



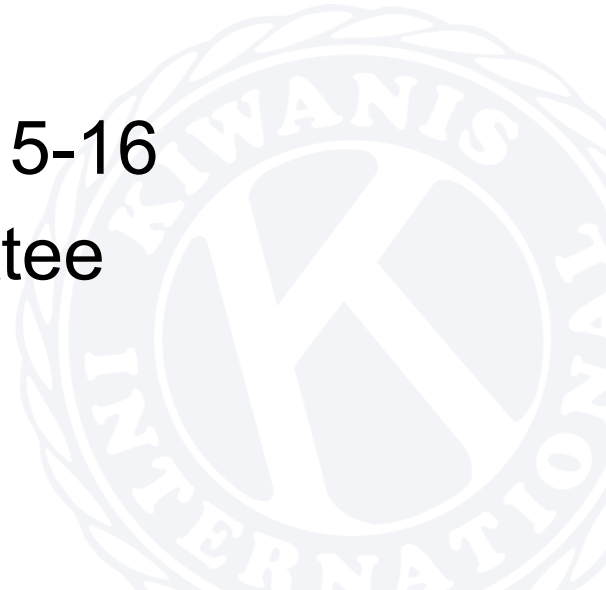
**Kiwaniis**<sup>®</sup>  
PENNSYLVANIA DISTRICT

# Branding and Advertising your Club

Jen Vare

Past District Governor 2015-16

Public Relations Committee



# Week 1...



# Why Create a Facebook Event?

Let's get the word out!



# Week 2...

## What is an Open House?

- Meet & Greet
- Fellowship
- Community Input/Involvement
- Showcase Your Club
- Sell Your Club

**OPEN  
HOUSE!**



# Week 3...

## Membership Success Stories

### How Clubs Met?

#### Before the Pandemic

- In-Person Meetings
- Fellowship
- Hands on Projects and Service
- In-Person Social Gatherings
- Meeting one on one in the Communities we serve

#### During the Pandemic

- Co-Vid Way
- Virtual Meetings
- Phone Calls
- Emails
- Socially Distanced Events
- Virtual Activities
- Newsletters



# Now let's Brand it....



# 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 available in two formats:
  - Horizontal is the go-to logo for nearly everything you will make
  - Vertical works for thin vertical banners, bookmarks & the sleeve of a long-sleeved shirt

The logo is the face of Kiwanis and should be instantly recognizable to people. When it's squished, stretched or otherwise altered, it loses its power.

And so does the Kiwanis brand.



**Kiwanis**<sup>®</sup>



**You might like it, but don't use it!!!**



Since 2012...



