

MAXIMIZING DIGITAL LEADS

Kiwanis International can help!
Get tips, tools and resources at
kiwanis.org/brand.

THE CHALLENGE: Advertising on social media can attract attention to Kiwanis clubs. But attention doesn't always equal membership growth. A person who expresses interest in Kiwanis needs to be guided into membership; otherwise, you risk losing the opportunity.

THE DETAILS: Successful advertising campaigns can get people interested in your club. Potential members, partners and donors are fact-finding and deciding if your club is worth their personal investment. They'll send comments and questions to your Facebook page and will expect an answer almost instantaneously. We live in a society that appreciates and expects immediate gratification.

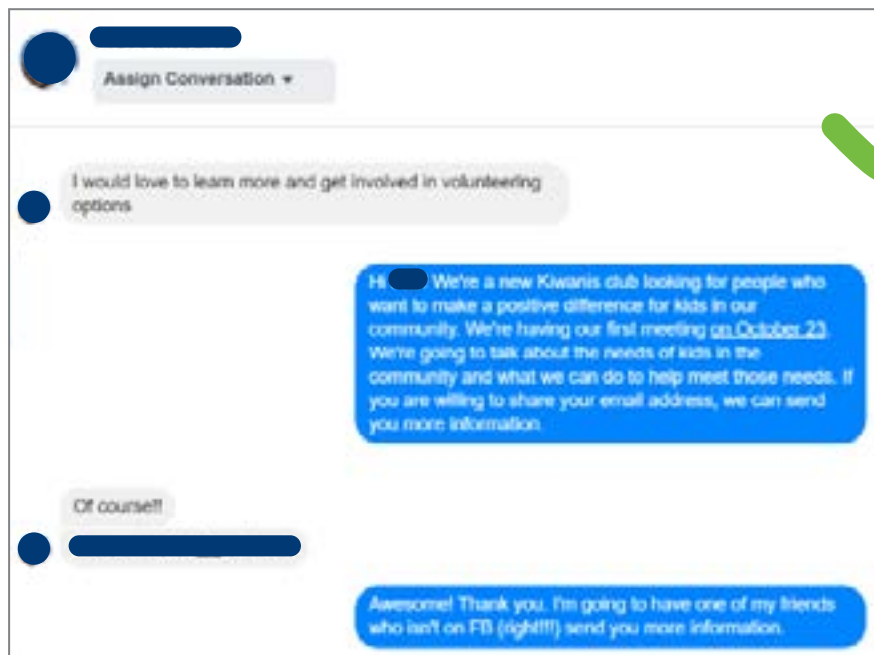
THE SOLUTION: Respond immediately when comments or messages come to your page. Provide people the information they're seeking. Help them make sense of your club, its projects and its contributions in the community. Don't just refer them to another source. Practice good customer service.

1 Respond quickly.

The No. 1 rule of social media is timeliness. Respond to messages or comments within 24 hours, but ideally much sooner. Don't let this opportunity for telling the Kiwanis story get away.

2 Offer lots of details.

Make sure your messages answer the questions potential members are asking. Sometimes a simple "yes" answer is enough. Other times, you might need to add additional details and context to help that person come to their decision. Especially in public conversations, provide details that also would help others who might be silently following the conversation.





3 *Integrate other sources into your communications.*

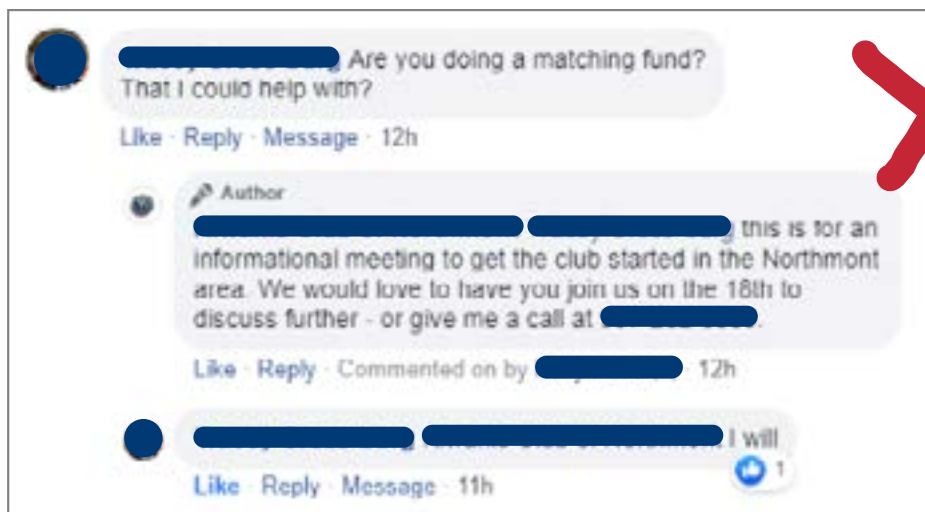
Help to show the expanse of our organization by linking to pages on your club's or Kiwanis International's website. A great resource is the "Just the Facts" sheet found at the bottom of kiwanis.org/about.

4 *Match your messages to the brand.*

Words matter. Make sure you use language that is true to your club's mission and the Kiwanis brand. You don't want your messages to come off as desperate. You want the potential member to feel inspired and optimistic about the positive difference they can make in the community with your club.

5 *Don't share private information in public.*

Don't post phone numbers or personal email addresses where everyone can see them. Doing so opens the possibility that the information can be misused. It is fine to share personal information through social media platforms; just do it privately through Facebook Messenger or direct messaging on Twitter.



6 *Communicate on the same platform.*

You might be more accustomed to communicating with others via email or telephone. However, this person is comfortable having a conversation on social media, so keep the conversation there. You might ask for other contact information, but be clear and upfront about how you will use it.

7 *Stay in contact.*

Add potential leads to your club's communications. Let them know about future meetings, service projects and fundraising opportunities. Now might not be the right time in their life to join Kiwanis, but circumstances change. So keep potential members informed about your club. If they ask to be removed from your communications, provide good customer service and remove them.



Here's a template response you can customize to make your own:

Kids need people to look out for them, and our Kiwanis club is doing just that. We help kids around the world and right here in our community. Local clubs look out for our communities, and the international organization takes on large-scale challenges, such as disease and poverty. We are generous with our time, creative with our ideas and passionate about making a difference — and we have fun along the way.

Our Kiwanis club is dedicated to helping meet the needs of the kids in our community. We mentor and provide leadership programs for all ages.

We encourage you to check out the Kiwanis International website at kiwanis.org/about for more information about us and consider joining! We believe you would be a great asset for our club, and we know you will enjoy Kiwanis as much as we do!



Kiwanis[®]