Kids Need Kiwanis
Amy Wiser
Chief Communications Officer
Kiwanis International
Do they like us?

How do you believe the public perceives Kiwanis?
Your district?
Your club?

We asked.
## Perceptions of Kiwanis

<table>
<thead>
<tr>
<th>Category</th>
<th>Overall</th>
<th>&lt;35 years old</th>
<th>35-45 years old</th>
<th>45+ years old</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kiwanis Familiarity</strong></td>
<td>28% Very or somewhat familiar</td>
<td>21% Very or somewhat familiar</td>
<td>34% Very or somewhat familiar</td>
<td>29% Very or somewhat familiar</td>
</tr>
<tr>
<td></td>
<td>12% can correctly identify Kiwanis mission</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Kiwanis Opinion</strong></td>
<td>67% Very or somewhat favorable</td>
<td>57% Very or somewhat favorable</td>
<td>67% Very or somewhat favorable</td>
<td>74% Very or somewhat favorable</td>
</tr>
<tr>
<td><strong>Join Kiwanis</strong></td>
<td>9% Very or somewhat likely</td>
<td>5% Very or somewhat likely</td>
<td>11% Very or somewhat likely</td>
<td>8% Very or somewhat likely</td>
</tr>
</tbody>
</table>

**Females** 23% Very or somewhat familiar  
**Males** 32% Very or somewhat familiar  
**Overall** 4% Very familiar  
24% Somewhat familiar  
50% Have only heard of  
21% Have never heard of  

**Females** 62% Very or somewhat favorable  
**Males** 70% Very or somewhat favorable  
**Overall** 33% Very favorable  
34% Somewhat favorable  

**Females** 9% Very or somewhat likely  
**Males** 8% Very or somewhat likely  
**Overall** 3% Very likely  
6% Somewhat likely  

Key opportunities

Maximum Differential Explanation:
MaxDiff (or Maximum Difference Scaling) is a technique that identifies the “best” of many alternatives. The result is a clear determination of market preferences, allowing you to set priorities based on what the market values.

The structure of our MaxDiff survey is straightforward. Survey respondents are presented with a set of items and asked to choose which is most influential and which is least influential. The outcome is a MaxDiff score for each item that indicates both absolute and relative influence.

The MaxDiff shows not only the rank order of the attributes, but also the degree of influence as shown through the distance between statements.

Importance of Membership Attributes

[Graph showing the importance of membership attributes with values and ranks labeled from Most Important to Least Important]
Brand enhancement
What’s next?

#KidsNeedKiwanis
Kids need guidance. Kids need role models. Kids need the love and attention of adults who they can count on to look out for them, support them, coach them and advocate and fundraise for their benefit. Kids need Kiwanis, so they can reach their full potential. And be the best kids—and adults—they can be.
Kids Need Kiwanis

100 YEARS OLD. KIDS AT HEART

KIWANIS.ORG

After a long flight, you know you want to...

100 YEARS OLD. KIDS AT HEART.
What is a Kid?
Radio/PSAs
THE WORLD IS CHANGING FASTER THAN HIS VOICE.

Our 600,000 members are present for the future. Giving kids around the world the time and support they need to ensure the world's best years are ahead of us. Get involved at Kiwanis.org.

KIDS NEED KIWANIS
IF YOU HAD ACNE AND ALGEBRA, YOU’D BE MOODY, TOO.

Our 450,000 members coach, mentor and support children in communities around the world. Because none of us are born knowing how to solve for why. Get involved at Kiwanis.org.

KIDS NEED KIWANIS
THE AVERAGE FOUR-YEAR-OLD EATS MORE BOOGERS THAN BROCCOLI.

Kids aren’t born making the best choices. But with 600,000 Kiwanis members out there guiding and supporting them, they’ll pick up all the successful habits they need to thrive. Get involved at Kiwanis.org.

KIDS NEED KIWANIS
WHAT WE TAKE FOR GRANTED, KIWANIS TAKES TO THAILAND.

Immunizations. Clean water. Playgrounds. New books. Whatever the need, Kiwanis dedicated 14.5 million volunteer hours and $107 million dollars last year to help kids and families around the world. Get involved at Kiwanis.org.

KIDS NEED KIWANIS
WHAT WE TAKE FOR GRANTED, KIWANIS TAKES TO HONDURAS.

Clean water. Immunizations. Playgrounds. New books. Last year, we gave 18.5 million volunteer hours and US$107 million dollars to help kids and families around the world.

Get involved at Kiwanis.org

KIDS NEED KIWANIS
PROBLEM SOLVER IN TRAINING.

Kids can't wait to figure things out for themselves. Even if they get in over their heads. Our 600,000 members coach, mentor and support kids in communities around the world.

Get involved at kiwanis.org.
THE TEACHER SHORTAGE GOES BEYOND THE CLASSROOM.

CHILDHOOD DOESN’T COME WITH A ROAD MAP.

HAVE YOU SEEN THE INTERNET LATELY?

PART SAFETY NET. PART SPRINGBOARD.
Billboards

KINDER BRAUCHEN KIWANIS.

LES ENFANTS COMPTENT SUR KIWANIS.

PART SAFETY NET. PART SPRINGBOARD.

HAVE YOU SEEN THE INTERNET LATELY?
Mobile screens

KIDS NEED PEOPLE TO LOOK OUT FOR THEM.

We are generous with our time. We are creative with our ideas. We are passionate about making a difference. And we have fun along the way.

KIDS NEED KIWANIS
“Do Good” cards

THANKS.
The world needs more of that.
“Do Good” cards
Questions?
Thank you!

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