**Kiwanis<sup>®</sup>**

**Kiwanis<sup>®</sup>**

**Kiwanis<sup>®</sup>**



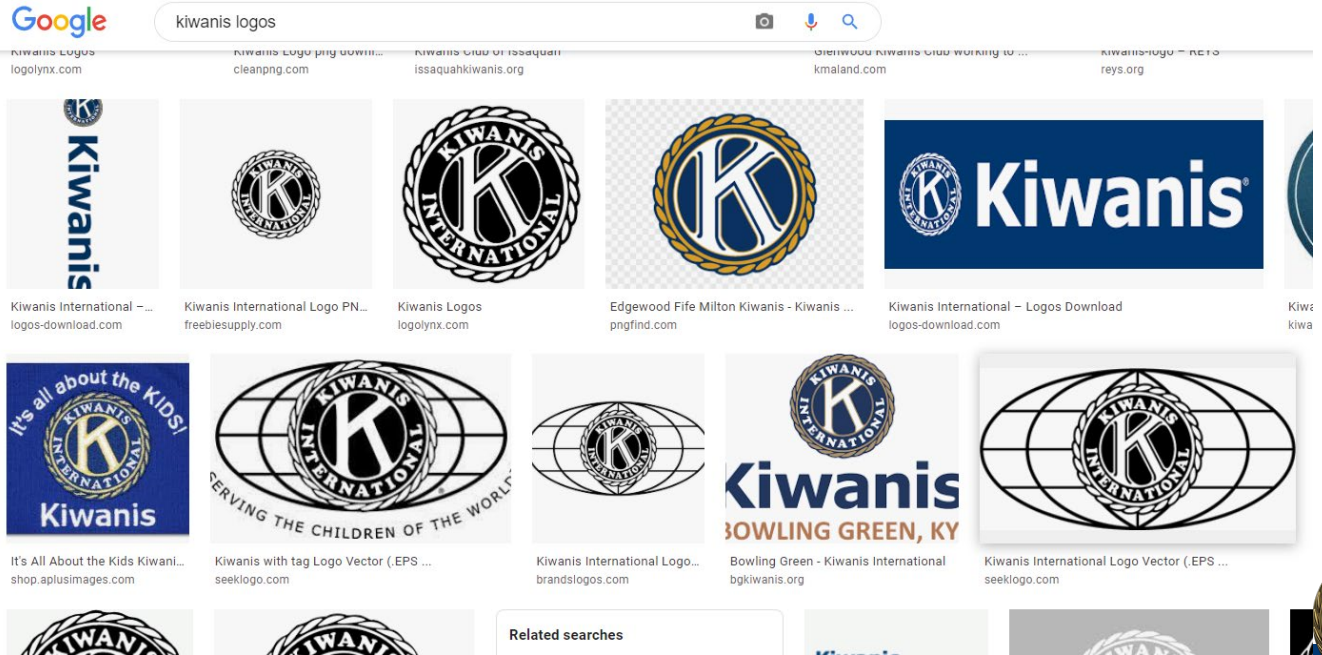
**Kiwanis<sup>®</sup>**





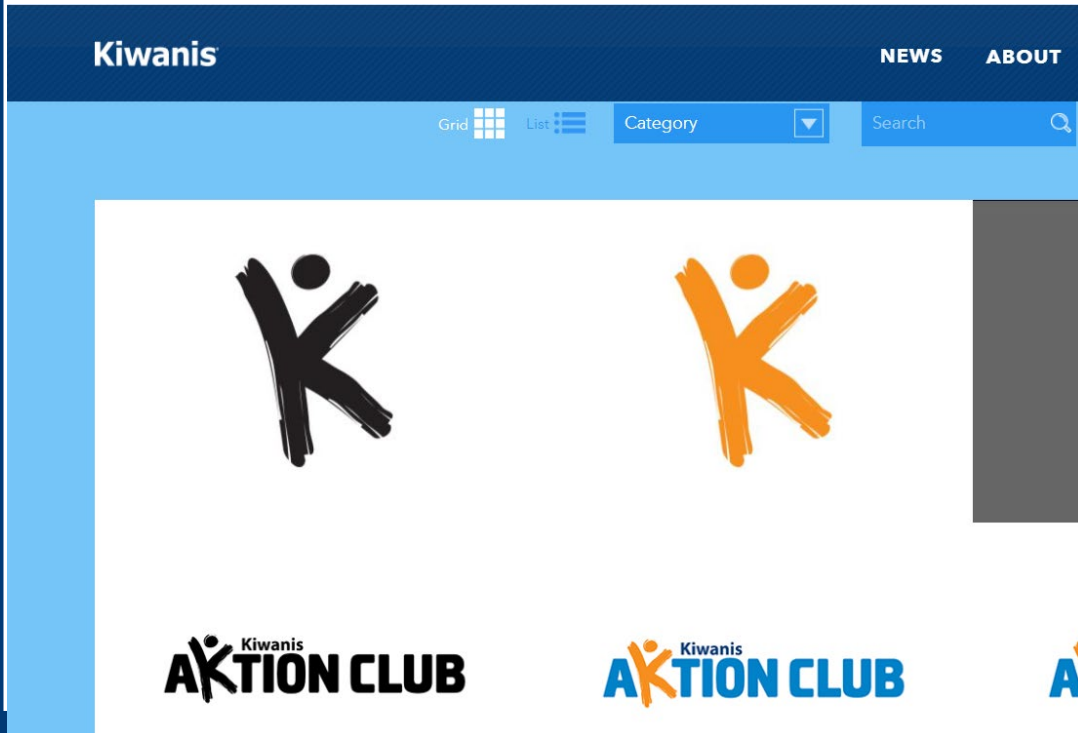
# Where to find the right logos

## DO NOT GOOGLE!



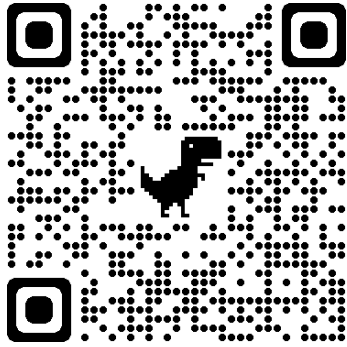
# Where to find the right logos

- <https://www.kiwanis.org/clubs/member-resources/logos>



# How to use the logos

<https://www.kiwanis.org/clubs/member-resources/logos/logo-learning-center>



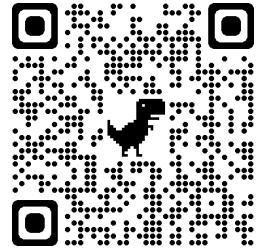
**Kiwanis**  **Kiwanis**



# CUSTOM KIWANIS LOGOS

Take the guesswork out of logo creation. Let Kiwanis International create—at no cost—a custom logo or anniversary logo using current Kiwanis International brand guidelines. By aligning your club, division or district's image with Kiwanis' we present a consistent, strong brand to others.

<https://www.kiwanis.org/clubs/member-resources/logos/custom-logo-requests>



**Kiwanis**<sup>®</sup>

# Samples of what is in the KI package:



**Kiwaniis**<sup>®</sup>  
CLUB OF CONSHOHOCKEN



**Kiwaniis**<sup>®</sup>  
CLUB OF NORRITON CIRCLE

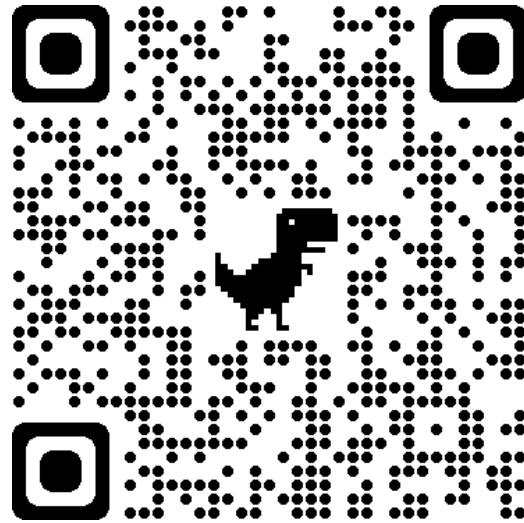


**Kiwaniis**<sup>®</sup>  
PENNSYLVANIA DISTRICT



# CUSTOM KIWANIS LOGOS

<https://www.kiwanis.org/clubs/member-resources/logos/custom-logo-requests>



