See any problems?

Part of the problem is that when the Kiwanis International Board updated the logo in 2012 we didn’t do a very good job at telling people that the logo had been updated.

Many clubs think the Kiwanis logo with a globe is correct and they continue to use it. It’s not, and we need your help in correcting this problem.
And this is what it looks like at the club level.

When clubs or districts choose to tweak the Kiwanis logo, they’re actually harming the Kiwanis brand. They’re diluting it.

What seems like one harmless change can multiply quickly when other clubs make their own changes. Imagine 7,000 different iterations of our logo if each club created its own, like these clubs did. There’s no emotional reaction that connects a person to the overarching Kiwanis brand. In fact, what is the Kiwanis brand? Is it a palm tree? A mermaid? A Christmas tree or someone playing musical instruments while standing on a pancake? Talk about weeping!

So please, help us share this message - Taste is subjective, but our logo isn’t. It isn’t mine. It’s not Steve’s. It’s not yours. As one corporate leader put it: When we talk about an organization’s brand and logo, we are not decorating our own living rooms—we are honoring, protecting and lifting up a brand and logo that belongs to many people. The Kiwanis brand belongs to almost 600,000 members!

Many members may not think branding is important. But, we all know it is. It helps us build the recognition we need to attract members, partners, sponsors and media attention. Repetition, repetition, repetition.
You don’t see decorations on the Starbucks logo, the Nike swoosh or any Apple product. The Kiwanis logo should not be decorated either!
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.

But we’re not going to take legal action against our clubs for trademark infringement. Instead, we’re trying to help our clubs understand the importance of the Kiwanis logo and brand.

We’re offering them the tools to get brand compliant. More than 3,000 of our clubs have done that by requesting a logo with their club’s name on it.
To get a custom logo, a person just has to fill out a form. It’s free and the club will be provided with the image in color, black and white, and reverse, which is reverse. They’ll get the files in jpg, eps and png formats with information on which format is best for what purpose.

You can find the form at Kiwanis.org/brand and click on custom logo.

Just complete the form and we’ll take it from there. 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.

This is one of the tactics we’re using to accomplish the strategy that calls for us to unify all Kiwanis brands.

When you see a club that is using a logo that doesn’t match the Kiwanis brand, let them know. Let them know that you’re their district PR coordinator and you’d like to help them refresh their look and match the look of Kiwanis International to help strengthen the Kiwanis brand. You can also send the link to the custom logo page and suggest that they get a “FREE” item from Kiwanis. If you don’t feel comfortable having that conversation. Tell us. We’ll have that talk.
You’ll find that some people will want to decorate their new custom logo and that gives you a chance to talk about the importance of branding and how deviating from the brand hurts the entire brand.

If you get questions about the old logo on club banners, we have not required clubs to purchase new banners with the new branding because they are so expensive. That day may come. Meanwhile clubs that need new banners, or new clubs, should use the new branding. When it’s time to order new club shirts, get them with the new branding. Some clubs still use stationary. When the old stock runs out, update it with the new logo.
We have spent a lot of time building out the Kids Need Kiwanis campaign and the resources.

Everything is available for districts, divisions and clubs to use. These assets are to help us help you and clubs increase knowledge of the Kiwanis mission.

And we hope clubs are using them in their communities. That’s where you come in! We will share with you, and we need you to share with clubs. And, it’s not all on you – we share via Buzz Builder, we share via social media and the website and also through emails from the Children’s Fund and our membership growth.

Let’s take a look at what’s available. It’s all available at Kiwanis.org/brand. And, you’ll see, we just made some improvements to that landing page to make it easier to find what you’re looking for.

(GO TO KIWANIS.ORG/BRAND AND GO THROUGH THE CATEGORIES)
At the top of the page, we have the Kiwanis Brand Book. The Brand Book, also called brand guide, is our Bible. It explains our brand and defines how people see us.

This guide is designed to help you consistently and effectively bring our brand to life across various communication channels.

It spells out all the details about our official fonts and lookalike fonts. It goes into our colors, our audiences, messaging points for different audiences and production of materials.

You can look at it online or download it.

Mine is on my desk and I use it every day.

Also, we have a summary sheet online with just the key facts that you’ll need – it’s all at Kiwanis.org/brand.
Under the brand book...

There is a button for logos, club logos and social media.

When you click logos, you get access to the database of all the Kiwanis family logos and all the formats we have available, like png, jpg and eps—which is a vector file.

On the logos page, there’s a logo learning center to help you distinguish which file format of the logo you should use.

Also, I want to point out the search box here. There are 19 pages of logos. Don’t waste your time going page by page…. Put in what you are searching for!

For club logos, this is where clubs can request a custom logo for their club. Members can fill out the form to start that process. If you need one, do it now or go to our booth in the World Showcase and request it there. Direct other clubs to do the same. We have an iPad in the booth for this, and if we’re not there, we’ll have a sign up sheet. It’s easy.

