

# Objective: Ensure Fundraising Ability

- **Carefully Manage Fundraising Transition(s)**
  - Ensure effective chair & committee changes
    - *Gordon Rogers – Candy & Nuts (Nut House)*
  - Build on excellent Golf progress from last year
    - Expand golf outing participation (+golfers) & grow sponsors [*Golf Committee*]
  - Expand the Flag project by
    - Seeking additional major corporate sponsors [*Flag Program*]
    - Address the installer base concerns [*Flag Program cap on residential flag sales*]
    - Assess major branding/co-branding opportunities [*Midland Waves SM*]
  - T&A future & seek a replacement, if necessary.
    - [*Steering Team*] to oversee recommendations to the Board and transition
- **Recognize growing impact of Sponsors**
  - *Sponsor Appreciation Day*
- **Assess 501C3 opportunity club-wide and impact**
  - *The Board approved to start an assessment*

# Objective: Grow Brand Recognition

- Seek opportunities to achieve brand recognition for each grant or sweat equity project (w/Committee Chairs and News & Publicity).
  - *Kiwassee Kiwanis \ New Hope Village “Adopt-a-Room” Project*
    - *Kiwanis Family+, Branding+, Facebook social media sharing+*
- Challenge members to invest in brand identity clothing and wear to events & non-Kiwanis events.
- Continue our successful public relations efforts in local media and expand Facebook (social media) presence/use.
  - *[www.kiwasseekiwanis.org](http://www.kiwasseekiwanis.org) built initially to support “Midland Waves” rollout*
  - *21 Facebook Posts with 57 pictures since Oct 1<sup>st</sup> with 3,108 people reached, mostly through ‘Re-Posts’ of human interest, kids, partners or project Posts*
- Continue large projects worthy of brand identity.
- Co-brand initiatives that add value to brand.

<u>TOPICS</u>	<u>Reached</u>
Midland Waves	374
Spring Conference	75
Martha Minutes (x2)	84
Valentine's Day Lunch	48
Stu Bender Recognition (Creative 360)	41
Flag Program (@ Chamber Commerce)	34
Christmas Party Lunch (x3)	227
Tennis Center Recognition	36
Robotics Team	136
Greg Smith Visit	38
Max & Porter Brown Life Stories	214
Santa Parade	129
Sponsorship Appreciation Day	319
Key Club Fall Rally	196
Kids-Against-Hunger	132
Kiwassee Bell Ringers (@ Chamber Commerce)	236
New Hope Village Adopt-a-Room	138
Jack Higgins Walter Zeller Award	651
"Re-Posts" of Human-Interest, Kids, Partners, Projects	3108

# Objective: Increase Membership

- **Status as Of 4/10/2018**
  - Losses/Leaves (-4) Bob Nankee, John Russell, Independence Village, Jim Whiteside
  - Gains (+4) Scott Mitchell, Kyle Clark, Nate Coady, Lauri Ireland
- **We could experience 1-2 additional net Losses/Leaves this quarter.**

# Themes & Messages

- **Kids Need Kiwanis. Kiwanis Needs You.**
  - Kids Need Kiwanis *because* ...
    - **Kiwanis Listens** *to understand kids needs* in meetings like May 22<sup>nd</sup> Listening Session & committee work
    - **Kiwanis Takes Action** on fundraising & service projects *to meet kids needs*
  - **Kiwanis Needs You**
    - To bring new members with skills, talents, values & an interest in serving
    - Message to them is Kiwanis Needs You; ***Come to Listen, “Join Us” & Make a Difference***
- **Promotional Materials are ‘on-the-way’**
  - **Familiarize yourself and committees with brochures & messages (examples)**
    - Kiwassee Kiwanis brochure updated for Tennis Center Classic
    - Kids Need Kiwanis brochure localized with Kiwassee contact information
    - Kids Need Kiwanis “Join Us” larger tri-fold with membership application
    - Service Leadership Programs flyer
    - Key Club and Aktion Club flyers

# Call To Action: Invite New Member(s)

- **Love It!      Share It!      Live It! ....      Now**
  - Love the club; you'll want to share it
  - 74% of members joined because someone asked (48% friends or relatives)
  - Create a “one-minute” elevator speech ... as a new member they will:
    - Change children's lives (meaningful, 'hands-on', service projects for kids)
    - Improve community & world (make a difference, 'be-heard' committees)
    - Build friendships (weekly lunches, social events, 'fun')
    - Develop business contacts or enhance skills
- **Who To Invite! ....      By Apr 24th**
  - Draft a list (by individual with a target of 10/committee)
  - Friends, neighbors, church members, others who have expressed interest
  - Other channels (fundraiser sponsors\* & event attendees\*, corporate members, partner agencies\*, co-workers\*, doctors/lawyers/accountants/brokers, clubs)
- **Approach new people or groups ....      By May 8th**
  - “Pair-up” with another club/committee member
- **After event committees will have follow-up Thank You cards & actions**

# Values

- **Who we are & Who we are looking for:**
  - Service – desire to serve others
  - Passionate about making a difference in the lives of children in our community
  - Hearing & understanding the issues that shape the community
  - Treat everyone with dignity and respect
  - Honest and open in communicating
  - Integrity
  - Empathy