

Pacific Northwest District PUBLIC RELATIONS & MARKETING



February 2003

For more information, call or e-mail us - we're here to help

Bill & Candy Richey, Chairs

Marketing your Kiwanis club is easier than you think

Sure, you've tried to send information to your local newspaper, and they haven't given you any press, right? There are usually a few reasons why you haven't gotten your information printed in the local newspaper, but the following are some methods that can help ensure a higher success rate. Writing a Press Release is usually the best way to get a local newspaper to give you coverage. If the event is unique, they may even come out and cover it.

- Contact the local newspaper and in person and identify which reporter or editor covers your area. Introduce yourself and explain the activities of your club.

- Ask how the publication would like to receive information from your club, whether it be via fax, regular mail or e-mail; as an attachment or inline; and whether or not they want you to include photos in the press release.

- Find out what resolution and size they want for your submitted photos.

- Never send a flyer only. Reporters do not have the time to try and make a story out of a flyer. Send a well-written press release, include the flyer as well if you want.

- Proofread, proofread, proofread, and enable every applicable filter within Microsoft Word for grammar checks. (Word is the most often requested software for submitted stories, Corel WordPerfect is also sometimes acceptable, but make sure with your local publication.)

- Always include a contact name, phone number, and e-mail address with every press release. Sometimes they will want to con-

tact you to clarify or get additional information.

- Have club materials available at every event in which your club participates. Even if you are not recruiting new members at that event, many people will see the event as something of which they would like to take part. Without club materials, brochure, business cards, etc., you miss a great opportunity.

- All press releases should cover the basics... as Joe Friday said, "Just the facts, ma'am." Who, what where, when, why and who benefits are the mandatory elements. Avoid flowery writing and extra adjectives.

- Follow the standard layout for Press Releases, (which can be found on the PNWPR website at KiwanisClubof.org/pnwpr.html in the PR Primer).

- If it doesn't get printed within a few days of submittal, change the headline and maybe the introductory paragraph, and send again. Do not call the reporter after sending a Press Release. Contacting them prior to sending the information can be beneficial in alerting them that it is coming, but after you've sent it will only bug them.

- Be persistent... but not a pest. Don't give up when one doesn't get printed. Keep plunking out new information regarding your club's activities and projects. The more you work with kids and include photos, the more often your information will be printed.

Other marketing materials, other than press releases are efficient methods of marketing Kiwanis and

your club and should not be overlooked. Event posters and flyers, Kiwanis logo clothing and gifts, and purchasing display advertising from your local newspaper are all necessary elements. What? We should purchase an ad? You better believe it. Not only will they help publicize your event, but it will also make the newspaper more willing to help your club out and print press releases.

Color posters and flyers are actually affordable with the new digital presses. See the website for a listing of printers. They should be used for your biggest event, not smaller ones. But color does make a difference.

Does your club thank their sponsors after an event? If so, how? A thank you sent to the local newspaper will usually be printed, and gives the sponsors a plug. They cannot take their support as a tax deduction, so they must utilize it as advertising. Make sure they get advertising out of it by mentioning their names in posters, flyers, banners, and every other marketing tool you use.

Thank yous can also be items which the business can display, such as a plaque or certificate. Static clings are also a great idea, saying something like "We are proud sponsors of the Kiwanis Club of Whotown" with the Kiwanis logo. These clings can be moved on the window during display changes and window cleaning and the merchants really like to display them.

Don't forget to thank your own members, too. They're the ones doing the work and without them you don't have a club nor an event.

Every member of your club is a marketing tool... they should be wearing club pins every day. This does invite conversation about Kiwanis and you never know when you'll get a person interested enough to become a Kiwanian.

Basic Graphic Design 101 ... ways to make your marketing materials pop

Your club has no experienced graphic artist as a member, right? There is hope! First off, go out and recruit one, it will make your lives much easier when promoting your club events with flyers, brochures, posters, etc. Until that time however, utilize the most logical person in your club who knows their way around a computer. This is not the one who only plays solitaire on their computer, or freaks when the daylight savings time auto reset comes on.

This person should have a decent graphics program on their computer, Microsoft Publisher, Corel Draw, Adobe PageMaker and Photoshop, Micrografix Picture Publisher, and Ulead PhotoImpact are all suitable graphics programs. Microsoft Word is the choice for most straight type as its spell and grammar checks are the best.

Your graphics person should have a scanner and know how to use it, as well as a decent printer for printing out proof copies. Access to a good clip art selection is also important. Have your club invest in one of the clip art CDs from Kiwanis International. You should also have the current Public Relations guide from KI, and download the PR Primer from our website at www.KiwanisClubof.org/pnwpr.html.



Once you have assembled the tools to do the job, a little graphic arts knowledge is highly advisable. There are a huge number of graphic tutorials on the world wide web, just click in a search.

Some basics include:

1. A good strong headline
2. Consistent product identification such as the same logo for an event utilized everywhere you promote it.
3. Utilize Clip Art judiciously, and only where it benefits the message.
4. Using more than three type-styles succeeds in only making the piece look like a ransom note, like someone took letters from a magazine and stuck them on one at a time.
5. Use Full Color whenever possible.
6. When deciding to print in full color, be sure that the designer is a professional. Using a well-meaning amateur will only result in spending a lot of money on an amateurish project.
7. Photographs of people, especially children are a benefit when done properly.
8. Be brief, but always include a phone number, website address, or e-mail contact for people to get more information. As with all marketing materials, the who, what, why, where, when, and with Kiwanis projects, fund raisers and events, you must include who benefits from the event.

Clean, concise and easy to read flyers, posters, and brochures are imperative to the success of any event. Don't feel as if you have to fill up every little bit of white space on the piece of paper. White space attracts attention, which is what you want, right?

Put a lot of fun into everything you do, because when you are having fun so will everyone else. If they perceive the event to be one that will leave them with a smile, they are more likely to attend.

Typesetting 101

There are a few basic rules for designing a printed piece with type. When you forget the rules, confusion reigns and your printed materials will not do the job you wish them to do.

1. Never use more than three typestyles in any given piece, whether it is a display ad, flyer, poster, etc.
2. Script and Old English type styles should **never** be set in all caps. They are extremely difficult to read & defeat your purposes.
3. Never use more than one script typestyle in any given piece.
4. **Serifs (This is a Serif face)** are the letter squiggles on many typestyles. The style used here is considered "Sans Serif" which means no serifs, or squiggles. Sans Serif typestyles are easier to read. Try to use more Sans Serif typestyles. They also mix better with script or decorative styles. Two serif styles on one piece are annoying and difficult to read.
5. **Use type sizes** that reach your audience. If you are trying to communicate with senior citizens, use a minimum of 12 point type, 14 is even better. If it is young people you are reaching, nearly any size will do.
6. Utilize **Bold**, **CAPS**, *Italic* and underline type to make a point, never throughout a piece.