**Kiwanis**<sup>®</sup>

# Now that we have logos let's advertise:

## Social Media



**Kiwanis**



# Now that we have logos let's advertise!

## Kiwanians in Bloom

Notes and Happenings for Bloomsburg Kiwanians

Bloomsburg Kiwanis Club Chartered 17 May 1923

February

Our Club

A new feature suggested by Staci to get to know members better. Each month another member will be profiled.

Eric Stahley

Where did you grow up?

The Borough of Wyoming, Luzerne County, PA

What is or was your occupation?

Columbia County Resiliency Officer

Anything you'd like to share about your family?

My wife Jennifer works in the Public Safety Dept. at Susquehanna University. My son Jacob is a student there also, majoring in Business.

My hobbies include:

American Civil War reenacting.  
The competitive shooting of back power firearms.  
Ural motorcycles (manufactured in the Ukraine).  
I am active in many Masonic Fraternal Organizations.  
3D Printing - I bought my first 3D printer last week.

Why did you join Kiwanis and how long have you been a member?

I'm guessing I've been a member for about 10 years. I joined back when we were meeting in the old St. Luke's Church building on Main Street in Lightstreet. I joined because this organization did not meet in the evening. The one-hour lunch meeting fit my schedule well.

What is your most memorable experience in Kiwanis?

Setting up for the Pet and Toy Parade when we used to begin in the Bloomsburg Hospital Parking lot.

What don't most Kiwanians know about you?

