THE

FORMULA

Brand guide

Updated 10/09/14

Check at www.kiwanis.org/logos for the latest version.
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Introduction

**Formula**: 1for·mu·la noun \ˈfôr-myə-lə\: a plan or method for doing, making, or achieving something *(Merriam-Webster)*

This brand guide is a must-read for anyone who communicates about The Formula to general members of Kiwanis, including Kiwanis International staff, the board of trustees, district leaders, lieutenant governors, club openers and club counselors. The guide provides an overview for using The Formula, including key messages, talking points and other guidelines to help you communicate the message of The Formula. When used together, all these elements will help you effectively rally members to shape the future of their clubs. The Formula is available in English, French and Spanish.
What is The Formula?

The Formula is a multi-year initiative to strengthen Kiwanis membership in existing clubs and expand Kiwanis’ reach to communities that do not yet have the benefit of a Kiwanis club. The initiative is based on the simple premise that when members have an exceptional Kiwanis experience, they want to share Kiwanis with others. When members share Kiwanis with others, their clubs become stronger, new clubs open and communities benefit from stronger, better Kiwanis service.

This idea inspired The Formula’s tagline (Love it. Share it. Live it.) and the elements of The Formula’s graphic.
LOVE IT addresses the fact that Kiwanians have unique reasons why they became and remain members. It asks members to draw on what they love about Kiwanis to talk about Kiwanis with others. The “Love it” concept also applies to clubs that need resources to address challenges and opportunities to ensure the club experience is the best possible—to ensure they can, indeed, love their club. This is a win for members and for the communities the club serves. The Formula picks up its “Love it” component from the early “I Love My Club” materials, which will be continued throughout the initiative.

SHARE IT is what happens when members love their clubs. It’s human nature to tell others about great experiences we’ve had with products, services—even Kiwanis. The “Share it” component of The Formula encourages members to spread the word about their clubs. This applies to word-of-mouth communications, including person-to-person invitations to club meetings, social events, fundraisers and service projects. It also applies to external tools and initiatives that help clubs strengthen membership—and it applies to opportunities and resources for opening clubs in communities that don’t yet benefit from Kiwanis.

LIVE IT is what happens when Kiwanis members love their Kiwanis experience and, by sharing it with others, strengthen their clubs—subsequently increasing opportunities for incredible community service. The “Live it” component of The Formula includes everything from proudly wearing a Kiwanis pin or logo to engaging in club activities—especially community service.
The Formula is an internal Kiwanis initiative, designed for Kiwanis members and clubs.

It can be shared with Kiwanis’ entire internal audience, from Kiwanis International’s board of trustees to district leaders, club leaders and especially general members. Those delivering the message of The Formula include district and division leaders, The Formula leaders and Kiwanis International staff.

**Appropriate audiences include:**

- Any Kiwanis member
- Kiwanis paid staff

The Formula reminds them to be proud to be a Kiwanian and to share their experience with others!

**Inappropriate audiences include:**

- Non-Kiwanis members and prospective members

We want them to learn about Kiwanis through its mission to serve the children of the world.

Please do not use The Formula graphics or verbiage for promotion to prospective members. Instead please refer to the Kiwanis brand guide, which may be found at www.kiwanis.org/brandguide.
Use key messages to talk succinctly about The Formula.

The key messages are included here in order of priority. Each includes talking points to flesh out the message, if needed. Please note that key messages are not intended to be copied and pasted into documents (see “Creative copy” and “Sample copy” for wording that can be copied or used “as is”). Key messages are designed for speaking about The Formula and to use as a guide when copy is developed. Key messages for The Formula are:

1. The Formula is a multi-year initiative to strengthen Kiwanis membership in existing clubs and expand Kiwanis’ reach to communities that do not yet have the benefit of a Kiwanis club.

2. The Formula is an investment of time and resources into Kiwanis members so they can enjoy the full benefits of membership and can take ownership of shaping the future of their clubs and their communities.

3. Each Kiwanis member has a unique reason for joining a club and remaining a Kiwanian. The Formula inspires and empowers Kiwanis members to maintain a culture of continuous improvement through opportunities that rally them around what they love most about their clubs or Kiwanis experience.
Key messages

Key message 1

The Formula is a multi-year initiative to strengthen Kiwanis membership in existing clubs and expand Kiwanis’ reach to communities that do not yet have the benefit of a Kiwanis club.

