

Your Kiwanis Brand

What do you need to sell your club
in the community? A brochure is a
good first step!

Jan Burch, governor-elect & secretary, Des Moines Kiwanis
August 5, 2017



Kiwanis[®]



Who we are

What is Kiwanis?

Our defining statement

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.





Who we are

Our motto:

Serving the children of the world



What do we do?

Each year, Kiwanis clubs:

- Sponsor nearly 150,000 service projects
- Raise more than US \$100 million
- Devote more than 18.5 million hours to service



**Our “look” in
Indianapolis!**





Who we are

Why are we here?

To improve lives through fellowship in service worldwide

Where is Kiwanis?

Over 7,000 Kiwanis clubs in 81 countries

When did Kiwanis begin?

One hundred years ago in 1915 in Detroit, Michigan



Name Recognition & Logos

- The Kiwanis logo reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are.
- The logo is the logo. That's how we make it instantly recognizable to people. When it's squished, stretched or otherwise altered, it loses its power. And so does the Kiwanis brand.



Give it space



**Where do I find
information once I
get home?**

Kiwanis.org





A logo for my club

It's EASY!

- Go to Kiwanis.org
- Download the Kiwanis Brand Book
- [REQUEST CUSTOM LOGO](#)



A logo for my club

It's EASY!

- Request a Custom Logo



Kiwanis[®]
DES MOINES



Types of logos available

Which file do I use?

- **Use a .JPG** for newsletters, flyers, Microsoft Word documents, brochures, cards, labels, decals, small signs.
- **Use a .EPS** for banners, flags, large posters, coffee mugs, t-shirts, large signage, tradeshow displays and exhibits, vehicle graphics, water bottles, frisbees, bags. The .eps format is primarily for large scale printing and print houses. Most print designers and printing companies are familiar with the .eps extension. This is also called a vector graphic.
- **Use a .PNG** for websites and PowerPoint presentation. .PNGs are images that have no image loss when originally saved and can have a transparent background. This makes it ideal for the web.

**So how do I create
a brochure?**

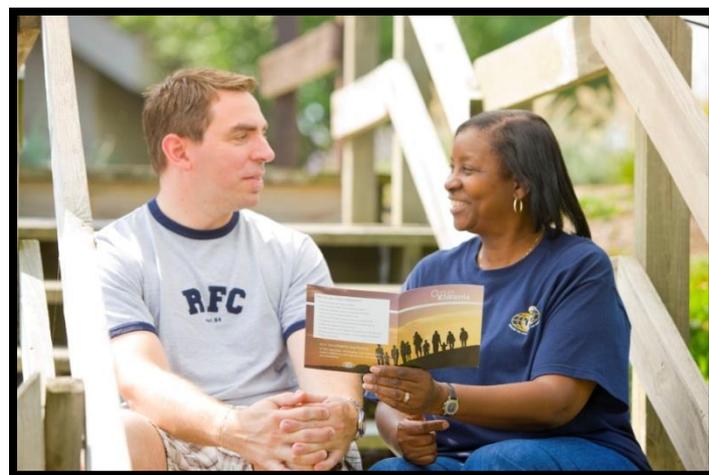
**Again, your
resource:
Kiwanis.org**





It's easy to make a club brochure

Looking to create a buzz about your Kiwanis club? Use brochures to share information about Kiwanis, invite potential members and build relationships with community supporters.





It's easy (continued)

Select from these options:

- **Kids need Kiwanis.** Order the new [Kids need Kiwanis brochure](#) and customize the insert with your club name, contact and meeting details.
- **Fill in the blank.** [Answer a few questions](#) and we'll create a personalized brochure and provide 50 copies for free! (Additional quantities in sets of 50 are available for a small cost.)





It's easy (continued)

Kids Need Kiwanis Brochure

Form

Complete the form below and preview your results to the right by clicking the green arrow button to refresh. Proofing your item is mandatory before adding it to the shopping cart.

Club

Contact

When

Where

Time

Notes

Proof

 Update





It's easy (continued)

Use the template. Customize your message—[with this fillable pdf](#). Add details about your club and its role in your community—as well as meeting times and location. Save it and have it printed locally.



It's easy! (continued)



Who we are

Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time. Every club is committed to doing service that is close to its heart and crucial to its community. To ensure that our mission of service is carried forward, we have created award-winning programs for people of all ages and abilities. We also join in global projects to effect change in communities around the world.

What we do annually

- Sponsor more than 150,000 service projects.
- Raise more than US\$100 million.
- Devote more than 18.5 million hours to service.

Why join us?

It feels good. There is no better feeling than serving your local community and bringing hope and opportunity to families, neighbors and friends.

A chance to lead. Take the lead on service projects or opportunities within your club or district. Grow from the experience of motivating others.

Fellowship. It's an opportunity to get together and network with like-minded people.

It improves your health. Research shows that helping others makes us happier and more satisfied in life.

Spend some time with us

We'd love for you to see what we're all about.

Our club

Name:

Contact:

Our meetings

Place:

Address:

Meeting time:

Our projects





Kiwanis is a mosaic of ordinary people doing extraordinary things to uplift our communities and serve children around the world.



The Kiwanis Family

Kiwanis has a club for everyone. Get your whole family involved in the joy of giving to others.

