

Kiwanis[®]

International

Serving the Children of the World[®]

www.kiwanisone.org

Resource Booklet



Look inside for valuable club resources.

Are **you** the one?

www.kiwanisone.org

Top 10 Resources to Help You Make a Difference in Service, Recruitment and Marketing

To order resources below or ask questions, call 1-800-KIWANIS, ext. 411 or e-mail memberservices@kiwanis.org. You are just one click or call away from everything you need to grow and serve!

1	Contact Kiwanis Help Line
	Get personal assistance, answers to questions, information and ideas about service, growth, marketing and membership. Speak to a specially trained representative by calling 1-800-KIWANIS, ext. 411.
2	Call for a Personalized Club Brochure
	Kiwanis will create a personalized brochure to promote your club, recruit members, and build relationships with community supporters. We will print 50 copies free of charge!
3	Identify Who's Who
	Identify occupations not represented in your club.
4	Request a Prospect List
	Provide us with your zip code and we will send you a list of prospective members in the business community including addresses, phone numbers, contact names and mailing labels.
5	Plan a Theme Party
	Invite 4 community leaders under the age of 40 to a club meeting, ask someone who has benefited from your club's service to share their Kiwanis story and celebrate Kiwanis' contributions in your community.
6	Order Recruitment Materials
	Give prospective members additional materials.
7	Conduct New Member Orientation
	Educate new members about Kiwanis and its local service impact.
8	Celebrate Recruitment Success
	Recognize your club members for their recruitment efforts through the 1-2-3 You Hold the Key! contest.
9	Reconnect with Missing Members
	Connect with inactive members. Order 8 Missing Member Responder postcards free of charge . Additional quantities available in sets of 60 for \$8.
10	Make a Difference
	Change the world one child at a time. Do a service project in your community. Use the online Kiwanis Service Guide to help you get started!

Growth Tools

www.kiwanisone.org



Changing Tomorrows Today

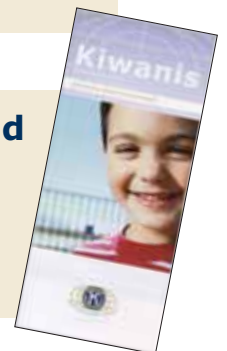
Recruitment Brochure Item# 90000

- Designed to lead a conversation with a prospective member
- Use for targeted one-on-one recruitment
- Contains New Member Information Form (back page)

Serving the Children of the World Tri-fold

Recruitment Brochure Item# 90010

- Provides brief overview of Kiwanis
- Designed for greater distribution at events and projects
- Use with club mailings



Membership Development Manual

Manual Item# 90003

Outlines a club's evolution beginning when a club opens to ongoing retention and recruitment practices making it a thriving club in its community. Contains tools to evaluate and improve all clubs.

Marketing Kit

Recruitment Brochure

Item# 90001

Provides a thorough overview of Kiwanis.

Uses:

- Information for new members
- Recruitment tool



Growth tools are available at no cost. Quantities are limited.

**To order contact 1-800-KIWANIS, ext. 411
or online at www.kiwanisone.org.**

Recruitment Tools

www.kiwanisone.org



Kiwanis Six Pak & Growth Revolution

Grab a program and you're ready to GROW! Easy-to-implement programs provide all the tools you need to grow your club and its ability to serve the children of the world.

1



Operation: Bring 'em Back
(November-December) Item# 90031
Former members are contacted and invited to rejoin.

2



4 Under 40
(January-February) Item# 90032
Suggestions to recruit younger members.

3



IRS: I Respect Someone
(March-April) Item# 90033
Focuses on renewing the Objects of Kiwanis.

4



Service Leadership Parents
(May-June) Item# 90034
Graduating service leadership members and parents are invited to join.

5



Legion of Honor
(July-August) Item# 90035
Members with 25 or more years of service are honored.

6



Club Service Project Recipients
(September) Item# 90036
Recipients present what the club's efforts have done for their organization.

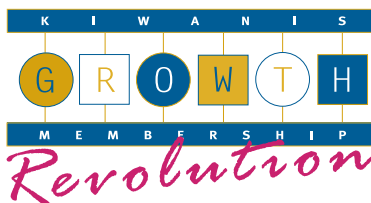
Six Pak Set Item# 90030

Set of All 8 Item# 90040

CD with all 8 Item# 90041

Rebuilding a Small Club

Item# 90020
Growth tips for clubs with less than 25 members.



Kiwanis Family Expansion

Item# 90021
Recruit new members and support a Service Leadership Program.

Six Pak & Growth Revolution Materials are available at no cost. Quantities are limited. To order contact 1-800-KIWANIS, ext. 411 or online at www.kiwanisone.org.

Opening New Clubs

www.kiwanisone.org

Expand the reach of Kiwanis to more communities

Increase service in a community by adding members

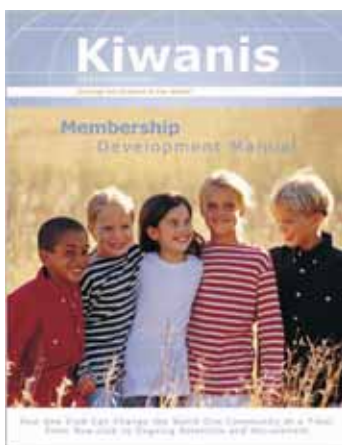
Re-energize sponsoring clubs

Enhance visibility of Kiwanis

Quick-Start Guide: Opening a new Kiwanis Club

Item# 90002

Seven easy steps to walk you through the traditional new club building process. This working document begins with forming the new club building team and leads you to the charter celebration. This piece complements the Membership Development Manual.



