Hello everyone. Welcome to today’s webinar. Today we’re going to cover: Using brand assets.

Kiwanis International has print, radio, television, social media and digital assets available to help you in your role as district public relations coordinator. And, we’re adding more every day. These assets can help your clubs and districts spread awareness of Kiwanis and our mission. Of course, the reason we all want more awareness of Kiwanis is so that more people will join us in our movement to improve the lives of children. And, with more people, we can make a bigger, positive impact in the lives of children in our communities and around the world because kids need Kiwanis.
Today, we’re going to talk about what the research shows people think about Kiwanis. (advance) We’ll also go in depth on the Kiwanis brand and why branding is so important to our organization. (advance) Then, we’ll show you the assets currently available and show you ones that are coming soon. (advance) Finally, we’ll share some ideas on how you can use these assets at the club and district level to enhance the Kiwanis brand.
We have a special guest presenter with us today. Amy Wiser is the chief communications officer at Kiwanis International. Amy has been the CCO since December 2013. She rejoined Kiwanis after a six-year hiatus where she led communications and marketing at the Indianapolis Neighborhood Housing Partnership, as well as managed a variety of accounts at one of Indiana’s leading PR, advertising and communications firms. But before all that, Amy told Kiwanis stories as an editor for the Kiwanis magazine. So we welcome Amy today.
Our image matters, because it reflects to the public who we are, what we stand for, what we’re made of and even what we do. The problem is, we have an image issue. It’s not an opinion. It’s what the research shows.

To eliminate any chance of bias, we had a third-party conduct qualitative and quantitative research on the Kiwanis brand. They found some positives and negatives. But the biggest takeaway from the research is that there is a lot of opportunity for us to grow our brand, which would grow our membership, which would grow our positive impact in communities.
Here’s what they found.
-28% of those who were asked were familiar with Kiwanis, but only 12% could correctly identify our mission.
    (advance)
-67% had a very or somewhat favorable opinion of Kiwanis
    (advance)
-Only 9% said they would be very or somewhat likely to join Kiwanis. That’s the number we really need to work on.
But there’s good news too. We asked those taking the survey what might influence them to join a service organization. (advance) The number one reason: believing in an organization’s mission. So we asked what missions do they want to support. (advance)The top answers...help children develop their full potential and fight disease, provide clean water, and save mothers and children. But that’s exactly what we are doing. So why aren’t people joining Kiwanis clubs?
The research shows there is a gap between what Kiwanis does and what we are showing and telling the world about us. This is the number one reason why we are strengthening our public relations efforts across all levels of Kiwanis. We need to make sure people know that Kiwanis helps kids and fights disease. That’s why you’re important. We need your help spreading that message through your districts, to the people, to the media, to anyone that will listen.

Coincidentally, the data shows networking and being personally invited were ancillary reasons people would join a service club. But the number one reason is belief in the mission. The research also showed cost was not a factor.
So after we analyzed the research, we realized we need to strengthen our brand. A brand isn’t just a logo. It’s what you feel and experience when you interact with a certain company or product. It’s those perceptions, experience and image rolled together that cause a person to have an emotional reaction.

(advance) The logo is the trigger that makes you have that reaction. Our logo—and our brand—doesn’t belong to any one of us—it belongs to all of us. No one person, no one club has the right to make changes.
When clubs or districts choose to tweak our logo, they’re actually harming our brand by diluting it. What seems like one harmless change, multiplies quickly when other clubs makes their own changes. Imagine 7,000 different iterations of our logo if each club created it’s own, like these clubs did. There’s no emotional reaction that connects them to the overarching brand.

Taste is subjective, but our brand is definitive. As one corporate leader put it: When we talk about an organization’s brand, we are not decorating our own living rooms—we are honoring, protecting and lifting up a brand that belongs to many people.
Legally speaking, no one is allowed to make changes to our logo. The seal and the wordmark are both trademarked in the appropriate offices in countries around the world.

But we’re not going to take legal action against our clubs for trademark infringement. Instead, we’re trying to help our clubs understand the importance of the Kiwanis logo and brand. We’re offering them the tools to get brand compliant. More than 800 of our clubs have done that... but there are still many that haven’t. You can help. When you see a club that is using a logo that doesn’t match the Kiwanis brand, let them know. They might not know that the Kiwanis International Board updated the logo in 2012. They may think the Kiwanis logo with a globe is correct. They may not thinking branding is important. But, we all know it is. Tell them about the free, customized club logo they can get from Kiwanis.
They just have to fill out the form and start the process. They’ll get a logo with their club name in color, black and white, and white. They’ll get the files in jpg, eps and png formats with information on which format is best for what purpose. You can find the form at Kiwanis.org/brand and click on custom logo.
That’s also the site where you can find and download all of our brand assets, (advance) including The Brand Book. It’s the Kiwanis rulebook.
The Brand Book explains our brand and defines how people see us. This guide is designed to help you consistently and effectively bring our brand to life across various communication channels.
In The Brand Book, you’ll find the formula for our colors, the fonts that we use and rules for using the logo. Just like it is important for our logo to be uniform across the organization, it’s important for our colors and fonts to be uniform to present a cohesive look. All these elements work together to build the emotional feeling a person gets when he or she hears the word Kiwanis or sees the seal or wordmark. We hope you will use these standards when you are creating material. You will notice all of the material we create at Kiwanis International abides to the brand rules.
The Brand Book also goes into detail about using photography. We all know that images are important, especially since a picture is worth a thousand words. Since the research shows people want to be a part of an organization that helps kids, help them make the connection between Kiwanis and our mission. Use photos of kids in your materials.
To help you with that, we’re giving you access to our photo library. We own the license and copyright to the photos you have access to. If you download and use a photo you found on a website, you could be exposing your club to a lawsuit or big fine. Using someone else’s photography without permission is just like plagiarizing someone’s writing. It’s not ethical or legal.

