



New York District
2009-2010 PR and Marketing Banner Patch
Janice Seyfried, PR and Marketing Chair 2009-2010



Good internal and external PR and marketing tools are some of the most critical means of keeping your club going strong and boosting club activity, enthusiasm, and membership. Hopefully throughout this Kiwanis year the marketing vehicles have helped to boost activity within your club by keeping members informed, excited, and involved and also help in your on-going membership campaign by providing information and content about Kiwanis and your club to the community.

Indicate which of the tools are used by your club to promote community awareness of the club's activities by checking each one and indicating the date. This may be for a special event or an over-all picture of your club's efforts in "getting the word out."

Date

- _____ **Club bulletin or newsletter** (e-mail OK) sent to members and others regularly
- _____ **membership directory** and contact list – published and well maintained.
- _____ An attractive and informative **club brochure** to provide to guests and to distribute
- _____ A **club website** (must be registered with N. Y . District) that informs members and those interested in your club.
- _____ A **club scrapbook** that can show club activity year to year
- _____ A **community support flyer** that provides valuable information about your community
- _____ An inviting **special event flyer** to advertise an important club event open to the public
- _____ **An audio or video segment** to support a special Kiwanis message or theme.

OR

Special Event or Fund Raiser

Name of Event _____
 Date of Event _____ Fund Raiser? _____ Service Activity? _____

Indicate which tools used and date

Date

- _____ Newspaper article, press release, photo, guest editorial, letter to the editor, direct mail, business cards, invitations, tickets, journals, programs (indicate if more than one)
- _____ Flyer for community and/or Kiwanis
- _____ Bulletin board or signage, wagon, tent or street signs
- _____ Electronic media – interview, news coverage, remote broadcast, commercial radio, broadcast TV, cable TV, PSA (public service announcements)
- _____ Public/business event presence – parades, fairs, festivals
- _____ ESK article and/or photo
- _____ New media – club website, broadcast, e-mail
- _____ Internal publicity – ESK, Kiwanis magazine, club newsletter

A minimum of five selections in either section is required for the banner patch.

Please send to Janice Seyfried, Public Relations Chairperson, N. Y. District Kiwanis, 2104 Willow Street, Wantagh, NY 11793 Tel. 516-826-6344 E-mail: KiwanisPR@aol.com

Submitted by _____ Club Title _____
 Address _____ City _____ ST _____ ZIP _____
 Club Name _____ Division _____

Signed: _____ President _____ Secretary _____
 Date: _____