I participate in a ceremonial cannon shoot every year at Woodlawn Cemetery in Williamsport for their National Weather Across America ceremony.

### The Kiwanis Motto

In 1920, something important crystallized for Kiwanis; something that inspired Roe Fukerson, the gifted editor of the Kiwanis magazine, to propose two simple words—"We Satisfy"—as the Kiwanis motto. It was the coming of the Motto, after five years of painful and exhilarating growth, that put Kiwanis into its stride. Then in 2005, during the 80th anniversary year of Kiwanis, delegates to the International Convention voted to adopt a new motto, "Serving the Children of the World," to emphasize the primary focus of Kiwanis service over those nine decades and make a commitment for the years to come.



Sick Call

Best wishes for a speedy recovery for E. suffering from a back injury from lifting too many boxes.

Mark Your Calendars...

Next virtual meeting is Thursday, 18 March, 11:00 noon. Standby for Zoom details thanks to Staci and Marianne.

The official publication of the **Kiwanis CLUB OF SHERADEN**

**LETTER FROM THE PRESIDENT**

To say this has been an "unusual year" for our club would LITERALLY be the understatement of the century. We lost our home at the Sheraden United Methodist Church to a devastating fire, a building that stood for over 130 years, moved twice, and now we are in the midst of a worldwide pandemic, COVID-19, which has crippled the world, sent everyone into quarantine and is causing fear amongst everyone. I don't know what's going to happen. KI has asked all clubs to stop all in-person meetings, events and fundraisers, at least until the end of April. Personally, my family's company has been shut down, along with thousands of other companies and businesses worldwide. All schools have been closed and people are out of work. I just listened to an interview that Pittsburgh native, Billy Gardell (Mike and Molly) did on WDVE last week. He mentioned how Mr. Rogers used the word "neighbor" instead of using words like "friends" or "acquaintances". "Neighbor". Every. Single. One of us has a neighbor. You are a neighbor to someone else. Someone is

FALL / WINTER 2020

In this Issue:

- 1 - Letter from the President
- 2 - SLP Update
- 3 - Bahamas Assistance
- 4 - Installation Dinner
- 5 - Sheraden Scan
- 6 - Kiwanis Kristin Links Dinner / After Party
- 7 - 2019 Holiday Party
- 8 - Community Links
- 9 - Biggest
- 10 - Valerie
- 11 - Capt

Newsletters



**Kiwanis**



# Now that we have logos let's advertise:

**CONSHOHOCKEN**  
**THINNER FAT TUESDAY**  
 Conshohocken Kiwanis adds a spin to annual Mardi Gras celebration

By M. English  
 For MediaSource Group

Thanks to COVID-19 restrictions aimed at crowd control, this year's annual Mardi Gras in Orleansville is quite different than previous years. Most notably, the event's traditional parades and elaborate raffish floats have been replaced by thousands of identical balloons in vibrant colors. The balloons have been replaced by thousands of identical balloons in vibrant colors. The balloons have been replaced by thousands of identical balloons in vibrant colors.



A Mardi Gras tree decorated for "Fat Tuesday".

On the other hand, the Kiwanis members are not taking any shortcuts. Just don't want to ask people for money when they're already having a hard time. The members are not taking any shortcuts. Just don't want to ask people for money when they're already having a hard time.



Mardi Gras beads

From left: Jan Vans, Paul Hollings, Kevin Kencinski and Judith Grudnik

Breaking news at psdispatch.com  
**Sunday Dispatch**  
 An edition of the Times Leader  
 Sunday, February 28, 2021  
 Pottsville, PA - \$1

**Kiwanis recognized**



**The Wyoming Area Kiwanis Club's \$5 Invest in a Vest \$5**

AR500 Body Armor Vest with Accessories

In Memory of [Name]

The Wyoming Area Kiwanis Club kicked off the invest in a vest program. The photo shows the Janowski family donning their vests in front of a group of volunteers. Left to right, Michael Coughlin, Wyoming Area Kiwanis member of the day, and Kevin Coughlin and Colleen are co-chair of the invest in a vest fundraiser. Full story on page 4.

**The Kiwanis Club of Emmaus hosts annual special needs party**



Michael Afferbach and his family drive up and are greeted by Santa and Rincoo Wetherhold as Santa's helper.