Under the social media button, we have ready-to-use posts for social media. If you’re struggling for something to post, use one of our suggestions. There’s also advice on updating your club’s digital presence. This can be something you can help your clubs walk through. Or come to our Digital Divide session on Friday at 10 a.m.! We’re redoing some
clubs’ social channels during that session.

Also under social media, we have images sized-specifically for different social media channels. And, everything matches Kiwanis branding!

We’ll often see Kiwanis club members create and share graphics. While it is done with the best intentions, please don’t share them if they don’t meet Kiwanis graphic standards. It only dilutes the brand. You can’t put the toothpaste back in the tube.
The next group of buttons are photos, news templates and brochures.

The photo button takes you to the Kiwanis photo management system. You can browse and download photos to use in your projects.

Click on galleries, then public and find the photo you want to use. Kiwanis owns all the rights to these photos. All the permissions are in. The password to download these photos is Kiwanis, with a capital K. Please do not take photos off google images or other sites and use them unless you have permission to do so. They could be copyright protected. If we don’t own the photo, we can’t use it.

Under the news templates button, you’ll find all of our news release templates, proclamations, op eds and letters to the editor. This will give you a start as you work to draft your news release. You will see options for groundbreakings or check presentations or pancake breakfasts. Take what you learn today and make these releases better before you send them out.

The most important thing to remember is that these are guides for you, to help you get started. And if you get stuck, just email us and we can help.

Under the brochures button, all the brochures that are publicly available are listed with instructions on how to get them, print them and use them. If you have ideas on how to
make these better, let us know. We’re here to help you, so tell us what you need.
The next set of buttons are video, print and publicity.

Under the video button, this is where you can get all the Kids Need Kiwanis videos. You can use these videos on television or cable. You can buy advertisement time or you can ask your local broadcasters to play them as public service announcement. The :15 videos are perfect for social media – just use the Kids Need Kiwanis hashtag and you’ve got a post covered. You can also use them to open or close a meeting or an event, as a reminder of why you’re doing what your’re doing.

Under the print button, there are full page ads that could work for newspapers, magazines or programs.

Under the publicity button, there is flyer template you can use to advertise events. There’s also a PowerPoint template so your presentations match the Kiwanis brand. There’s also a letterhead template you can use when sending out letters.
The next set of buttons include billboard, audio and cell phone.

Under billboard, there are designs for billboards. You can work with your local billboard company to buy billboard space or maybe they would give you the space if you pay for the material. Every company has different standards. We have found success with digital billboards. Some companies will use the files to fill up space on digital billboards. Bob Raub has done this in PA and had great response. BOB?

Under audio, there are several spots for radio ads. Some of the options have room for you to add a local call to action. Again, work with the radio station. Maybe they’ll use the ads as public service announcements or give your club a reduced rate.

The next button is cell phone, which has assets you can use on your cell phone. There are wallpapers and cover screens you can download to put on your phone.
Our last set of buttons include digital marketing, buzz builder and style guide.

Digital marketing has assets for third-party marketing like Google AdWords. We need to build this out a little more. These were all assets we created for MoArk District PR Coordinator Racheal Kiesse. She was getting certified in Google AdWords and needed to run a real campaign. So she ran one for her district. Some of these assets worked better than others. And, we learned a lot from the test and I think Racheal did too. We’ll work on this more after convention!

The Buzz Builder button takes you to all our training material and archived buzz builder newsletters. On that page, there are PowerPoints you can download and use to conduct training in your district. In fact, Joel Harris is using the photography presentation for his convention talk this year – why recreate the wheel when it’s rolling down the hill. We have the assets – you can use them.

The style guide button takes you to the Kiwanis International style guide. It’s our style for writing about Kiwanis... such as when the C is capitalized when using the word club. It’s our version of the AP Styleguide, which we use as our style.

Those are the resources we have created for you. Any questions?
Now that you know what’s available... what should you do?
Good question...
First things first...

**Take a look at your club’s logo.** It might seem like a little thing, but the logo is how people quickly identify Kiwanis. Identifying us is easier when our logos match. If you are still using the oval “birdcage/globe” logo, change it out for the current Kiwanis logo. If your club needs a new customized logo, visit Kiwanis.org/brand to get one for free.

Now that your logo matches the Kiwanis brand....

**Take a look at the websites of clubs in your district.**
Is it up to date with information about when and where you meet? Is the contact information current? Are all your service projects listed and easy to find? Is the design current? Is the webpage optimized for mobile? Right now, 50 percent of the traffic on Kiwanis.org comes from mobile. Having a mobile responsive website is more important than ever.

Besides updating information, do you need something fun and fresh to attract interest? Remember all those resources on Kiwanis.org/brand? They’re all available for you to use.

Maybe your club doesn’t have a website for whatever reason, at minimum, your club
should have a presence on social media. Facebook and Twitter are free. And it’s easy to maintain and stay current, especially with the resources Kiwanis International has created.

If you already have a page, **take a look at your club’s social media.** Your Facebook page might be the first place someone goes to find out about your club. You want to make sure it’s a great place to “visit.”

