



Kiwaniis
CHILDREN'S FUND

Resource: Marketing your club project

Your club changes children's lives. Let people know! By sharing your story and promoting your club's project, you gain exposure in your community—potentially leading to new members, new partnerships and more.

Don't wait until your project is complete. Share your story during planning and implementation to get your community excited in advance about your impact. You'll also keep your donors and partners informed of your progress—and catch the attention of other potential volunteers and funding sources.

What should I include in my story?

- Let everyone know what community need your project fulfills. And share how your project fulfills it.
- Share general details. Who is Kiwanis? What is your goal? When and where will the project take place? Why did your club choose this project? How can the community help?
- Mention donors, partners, volunteers, sponsors and others. Thank people who have made your project possible.

Share your story wherever and however you can.

- Promote the project on your club's social media accounts, as well as members' personal accounts.
- Reach out to local news outlets, community newsletters, radio, newspapers and more.
- Update the community about your project's impact, even after it's complete.

Communicate your story through high-quality photos.

- Kids need Kiwanis, so show members in action and working with children. Don't forget to have a [photo release](#) signed before you photograph anyone under 18.
- Avoid photos that don't tell a story—such as check presentations or podium speakers.
- Check out this [Kiwaniis webinar](#), full of great tips for taking candid and inspiring shots.
- Consider hiring a professional photographer or finding a volunteer with photography experience.
- Did the local newspaper photograph your project? Ask them to donate a copy of the photos.

Other tips and tricks:

- Follow the [Kiwaniis brand guide](#). The Kiwanis name and impact become recognizable when they're presented consistently—so ensure that your promotions are visually consistent with those of other Kiwanis clubs worldwide.
- Hold events that are more likely to draw community news coverage. You can even increase visibility by inviting partner organizations to participate.
- Contact your district's public relations coordinator (see the Kiwanis International directory) for additional expertise.