• The Formula is part of a strategic plan that leverages a member-led campaign structure to prepare Kiwanis for its next century of impact.

• The Formula was created to spur a cultural change among Kiwanis members and cultivate an environment of continual self-improvement among members and clubs.

• The Formula is designed to be a broad rally cry that reminds members what they love about Kiwanis—and then catalyzes them to spread the word; but it can also be applied to very tactical member- and club-strengthening opportunities, such as Achieving Club Excellence (ACE).

The Formula aspires to achieve these goals:

• Develop a leadership structure with 2,700 additional leaders

• Expand Kiwanis’ impact to 1,650 new communities

• Inspire and equip clubs to be stronger by an average of +10 members
Key messages

Key message 2

The Formula is an investment of time and resources into Kiwanis members so they can enjoy the full benefits of membership and can take ownership of shaping the future of their clubs and communities.

• Kiwanis International understands that the health of clubs worldwide lies within the hearts and hands of its members—so it wants to invest the best resources in members.

• Through resources such as Achieving Club Excellence (ACE) and Kiwanis University, members can develop lifelong leadership skills and make their clubs strong assets that benefit their communities for the long term.
Key messages

Key message 3

Each Kiwanis member has a unique reason for joining a club and remaining a Kiwanian. The Formula inspires and empowers Kiwanis members to maintain a culture of continuous improvement through opportunities that rally them around what they love most about their clubs or Kiwanis experience.

• The premise of The Formula is simple: When people have a fantastic experience or love a product or service, they want to share it with others. When people share their experience, product or service with others, it grows, becomes more popular and typically becomes better.

• The Formula builds membership pride and creates confidence in extending personal invitations to events.

• For those who want simple “how-to” steps, The Formula offers easy-to-use tools, videos and training.

The Formula is based on three phases to success:

• **Love it:** Love My Club inspires members to remember what they love most about being a Kiwanian—whatever that might be. It’s a great way to talk to others about how great Kiwanis is and to spread the word. If a club identifies areas of improvement, Kiwanis International and district leaders offer tools and their expertise to help make the club stronger and better—so all the members can “love it.”

• **Share it:** The Formula energizes clubs and members to spread the word about Kiwanis through personal invitations to club meetings, fundraisers and community service projects.

• **Live it:** The Formula encourages clubs to attract community interest with active community involvement. Kiwanis invests in its members so they can invest in their communities. “Live it” is the result of what happens when members love their club, share the experience with others and expand and strengthen Kiwanis’ impact in their community.
Communicating about The Formula

When you write about The Formula, use a tone that’s inspiring and empowering. Your goal is to catalyze members to think about what they love about Kiwanis—and who they want to share Kiwanis with. Include action verbs that excite, inspire and help members feel empowered to shape the future of their clubs.

Speak from the heart when you talk about The Formula, make it sound like nothing we’ve ever done before. Using The Formula language instead of the old language will help you succeed.

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<th>THE OLD WAY</th>
<th>THE FORMULA WAY</th>
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<td><strong>Growth.</strong> Surveys indicate that when members hear this word, they feel intimidated, discouraged and challenged by what they perceive to be a difficult process.</td>
<td><strong>Strengthening.</strong> The Formula isn’t about growing our clubs. It’s about making them more relevant and more impactful. It’s about making them stronger with committed, engaged members.</td>
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<td><strong>Campaign.</strong> Campaigns have a defined start and end. The Formula is about catalyzing change and placing more emphasis on things that never go out of style.</td>
<td><strong>Initiative.</strong> The Formula is a catalyst for changing the way we share our commitment to our clubs. It’s a call to action to start living your passion out loud. It’s not a campaign that once over is no longer relevant.</td>
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<td><strong>Building.</strong> Opening a club sounds easier than building it—and you aren’t taking a hammer and nails to physically construct something in a new community!</td>
<td><strong>Opening.</strong> When you are open, you’re accessible. So let’s open new clubs. Much like opening a business, we open clubs to become a vital part of a community. To be consistent, let’s call the person who opens clubs a “club opener” instead of a “new-club builder”.</td>
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<td><strong>Recruiting.</strong> You’re recruited to do something you don’t want to do. You’re invited into someone’s home or life. We don’t want friends and guests to think we asked them to join because the club needs to add a specific number of members in a certain timeframe. Sharing your Kiwanis experience is about the gift that new members can give to their clubs and communities.</td>
<td><strong>Inviting.</strong> If someone invites you to be part of something, how does that make you feel? Special? Honored? Privileged? So go ahead, honor someone by inviting them to your next meeting.</td>
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Language

Copy

Use the “Key messages” section on page 7 as your guide when you’re speaking or writing about The Formula.