Samantha Labowski receives a gift and a hello from Santa.



Press photos by C. Richard Chartrand



The Emmaus High School Key Club volunteers to guide the cars in and around during the event. Guests would drive to the far end of the parking lot where they were greeted and gave their name. Volunteers called Santa's helpers to let them know who was coming so they could be ready for them when they drove up.

Press photos by C. Richard Chartrand

The Kiwanis Club of Emmaus hosts the annual special needs party on Dec. 12 at the Lutheran Church of the Holy Spirit in Emmaus. Above, Cindy Afferbach greets Santa at the special needs drive-up Dec. 12. There were 28 families signed up for the event. Each guest of honor received a gift card. Additional photos appear on Page A2.

**EAST PENN PRESS**  
 THE HAZLETON NEWSPAPER  
 FOR THE EAST PENN SCHOOL DISTRICT

**The Kiwanis Club of Emmaus hosts annual special needs party**



Press photos by C. Richard Chartrand

The Kiwanis Club of Emmaus hosts the annual special needs party on Dec. 12 at the Lutheran Church of the Holy Spirit in Emmaus. Above, Cindy Afferbach greets Santa at the special needs drive-up Dec. 12. There were 28 families signed up for the event. Each guest of honor received a gift card. Additional photos appear on Page A2.

Your Local Paper!



# Now that we have logos let's advertise:

patch.com

Patch

Your town or ZIP code

Find out what's happening  
outside your front door

patch.com/pennsylvania/ambler/ambler-kiwanis-carnival-opens

Kids & Family

## Ambler Kiwanis Carnival Opens!

The Ambler Kiwanis Carnival opened on Tuesday night at the Wissahickon High School.

Leann Pettit, Patch Staff  
Posted Wed, Jul 4, 2012 at 5:03 pm ET | Updated Sat, Jul 7, 2012 at 4:31 am ET

Like 0 Share



Today's Top Local News:

m/pennsylvania/phoenixville/phoenixville-christmas-parade

This post was contributed by a community member. The views expressed here are the author's.

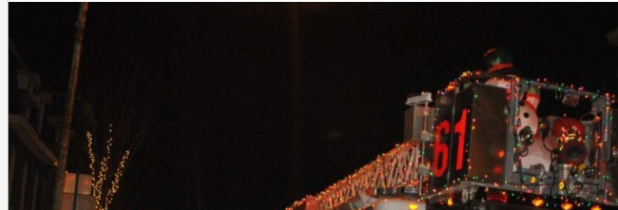
Arts & Entertainment

## Phoenixville Kicks Off Season at Kiwanis Christmas Parade

Downtown was packed with people for the annual Kiwanis Christmas parade down borough streets.

Berry Tagleber, Neighbor  
Posted Sat, Dec 3, 2011 at 4:11 am ET | Updated Sat, Dec 3, 2011 at 2:05 pm ET

Like 0 Share



patch.com/pennsylvania/media/calendar/event/20200801/851029/drawing-for-raffle

This post was contributed by a community member. The views expressed here are the author's.

Media | Local Event

## Drawing for Raffle Basket by the Kiwanis Club of Media

Marilyn, Neighbor

AUG

1

Event Details

Sat, Aug 1, 2020 at 9:00 AM [Add to calendar](#)

Media, PA, 19063

More info: <https://www.facebook.com/MediaAreaKiwanis>

Live on Instagram and Facebook, The Kiwanis Club of Media will be hosting a drawing of the winner of the fitness themed basket.

