SHOWCASE

KNOW YOUR AUDIENCE
IT’S CLUB MARKETING 101: MAKE MEETINGS ACCESSIBLE AND FUN TO ATTRACT NEW MEMBERS.
STORY BY LAURA NEIDIG

“Does Columbus even want this?” was a question asked at an early planning meeting to consider opening a new club in the eastern Nebraska community. The answer was “Yes!”

“Kiwanis Next Generation, a 3-2-1 club in Columbus, Nebraska, has been on a roll ever since receiving its charter in 2013. Why? Club President Cassie Jeffryes says it’s all about knowing your audience.

“We’ve made the meetings family-friendly,” says Jeffryes (second from right).

Members enjoy one hour a month for a meeting, two hours of social outings, and three to volunteer. They’ve launched their own events and volunteer for others, and kids are welcome at most get-togethers. Inviting prospective members comes naturally for the effervescent Jeffryes, and promoting the good works of the club on social media and in the press builds excitement.

“Some folks would consider it bragging, but if we believe in Kiwanis, then why wouldn’t we talk about it?” she asks.

Building on that belief, the club plans to organize a Bring-a-Guest night.

“We cater to everyone,” says Jeffryes.

“Families with five kids. Single moms. Couples without kids.”

The club has been encouraged by Steve McNally, 2014–15 governor of Kiwanis’ Nebraska-Iowa District. “He told me our club may not be doing things as they’ve been done in the past, but we’re not doing them wrong.”

At 54 members, clearly the club is doing quite a bit right.

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