Membership Development Manual

Item# 90003

The first two chapters explain the new club building process from start to finish including the available resources:

New Club Building Experts

- Lt. Governor
- District TAG Team
- Club Development Managers

New Club Building Materials

1. Site Survey Kit
2. New Club Building Kit
3. Charter Kit
4. Secretary's Kit

New Club Building materials are available at no cost.

To order contact 1-800-KIWANIS, ext. 203 or e-mail memberservices@kiwanis.org.

Marketing and PR

www.kiwanisone.org



Media Tool Kit

Item# 90051

The Media Kit contains a number of marketing tools that will assist you in your local branding efforts:

- Public Relations and Marketing Handbook
- Kiwanis in Service: From One to One Hundred
- A DVD with (1) introductory 3:25 film, (1) :60 and (1) :30 public service announcement (PSA), (1) :60 radio spot, and (1) 2:00 video, "Kiwanis in Service"
- A DVD containing a series of ad templates, (4) print ads, (4) posters, (4) flyers and (4) billboards
- One pocket brochure with a quick-read synopsis of Kiwanis

Public Relations and Marketing Handbook

Item# 90014

There have never been as many ways to tell the Kiwanis story as there are today. This handbook will help your club:

- Increase your club's name recognition
- Increase the public's understanding of your club's community-service role



Graphic Standards Manual

Item# 90027

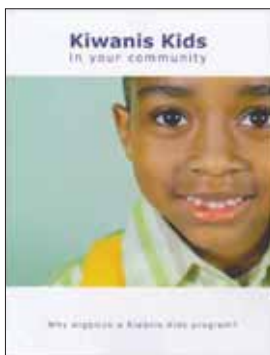
Provides guidelines for our graphic vision, a look and feel that communicates to the world who we are and where we are going.

Contains:

- Elements for logo, tagline and typeface usage
- Applications for marketing materials and photo resources

Service in a Box

www.kiwanisone.org



Kiwanis Kids

Developing capable, competent and caring leaders through:

Terrific Kids

All-Inclusive Starter Kit:

Item# 97010 Cost: US\$85

Bring Up Grades (BUG)

All-Inclusive Starter Kit:

Item# 97015 Cost: US\$85

K-Kids

Information about starting a K-Kids club in your local elementary school.



Read Around the World

All children need to understand the joy of reading through:

- Reading activities
- Access to books
- Reading incentives

Supplemental materials are online at www.kiwanisone.org.

To request materials contact: 1-800-KIWANIS, ext. 411 or www.kiwanisone.org.

T A G! You're It!

www.kiwanisone.org



Looking for help with:

- Opening a New Club
- Promoting Your Club
- Strengthening Your Club
- Inviting Members

Your District TAG Team can teach you how.

TAG: Together Achieving Growth

Kiwanis

www.kiwanisone.org



Are **you** the one?

to make a difference

This truly is an exciting time to be a part of Kiwanis.

Clubs are increasing their service to children and communities worldwide and reporting thousands of success stories.

They are building parks, stocking school libraries, providing scholarships, recognizing elementary school students through Kiwanis' Terrific Kids and Bring Up Grades programs. And more.

There still are children who need our help. The most effective way to reach these children is through expanding the Kiwanis membership in your club. Will you accept the challenge? Are you the one to make a difference in your community?

***Make a difference.
Change the world one child
and one community at a time.***

Kiwanis Website

www.kiwanisone.org



Did you know?

From the Kiwanis Website, you can:

- >> Download New Member Orientation
- >> Shop the Kiwanis Family Store
- >> Watch messages from the International President
- >> Keep current with Kiwanis news
- >> Locate a Kiwanis club
- >> Request a Dun & Bradstreet prospective member mailing list for your club
- >> Report a new club
- >> Download manuals and other materials
- >> Share ideas with fellow members

And more!

www.kiwanisone.org



Imagine a world with
a million Kiwanians!

We could rewrite the future.

You hold the key!

Gold key members are taking over the Kiwanis world!

Take advantage of the rewards! A random drawing will take place at the International Convention. Prizes include the BRAND NEW Club Banner, a trip to the International Convention, gift cards to the Kiwanis Family Store and more to help your club increase marketing and service opportunities in your community!

Recruit a new member – get a key. It's that easy!

Beginning July 1 through June 1:

1 Recruit 1 new member and receive a bronze key lapel pin and one (1) entry in the random drawing.

2 Recruit 2 new members and receive a silver key lapel pin and an additional entry in the random drawing for a total of two (2) entries.

3 Recruit 3 new members and receive a gold key lapel pin and a total of three (3) entries in the contest.

IT'S AS EASY AS

1-2-3

**You Hold
the Key!**

**For more information, official rules, entry forms, and prizes, visit
www.kiwanisone.org or call 1-800-KIWANIS, ext. 411.**

Kiwanis[®]

Serving the Children of the World[®]

1-2-3 You hold the key to **1 Million** Members

Club Member	New Member	New Member	New Member

Club Member	New Member	New Member	New Member