Interested Reply Share



Kiwanis





# Let's advertise:



# Make Your Flyer Stand Out

## SCHOLARSHIP APPLICATIONS

*Now Available*

- KIWANIAN DEPENDENT
- KEY CLUB SCHOLARSHIP
- CIRCLE K SCHOLARSHIP
- NEIMAN ENDOWMENT

**Kiwanis**  
PENNSYLVANIA KIWANIS FOUNDATION



### Backpacks For Kids

Helping foster children of Clinton County Children & Youth

Become a part of the cause & donate the items below for children displaced from their homes. Details: [benvkiwanis@gmail.com](mailto:benvkiwanis@gmail.com)

#### Wishlist Items Needed:

Ages: 0-19 years

- |                |                 |
|----------------|-----------------|
| Toothbrush     | Backpacks       |
| Toothpaste     | Socks           |
| Socks          | Pajamas         |
| Hand sanitizer | School supplies |
| Shampoo        | Small toys      |
| Soap           | Stuffed animals |
| Hair ties      | Stickers        |
| Deodorant      | Headphones      |
| Hair brush     | Hats            |
| Comb           | Gloves          |
| Diapers        | Infant items    |

Monetary donations:

PayPal: [sallyyoung@hotmail.com](mailto:sallyyoung@hotmail.com)

Venmo: @sallyyoung



Donation location:  
Miller Brothers Auto



Feb 17, 2021 @ 12 pm EST

RSVP TO [KIWANISMAINLINE@GMAIL.COM](mailto:KIWANISMAINLINE@GMAIL.COM) FOR ZOOM LINK

PRESENTS SPEAKER



Dana Godfrey

**Kisses for Kyle**  
Foundation

LEARN HOW YOU CAN SUPPORT  
LIVES IMPACTED BY CHILDHOOD CANCER



JOIN US FOR SOME

## FUN IN THE SUN!

**5K Virtual Summer Event**

July 1st - August 31st

How will you move this  
summer to support literacy?



Register online May 1st - June 14th

<https://runsignup.com/Race/PA/Anywhere/FunintheSun5kVirtualEvent>

Run, walk, cycle, swim,  
paddleboard, kayak, etc.  
anywhere you choose from  
July 1st - August 31st!

