

Top 10 Marketing Ideas



- 1.) **Division Marketing Team** – Divide media outlets equally to PR/Marketing chairs to distribute the new “One can make a difference” campaign materials. This avoids everyone contacting the same folks and overwhelming them. Meet again in a month to discuss what went well and what you can improve. Redistribute the media contacts and attack again!
- 2.) **Billboards** – Clubs pool money together to purchase the paper that goes on billboards. Outdoor sign companies will post your billboard for free when space is unsold. Leads that come from Kiwanis International’s website are given to the participating clubs.
- 3.) **VistaPrint.com – HOT!** Prepare club business cards for free at VistaPrint.com! Be sure to include your club name, meeting location and time, website, contact number etc. Some folks even write “Lunch Ticket” / “Free Meal” on the back of the card. Give the cards to prospective members.
- 4.) **Speaker Gifts for \$1.00** – Buy a hardback book at the Dollar Store / Dollar Tree. Prepare a sticker that has your club name and logo that says: “In Honor Of:” and write your speaker’s name. When the speaker finishes, make a brief presentation thanking them for their time and that the club will donate the book to a literacy program or a library in honor of them!
- 5.) **Certificates of Appreciation for \$1.00** – Purchase nice frames from the Dollar Store / Dollar Tree to frame each certificate. They look great at minimal cost. Design your certificates at CertificateMaker.com or use your favorite publishing software.
- 6.) **Participate in Charity Events** – Receive great club exposure by participating in charity events such as Children’s Miracle Network, Special Olympics, March of Dimes, Relay for Life etc. Be sure to have members wear something to identify themselves as Kiwanians. Many organizations have Telethons where your members are able to work the phone bank which provides visual publicity. **Bonus** – while ringing the Salvation Army bell, use this opportunity to pass out vistaprint cards inviting prospective members to your meetings.
- 7.) **Spread the word** - Our clubs need speakers and so do other organizations such as American Legion, Senior Groups, Church Groups, Parent Teacher Associations, Book clubs etc.
- 8.) **New Citizen Packet** – A service for new residents that provide information on the community. Be sure they have your club’s brochure to pass to include in their packet. Contact your local chamber of commerce to learn more.
- 9.) **Club Website** – Make your club available to prospective members 24/7. A website template is available on the district website. CarolinaKiwanis.org/pr
- 10.) **Kiwanis Publications** – Distribute your unused Kiwanis magazines and Carolina Kiwanians to doctor’s offices, barber shops, banks and every waiting area you can think of. Be sure to include a label that contains club and contact information.