Signature Projects

What’s in YOUR Message?

What Makes Your Project Special? Why is your message so important?

- Make a difference in the community . . . the World!
- Gets more people involved in the Community!
- More members for your club!

What makes a great one?

- Clear, concise, memorable!

Define Your Club and Your Signature Project: (see back page)
Excitement and Commitment for the Long-Term!

Getting Published:
Who do you know in PR or the Media? Who do your friends, family and acquaintances know?

- Send an email asking for introductions...you’ll be surprised who you will find
- Earn a “relationship” with your local paper, magazine or television by supplying interesting stories about your plans before and after events. It’s All About Your Message!
- Don’t forget about your own company Newsletters, Church Bulletins, Websites to spread the word!

Once You Get Published:
- Copy/Scan the materials:
- Include in your membership packets
- Post on your website “In the News” section
- Send them to your Club Members, District News/Website, and Your Kiwanis Area Director
- Speaking Events-visit other clubs and associations to tell your story

Other Materials:
- Create a Brochure and Posters
- Power Point Highlights at your club meetings (subliminal advertising)
- Wear your Kiwanis Shirts, ties and pins (necklace, earrings) everywhere!
- Kiwanis Business Cards: Special Event Pins: Thank You cards (with your message)

Contact Information:

Stephanie Ursini • Area Director, North America/Central West Region
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Kiwanis Club & Signature Project

Kiwanis Club of __________________________ Community you serve: __________________________ Contact Name: _________________________

Address: __________________________ Phone number: __________________________ Email address: __________________________

President: _______________________________________________________________________

_____ Board members: ________________________; ________________________; ________________________; ________________________; ________________________; ________________________; ________________________; ________________________;

Signature Program/Project Name: ___________________________________________________

Description: ________________________________________________________________

__________________________

____________________________

____________________________

Photos: __________________________

Brief Kiwanis club history: (Use a separate page)

_________________________________________________________________________

___________ Why is your project so special?

___________________________________________________________

_________________________________________________________________________

___________ What will your project accomplish?

___________________________________________________________

_________________________________________________________________________

___________ Where:

_________________________________________________________________________

___________ When:

_________________________________________________________________________

___________ Why:

_________________________________________________________________________

___________ How:

_________________________________________________________________________

___________ Timeline:
Resources: Time and Money
• Kiwanis Club ______________________
• Partnerships ______________________
• Donations _________________________
• Sponsorships ______________________
Media: Newspaper(s): ______________________; _______________________; ______________________
Magazine(s): _______________________; _______________________; ______________________
TV/Radio: _________________________; _______________________; ______________________
• First question you ask!!! Are you on deadline?
• Ask them what method of communication they prefer and what time of day/week? Email/phone?
• Always supply pictures: A Picture is Worth a Thousand Words!
• Photos and cutlines get published more often than the actual story
Target Trade Publications for members in your club that can be highlighted – they love to publish good works about their people. (CPAs, Lawyers, Construction, Healthcare, Architecture, Retail, Real Estate, etc.)
Don’t Forget!! Company Newsletters, Websites, Church & Schools Bulletins, and bulletin boards!