K-Kids

Elementary students, ages 6-12.
k-kids.org

Builders Club

Middle school and junior high students, ages 12-14.
buildersclub.org

Key Club International

High school/secondary school students, ages 15-18.
keyclub.org

Circle K International (CKI)

College/university students
circlek.org

Aktion Club

Adults living with disabilities
aktionclub.org

Kiwanis

Adults
kiwanis.org



3636 Woodview Trace, Indianapolis, IN 46268 USA
U.S. & Canada: 1-800-KIWANIS, ext. 411
Worldwide: +1-317-875-8755

kiwanis.org

Discover what we're all about



Making a difference in our community and the world.





Other possibilities

- **Invitation only.** Simply looking for something to help you invite others? [Order the standard “Join us” brochure](#), which contains a membership application.
- **Extend a special welcome.** Show your friends, family or colleagues what Kiwanis means to you. These invitations in [postcard](#) or [business card](#) size can help you do just that. (We’ll print your customized invitations for you if you [answer a few questions](#) and pay a small fee.)





Other possibilities (continued)

Congratulate someone. Pass out these ["Do Good cards"](#) when you see someone helping to improve the community for children. It's a great way to recognize a good deed while promoting the work of your Kiwanis club.





Other possibilities (continued)

What is Kiwanis? Use this highly-produced brochure to explain what Kiwanis is and what we do in communities. Here's the file designed for [11 by 17 inch paper](#), with printing on the front and back. Or use this version to [print four individual pages](#).



Other possibilities (continued) p1



WHAT BENEFITS WILL YOUR COMMUNITY AND NEW MEMBERS RECEIVE FROM JOINING KIWANIS?

Study after study shows that volunteering with an organization like Kiwanis does more than make people feel good.

- Volunteering enhances social networks, which help buffer people against stress and disease, and eases pressure on health systems.
- Volunteering improves mental health and contributes to higher levels of happiness, self-esteem, self-worth and life satisfaction.
- Service organizations help to galvanize communities in times of need.
- Service organizations contribute to economic growth through community investment.
- States with higher volunteer rates are more likely to have lower mortality rates and less incidence of heart disease.
- Volunteering develops life skills and leadership abilities and can lead to employment opportunities.
- Volunteering helps increase awareness and understanding of public issues.
- Students who participate in community service learning tend to do better in school and are more likely to become future voters.
- Service learning helps grow understanding of diverse cultures and communities, and binds people through shared experiences.



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kiwanis.org





Other possibilities (continued) p2

WHO ARE WE?

Kiwanis is a global volunteer organization that annually raises more than US\$100 million and dedicates more than 18.5 million service hours to strengthen communities and help children. We offer opportunities for people of all ages and abilities to serve, and club members sponsor more than 150,000 community service projects each year.

WHY SHOULD YOU CARE?

Schools, hospitals, governments, other nonprofits, corporations, foundations and more have all reaped the benefits of collaborating with Kiwanis clubs. Our hands-on service projects are estimated to have saved communities more than US\$43 million in labor costs alone. By working together, we can accomplish more and create a bigger impact in areas that need it the most.

WHAT HAVE WE DONE FOR COMMUNITIES LIKE YOURS?

In collaboration with local communities, Kiwanis clubs have built all-access playgrounds, restocked libraries, created food pantries, bought medical equipment, hosted diversity fairs, stuffed backpacks with school supplies and much, much more. Local projects are based on the needs of the community.

Kiwanis programs for youth and young adults help to create the next generation of community leaders. For instance, Key Club, the world's oldest and largest service organization for high school students, encourages leadership development through service to others. Aktion Club, the only service club for adults with disabilities, helps members find purpose and self-worth through park cleanups, food drives and other projects. And programs like Bring Up Grades and Terrific Kids empower children to be accountable for themselves so they succeed in life.

Kiwanians also serve outside their communities. Kiwanians raised US\$100 million for UNICEF to eliminate Iodine Deficiency Disorders and is currently working with UNICEF to raise US\$110 million to eliminate maternal and neonatal tetanus worldwide.

KEY CLUB®

CKI Circle K International

Kiwanis AKTION CLUB

Kiwanis Builders Club Building Leaders

Kiwanis K-Kids Young Leaders Helping Others



WHO PARTNERS WITH KIWANIS?

We work with partners who share our values, have the same collaborative mindset and desire to make the world a better place for children. Landscape Structures Inc., U.S. Army, Nickelodeon, Sister Cities International, JCI, Boy Scouts of America, March of Dimes, IHOP, Boys & Girls Clubs of America, Scholastic, Children's Miracle Network, The Thirst Project and Rustic Pathways collaborate with us to make a difference.

HOW ARE SERVICE PROJECTS FUNDED?

Every project is unique. Funds are raised through fundraising projects, member donations, Kiwanis Children's Fund and local Kiwanis foundation grants, or a combination of the above. Plus, partners often assist by providing funding and/or materials at little to no costs.

WHAT COSTS ARE INVOLVED WITH STARTING A NEW CLUB IN YOUR COMMUNITY?

Chartering a club requires minimal fees. Once chartered, there are costs to operate the club, which the club members help to determine. Clubs can recruit sponsors to cover costs.





Other possibilities (continued) p3

This colorful handout can also be printed on regular 8 ½ x 11 paper (4 pages).





The End

1. What could be easier?
2. A NEW Look for your Club
3. Using new standard logos and colors





Questions?



Thank you for attending!

Now go home and

- Customize your club's logo!
- Create a snazzy new brochure for your club!

And continue to make a difference--one child and one community at a time.



Kiwanis[®]