Leveraging Signature Projects for Awareness
Introductions

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What is a Kiwanian?
What is a Signature Project?

Criteria:

1. Recurring event – at a minimum annually
2. High impact in the community
3. Elevates the Kiwanis brand
4. Includes membership growth and partnership support.
Examples

www.cowetacountyfair.org

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Thank You!
Thanks to all of our sponsors, vendors, and patrons for making the 2015 Coweta County Fair a success! We look forward to seeing you this time next year!
Examples
Awareness opportunities

- Branding placement
- Media opportunities
- Public exposure/engagement
- Partnership leveraging and development
- Community relations
Use branding
Media opps
Kiwanis partner engagement
Community engagement

- Schools
- Foundations
- Hospitals
- Kiwanis partners
- Corporations
- Nonprofits
- Government
- NGOs
Bringing our network together

+ GLOBAL NETWORK + SERVICE TO CHILDREN & COMMUNITY = GLOBAL NETWORK SERVICE TO CHILDREN & COMMUNITY
Bring people together
Questions?
Thank You!

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