Proceeds will sponsor the  
Children's Games & Prizes at the  
75th Annual

Back Mountain Memorial Library Auction

Registration Fee includes a  
short sleeved T-shirt & sunglasses

Ages 12-99 \$15  
Ages 3-11 \$10





# Let's advertise:

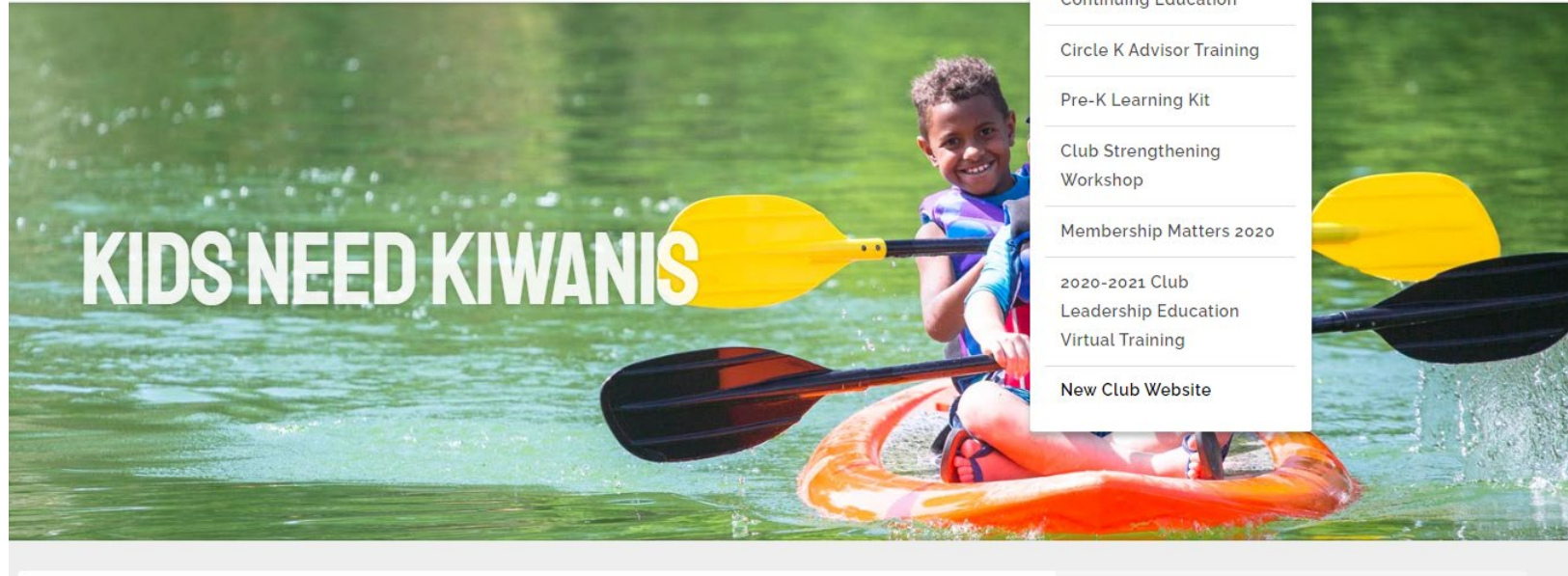




# Use YOUR Website!!!



HOME ABOUT US - WHAT WE DO - **EDUCATION -** NEWS - EVENTS - JOIN/CONTACT US -



Continuing Education

Circle K Advisor Training

Pre-K Learning Kit

Club Strengthening  
Workshop

Membership Matters 2020

2020-2021 Club  
Leadership Education  
Virtual Training

New Club Website



**Kiwanis**<sup>®</sup>

# Some PA samples:


jenkintownkiwanis.org

southamptonkiwanis.org

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

palmerkiwanis.org

HOME ABOUT US CLUB NEWS SCHOLARSHIPS 2019 FOUNDATION JOIN US K LINKS

 **Kiwanis**<sup>®</sup>  
CLUB OF PALMER TOWNSHIP

**A SENSE OF COMMUNITY  
A SOURCE OF FULFILLMENT**

**PALMER KIWANIS IS ABOUT.....  
FELLOWSHIP + FRIENDSHIP + CARING + GIVING**

...e page of the Kiwanis Club of Southampton, ...b celebrated its 50th Anniversary in January, 2013 ...of local children in the Southampton and ...ities. Our members are all volunteers; lending their ...periences to the projects that we undertake. The ...d of Directors, consisting of the club's officers and ...e Kiwanis Club of Southampton Foundation, Inc. Is ...rs who are members of the club.

News

New Men  
Always V  
10/9/2014  
Contact B  
bobd4kwr

Club has:

- ...nts of the Month- 45 Years
- Club at William Tennent High School- 35 Years
- etball Tournament- 30 Years
- d Drive- 28 Years
- nterfaith Thanksgiving Service- 21 Years
- y (2nd Street Pike- County Line to Bristol Rds.)- 20
- od Basket with Key Club- 20 years
- at Ronald McDonald Houses-13 Years
- lers Club at Klinger Middle School- 10 Years
- nis Relays-10 Years
- ...ing Tournament- 10 Years

# Wear your gear:



Happy to serve! You want Kiwanis Fries with that?



**Kiwanis**



# Wear your gear:



**Kiwanis**

# Other Advertising Opportunities

## Restaurant Placemats



## Church Bulletins

<p><b>MEMORIAL PARK</b> ROBINSON 361-688-0188</p>	<p><b>PROTECTING LEGAL</b> SAS (SOCIETY)</p>	<p><b>TOLL FREE</b></p>	<p><b>ADVERTISING</b> We solve business advertising problems. We are the only advertising agency that can help you reach your target audience. We are the only advertising agency that can help you reach your target audience.</p>
<p><b>MANAGER</b> Kiwanis</p>	<p><b>MANAGER</b> Kiwanis</p>	<p><b>MANAGER</b> Kiwanis</p>	<p><b>MANAGER</b> Kiwanis</p>