We’ve put a link to the photo management site on Kiwanis.org/brand. The password you’ll need to download a photo is Kiwanis.
By now, I am sure you have seen the new Kiwanis TV commercials, so we’re not going to play them here. But they are on the brand page and ready for you to use. You can download them, then upload them to your club’s Facebook page. Share them periodically to get better reach since the social media companies change their algorithms frequently. Embed the video on your club’s website so anyone looking for information about your club can see the video and see what we do. The videos also are available to air on TV or cable. If you have a budget, you can buy time on a local station or network. But that can get expensive, quick. That’s why there’s not an international TV campaign coordinated by Kiwanis International.

Some stations will air the videos for free, as a PSA—a public service announcement. However, stations don’t have to air PSAs anymore. The FCC eliminated that requirement in the 1980s. But that doesn’t mean a station won’t air them for free. Contact your local TV or cable outlet and ask. If you already have a relationship with someone in the media, it’ll be much easier to get to the person who makes that ultimate decision.
Like TV, radio stations don’t have to air public service announcements either. But many still do to fill the time they aren’t able to sell. On Kiwanis.org/brand we have two radio spots. They come in different lengths and there’s even the ability to add a local call to action, like a phone number or email address for someone to get more information. You can do that relatively easy with editing software you can find online for free or a small cost. If you do have a budget, radio is usually way cheaper than TV to reach an audience.
We also have print ads you can use in the newspaper, in one of those coupon magazines or in any way you can imagine. There are 6 versions with different emotions. Some are funny, like the boogers ad. Others are more serious like the Haiti one. You decide what is best for your audience. You can also post these ads on your club’s social media accounts and share them. Post them on the club website. The point is, these are very versatile and can be used in many different ways.
Some clubs have a relationship with companies that own billboards. On Kiwanis.org/brand we have billboard files you can download and use. Again, these range from the funny to serious. We wanted to give you the opportunity to choose a message that is right for your community. You know the people there better than we do. Plus, we want to give options that match the personality of your club. A very serious club probably isn’t going to use the billboard about twerking, but a young professional club might.

There are some billboard companies that offer non-profit organizations space on the signs for a reduced rate. If the space isn’t sold, some companies will let a non-profit post a message. The non-profit just has to pay for materials and labor. Check with the billboard companies in your area and see if they offer a program like that.
We’ve also created cover photos for cell phones, which are available for download from the brand page. It’s just another way to get our message out. As you know, we are all bombarded by advertising and messages all day, every day. We have to get noticed and this is just another way to get noticed. More importantly, these messages make Kiwanis personal because it allows the person with the cell phone wallpaper to strike up a conversation about Kiwanis with the person peeking over their shoulder.
We also have assets for social media. There are several options for Facebook and Twitter profile and cover photos. They’re sized correctly and designed to take advantage of all the space that’s available. Help the clubs get their social media accounts cleaned up. Use these resources.
While we’re talking about resources, we want to take a minute to point out other communications resources you may find useful. They’re not on the brand page, but you can get to them from the brand page. Click “communications resources” on the right side rail.
There’s a PowerPoint for media training along with a link to download a properly branded PowerPoint template that you can use when you’re creating presentations. We’ve also posted news release templates. We have them for a new club opening, a governor’s election, Kiwanis Family Month, the election of new club officers, Kiwanis One Day and The Eliminate Project. You can download the template you need, fill in the blanks and send the release to your local media. We’ve had to keep these releases pretty generic, so feel free to jazz up the writing to make it a better pitch for coverage. If this is your first webinar, you can find previous webinars about creating better pitches on the Buzz Builder section of our website. Just go to Kiwanis.org/buzzbuilder.
So that is what is currently available. We continue to work on translating those assets into other languages.

We are also working on creating a yard sign template where you can drop in your club name and add the event, time, date and place.

We’re also working on a customizable pull up banner that can be set up at service projects or events.

Our designers are working through the logistics of creating a newsletter template so a secretary just has to put in the copy and not have to mess with adjusting the design. And, we’re working on creating an event flyer template you can hang up around town or pass out to your neighbors.

As assets are created, they get posted to the brand page. So keep an eye out there. We also announce asset completions in the monthly Buzz Builder newsletter.

If you see other needs you think would benefit all clubs, send Vicki an email and she’ll bring it up in our weekly meeting.
So to wrap up, there is a lot of possibility to expand the Kiwanis brand locally and internationally and the reason we want to do that is so we can help more children. At the Kiwanis International level, we are here to support you. And please, make sure you are there to help and support the clubs in your districts. Share information with them. Help find opportunities to talk to them about branding. The first step is to help them get brand compliant with a custom logo. Do that, and before you know it, more than just 9% of the people who are surveyed will want to join our organization when asked. They will already know that Kiwanis improve communities for children and works to eliminate diseases.
Let’s open the mics and take some questions.
Thank you for joining us today. We’ll send you a survey in a little bit so you can tell us how we did and if this webinar was worth your time.

Our next webinar will be Tuesday, March 7 at the same time. The topic will be your club and district’s social media footprint. We will see you then.