When was your last post? Is your contact information correct?
Are there posts and pictures from your last service project? Show what your club does to serve the children of the world.
Use your social media channels to show how fun and active your clubs is.
You can post the [Kids Need Kiwanis videos](https://www.kiwanis.org/brand) as an easy, eye-catching post opportunity.
Use the ready-to-run social media cover photos and “social media squares” that are right-sized and ready for you. Click social media at [www.kiwanis.org/brand](http://www.kiwanis.org/brand).
If you don’t know what to post? We’ve written posts complete with hashtags, handles, links and sometimes even images for you to use!

And then **Be ready to respond to inquiries from prospective members.** When you step up your PR-game, the goal is to see an increase in awareness, which can result in potential new members, sponsors and partners.
When someone shows interest in your club, be ready to act immediately. Invite them to a meeting and service project right away.
Make them feel special and welcome.
Make sure you follow up and stay in touch.
So let’s have some fun.

1. Does our club’s logo meet Kiwanis brand standards? Yes.
2. Is our website current? We don’t have a website yet. Hopefully we will get one soon. Until then, we’re using our Facebook page as our website.
3. Is our social media current? It is not. We need to fix that.

(GO TO FACEBOOK PAGE AND UPDATE CONTENT)
First, let’s see what our page looks like when a visitor lands on it.

To do that, click on the three dots under the cover photo, then click view as page visitor.
Now we can what visitors see.
What problems do you see?
- The profile photo
- The cover photo
- Latest post from June 13
- Latest post has spelling errors and talks about having fun raising money for school supplies, but shows a stock photo of pancakes. What could we show instead?
Let’s check the about page.

None of the information is filled out.

How are people supposed to contact us?

Let’s fix all these problems.

see it’s not difficult. We can show you, and you can take this training back to your districts, and share with your clubs. Don’t forget the district sites, too.
First things first... a problem you may not even know about.

How many admins are there for this page?

You want more than one in case something happens to him or her... but you don’t want the whole club to be an admin.

To do that, click settings.

Then click page roles.

**(ADVANCE)**
Then put in the new admin’s name and then change their role to “admin” and click add.

Now you have two admins just in case anything should happen. We suggest you do this for district pages and club pages.
Now to fix the problems we can see...

-The profile photo.

Click the little camera on the pic, it’ll open a box asking you to take photo or upload photo.

We’re going to upload a photo... but because you are smart and you know Kiwanis International makes life easier for you, you go to Kiwanis.org/brand and click on the social media button.

You look at the Facebook profile photos and find one that is perfect for you. You click that photo and download it to your computer. If it comes zipped, not a big deal. You open the zipped folder and drag the image to your desktop. That unzips it and then you upload the new image to Facebook. Position the image just right and click save.

It’s the same process with the cover photo.
Next problem... the latest post was from June 13.

But the club hasn’t done anything worthy of posting about since then... and our event is still two weeks away.

We know from Facebook, that the more you post, the more the algorithm likes your page, which gets it to show up in feeds and suggested pages. At Kiwanis International, we post once a day. We suggest that you do too. But who has time for that? Here again, Kiwanis International is making it easy for you.

Let me show you how.

At the top of your page, click on publishing tools.

This gets you to a page where you can see all the posts that you have created.

We’re going to create new posts, so click, create.

But you don’t have anything to post... go back to Kiwanis.org/brand and click the social media button. Click the ready to use posts for your social media button... there are about 50 options of content for you to use. Words, photos, videos. Find what you like. Copy it and
then paste it into your status update on Facebook.

Instead of clicking publish, click the down arrow. That gives you the option to schedule your post! Pick the date and time you want your post go to live. Then press schedule it. Keep repeating the process until you have posts ready to go until you have time to come back and do this process again.

Now our Facebook page will be up-to-date before our event so after we get some attention for our event, people will see what we do and what we believe. Just remember to add photos and information after the event.
Other problems to fix... that spelling error in the pancake post.
Back in the publishing tool screen, click the post you want to edit.
Then press the edit button and make your changes!
From this screen, you can also decide to boost your post.
As you know, Facebook has become a pay to play operation, which means if you want your post to be seen, you have to pay to boost it. If you rely on organic reach only, only about 1 percent of your page’s fans will see the post. Boosting it will send it into the feeds of more of your fans. There’s an option to target the post to friends of your fans. That allows the post to reach strangers.
If you want to learn more about this, we have a video and powerpoint series available on Kiwanis.org/buzzbuilder that goes more in depth. We’ll also talk a little bit more about it later.

We promote nearly every one of our posts. We realize every district and club can’t afford to do that. One way to extend your reach without money is to encourage club members to share posts from your page. It's not as effective as paying for the boost, but every little bit helps.
Now we need to fix the problems with the about page.
Back on the admin page, click the three dots and then edit page info.
Don’t forget to update the info in the other tabs and click the boxes where there is no information. Then it won’t populate onto about page.
Now when someone checks you out... they’ll see the incredible work you’re doing in the community.
Thanks for joining us today.
We hope you learned something and were engaged with this training.
If you have any questions, email us at PR@Kiwanis.org.