**SAINT JOHN NEPOMUCENE**  
Parish Office: 200 N. 1st St., Okemos, MI 48864  
Phone: 889-736-3066  
Fax: 889-736-3066

<p><b>MATTHEWS BUILDERS</b> CUSTOM HOMES (889) 739-1259</p>	<p><b>Kiwanis</b> PENNSYLVANIA DISTRICT</p>	<p><b>TAWAS ROOFING COMPANY, LLC</b> Certainteed Select Shingle Roofer 989-362-0856</p>	<p><b>Jake's Excavating, Inc.</b> 989-735-3585</p>
<p><b>SAVIN LAKE SERVICES</b> 877-SAV-LAKE</p>	<p><b>SUNRISE CARPETS DIRECT</b> 989-724-5653</p>	<p><b>AC NATURAL FOODS</b> 989-362-0856</p>	<p><b>Jay's RV</b> 989-362-0856</p>
<p><b>BUYING ANTIQUES &amp; COLLECTIBLES</b> KENNETH ROY ANTIQUES</p>	<p><b>MICHIGAN EAST SIDE SALES, LLC</b> 989-724-5653</p>	<p><b>COMING EVENTS</b> MARCH 17: Spring At Walk &amp; Wine Tasting</p>	<p><b>Advantage Insulation, LLC</b> 989-728-7035</p>
<p><b>LIFE'S A STITCH EMBROIDERY</b> 989-739-8320</p>	<p><b>Flying Eagle Coins &amp; More</b> 989-905-4700</p>	<p><b>LARRY'S PARTS</b> 989-471-2911</p>	<p><b>Bortz Health Care</b> 989-685-2442</p>
<p><b>Sunrise Pest Control</b> 989-471-2911</p>	<p><b>SPOTLESS HOME &amp; OFFICE CLEANING</b> 989-471-2911</p>	<p><b>MIKADO MARKET</b> 989-736-3066</p>	<p><b>KRIS MART</b> 989-736-8027</p>
<p><b>SEW IT SEAMS</b> 989-736-3066</p>	<p><b>HomeMade JERKY &amp; SAUSAGE</b> 989-736-3066</p>	<p><b>Canine Coiffures</b> 989-736-1100</p>	<p><b>GIULIES FUNERAL HOME, INC.</b> 989-736-8195</p>

03.10

For placemat advertising information contact T.P.S. Color, Inc. - 1-800-246-4682 - www.tpscolor.com



# Other Advertising Opportunities

The image shows a side-by-side comparison of two websites. On the left is eventbrite.com, featuring a dark purple banner with the text 'The event for event creators is here' and 'Introducing RECONVENE, a free, two-day virtual networking and skills sharing event'. Below this is a white box with the headline 'Discover the best online events' and a red 'Get tickets' button. At the bottom, it says 'Popular in Online Events'. On the right is volunteermatch.org, with a blue header and navigation links for 'BUSINESS SOLUTIONS', 'RECRUIT VOLUNTEERS', 'SIGN-UP', and 'LOG IN'. The main content area has a background image of a woman and a child, with the text 'Remarkably Effective' and 'VolunteerMatch transforms volunteer recruiting, making it quick, easy and effective.' Below this is a search bar with 'Harrisburg, PA, USA' and a red 'Find Opportunities' button.



**Kiwanis**

# Which hook will you try next?



**Contact me at any time:**

[Jen@pakiwanis.org](mailto:Jen@pakiwanis.org)

215-350-0454

<https://www.facebook.com/jen.vare.3/>



# Membership Contest starts

## May 1<sup>st</sup>!

- May 1, 2021 – June 30, 2021
- Entries due by July 5<sup>th</sup> to [membership@pakiwanis.org](mailto:membership@pakiwanis.org)
- Cash Prizes - Top Prizes \$200





# Upcoming Events

- District Social  
May 6 @ 6:30 pm  
Sign up at:  
<https://bit.ly/PADistrictSocial>



**Kiwanis**  
PENNSYLVANIA DISTRICT

*Fun*

*Virtual*

*INTERCLUB*

## District Member Social Event

*Come join us for the PA District kickoff  
for Membership Month!*

**MAY 6, 2021 AT 6:30 PM**

There will be different break out rooms  
to meet Kiwanis members across the  
district for fun, comedy, games and  
other surprises! Join us to learn more  
about the Spring Membership Contest!

Register at:

<https://bit.ly/PADistrictSocial>

Featuring Comedian Dena Blizzard  
from [onefunnymother.com](http://onefunnymother.com)



**SURPRISES**

**GAMES**

**ONE  
FUNNY  
MOTHER**

# Upcoming Educational Events

- **Mon May 17, 2021 @ 7 pm**  
New Club Opening  
Presenter: Rogena Woods-Mitchell
- **Thurs May 20, 2021 @ 7 pm**  
Membership Success 2 - Wilkenburg  
Presenter: Margaret Self

