

# FACEBOOK TOOLS FOR YOUR CLUB

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MX Technology Engineer

August 5, 2023



**Kiwaniis®**



# What's on the agenda?

- Club opening vs. club boosting
- Creating a Facebook page
- Telling your Kiwanis story
- Advertising on Facebook
- Following up with leads
- Resources
- Questions

# **Club opening vs. club boosting**



# We're here to help

Facebook advertising available for:

- Club opening
- Club boosting

**Let's talk about social media.**



# Fun fact

3.6 billion people use social media worldwide.



# Fun fact

3.6 billion people use social media worldwide.

That's the equivalent of India, China and the United States put together...



# Fun fact

3.6 billion people use social media worldwide.

That's the equivalent of India, China and the United States put together... plus another 500 million.

**Social media lets us meet our  
audience where they are.**



# Facebook



- Wide demographic
- Good for links
- Pages and groups

Kiwanis is proud of young volunteers like the [Kiwanis K-Kids](#) at Lewis-Palmer Elementary in Monument, Colorado, who have been learning about service through awesome projects all year long! [#KidsNeedKiwanis](#)



GAZETTE.COM

**Photo of the Week: Lewis-Palmer Elementary K-Kids give back**

A group of 50 fourth-, fifth- and sixth-graders at Lewis-Palmer Elementary School...



# Facebook

## Facebook page



**Kiwanis International**  
@kiwanis · 4.7 (149 reviews) · Charity Organization

Send message

Hi! Please let us know how we can help.

Home About Events Photos More ▾

Like Comment Share

**About** [See all](#)

3636 Woodview Tree Indianapolis, IN 46268

Founded in 1915, Kiwanis is a global organization of volunteers dedicated to improving the world one child and one community at a time.

63,534 people like this including 92 of your friends

65,600 people follow this

<http://www.kiwanis.org/>

(317) 875-8755

Send message

[memberservices@kiwanis.org](mailto:memberservices@kiwanis.org)


Price range · \$\$

**Closed now**  
9:00 AM - 5:00 PM ▾

Charity Organization · Nonprofit Organization

**Create post**

Photo/video Check in Tag friends

**Kiwanis International**  
★ Follower · 2d · 🌐

A Bermuda man has been awarded the Robert P. Connelly Medal of Heroism by the St. George's Kiwanis Club. Larry Simmons Jr. was given the award for rescuing a woman from a sinking car.  
<https://www.royalgazette.com/.../hero-who-rescued-woman/>




ROYALGAZETTE.COM  
**Hero who rescued woman honoured with international bravery award from Kiwanis**

2 Comments 8 Shares

Like Comment Share

Most relevant ▾

Write a comment...

