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**Marketing
& PR**

**Jim
Mancuso**



It is my hope that every club is increasing its community's awareness of themselves by focusing more on their public relations and marketing programs.

As we move closer to the end of the Kiwanis administrative year, now begins our final push to add members. Your public relations and marketing programs are keys to these efforts. To get your creative juices flowing there are a few strong marketing examples I can offer.

Huntington Kiwanis on Long Island took part in a great radio interview feature, on the program called "Island Outlook", with the senior officers from their club and division. They spoke about all of the wonderful things their

club does and the Kiwanis mission; stating, in short, that it is about "kids." They spoke about how they don't just raise money and are really involved in the community, including a Thanksgiving food program, the Eliminate Project and about how others (i.e. future members) can get involved.

This is the type of messaging that really make others, including prospective members, stand up and listen. Chris Barth and the others on the show came off as the really caring and professional volunteers which they truly are. You can listen to the recording by visiting the website Sound Cloud (www.soundcloud.com) where it is accessible. Search under "Jim Mancuso 2" and you will find three different tracks you can listen to, including the one I am about to mention below.

A second recording to listen to is a radio show recorded by a member of my own club, East Meadow Kiwanis. One of our Distinguished Past Presidents, Alan Beinhacker, is a huge Bruce Springsteen fan. He won a drawing to host Sirius XM E Street Channel's "Be the Boss" contest. He hosted his own show, playing a combination of the Boss' songs, matching them to things important to him. Those things

included song dedications to his wife, daughters and a sick child he helped meet Bruce Springsteen through Make-a-Wish. In one of the segments, he spoke about his love for East Meadow Kiwanis, matching it to Bruce Springsteen's message that all of us should support our local food banks. This is akin to East Meadow Kiwanis' Holiday Dinner program which we hold every year in conjunction with a local restaurant, Borelli's. On Christmas day about 100 less fortunate families in our community are treated to holiday dinner where presents are given by Santa Claus to the children. It is a wonderful event and of the type that should be promoted, so others understand the impact we have in our communities.

I hope you can use these creative recordings as a catalyst to create some of your own club messages to your communities. And, remember the Kiwanis Oscars, a contest to have clubs produce public service announcements, like these, is coming soon (submissions due July 31, 2014). Please send your submissions to me at james.n.mancuso@gmail.com to have them showcased at the Governor's Ball at the District Convention in August.