Creative copy

Feel free to use any of the creative copy below “as is” for ads, collateral copy, presentations and more. These are not as matter-of-fact as the key messages—they work best in creative materials and settings. Use them to generate an emotional sense of what The Formula is.

- Why do you love your Kiwanis club? What do you want to tell people about it? How do you share the experience with others? Your answers are unique to you…and that’s exactly what makes them important. When it comes to Kiwanis, the future begins with each of us.

- Every community needs Kiwanis. Every club needs Kiwanians. Every Kiwanian is part of The Formula. The Formula is your opportunity to shape the future of your club. To share with others what you love about Kiwanis and make it stronger. Make it better.

- The future begins with you. The Formula is how you make it happen. It’s what you love about your Kiwanis club. It’s why you want to tell people about it. It’s how you share the experience. It’s the part of every Kiwanian that can make a difference in every community.

- Why do you love your Kiwanis club? What do you want to tell people about it? How do you share the experience with others? Your answers are unique to you…and that’s exactly what makes them important. When it comes to Kiwanis, the future begins with each of us.

- Every community needs Kiwanis. Every club needs Kiwanians. Every Kiwanian is part of The Formula. The Formula is your opportunity to shape the future of your club. To share with others what you love about Kiwanis and make it stronger. Make it better.

- The future begins with you. The Formula is how you make it happen. It’s what you love about your Kiwanis club. It’s why you want to tell people about it. It’s how you share the experience. It’s the part of every Kiwanian that can make a difference in every community.
Language

• Kiwanis is only as strong as its clubs, and a club is only as strong as its members.

• Kiwanis clubs make their communities better through more than 6 million hours of service each year. Think about what could happen if we all shared our Kiwanis stories and inspired others to become a part of our movement to improve the world.

Sample copy

Because The Formula can seem abstract at first, be sure to create context. Use all or some of this copy as a “teaser” to introduce The Formula:

What is The Formula?

The Formula is simple. It’s a not-so-secret secret. A bare-bones basic of human nature: When you love something—when something really matters to you—you want to share it. You want other people to love it with you. You want it to be more than something you “do”—you want it to be part of your life.

So, what is The Formula? It’s this:

1. Take something you love
2. Share it with others
3. Make it a part of your life

The Formula: Love it. Share it. Live it.

You joined a Kiwanis club.

Why? What drew you to your club? Why do you go to meetings? Or service projects? Or fundraisers? Did someone invite you? Did you visit a club meeting or a service project and think, “this is for me?” At some point you did.

Every member has a story about how he or she discovered Kiwanis, and every story is different. Every member has a personal reason why Kiwanis matters to them, and every reason is different. Maybe your father was a long-time Kiwanian. Maybe your neighbor or co-worker asked you to join. Maybe you met a Kiwanian and remembered that Kiwanis built the playground your kids enjoy. Maybe a Kiwanian invited you to a fundraiser where you had a fabulous time—for a good cause.

Whatever it was, a Kiwanis member touched your life, because Kiwanis mattered to them.
And they wanted to share it with you. They wanted you to experience it with them. To laugh with them before a meeting starts. To rally with them around projects, fundraisers and other leaders in your community. To watch you discover and cultivate leadership strengths you didn’t know you had. To understand what it’s like to spend an hour with a child and to know—really know—you’ve changed that child’s life.

Think about it for a minute.
What matters the most to you about Kiwanis? What do you love?

Now, who do you want to share it with?
This is your opportunity. This is your chance to shape the future of your club. To do more of what you love. More fellowship. More service. More for your community. More Kiwanis.

This is The Formula: Love your club—and being a Kiwanian. Share it with others. Live it out loud.