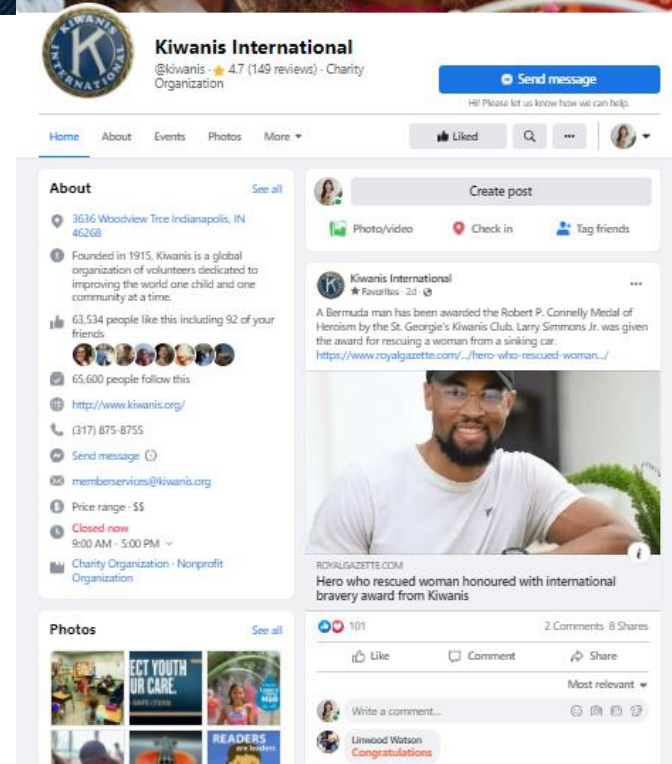
Linwood Watson  
Congratulations



# Facebook

## Facebook page

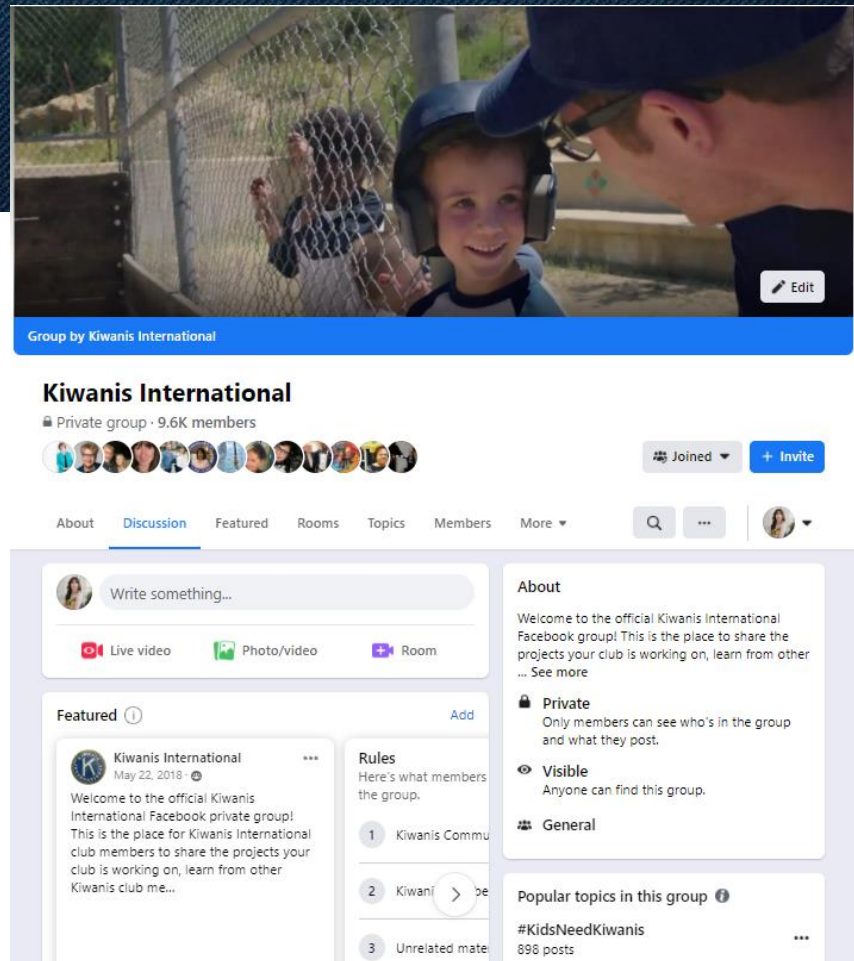
- Share info
- Post videos and photos
- Create events
- Set up fundraisers
- Get feedback





# Facebook

## Facebook group



The image shows a screenshot of the Facebook group page for 'Kiwanis International'. At the top is a cover photo of a young boy in a baseball cap and helmet, smiling, with another person partially visible next to him. Below the cover photo, the group name 'Kiwanis International' is displayed, along with the status 'Private group · 9.6K members'. There are buttons for 'Joined' and '+ Invite'. Below this is a navigation bar with tabs for 'About', 'Discussion', 'Featured', 'Rooms', 'Topics', 'Members', and 'More'. The 'Discussion' tab is currently selected. The main content area shows a text input field with the placeholder 'Write something...' and buttons for 'Live video', 'Photo/video', and 'Room'. Below this is a 'Featured' section with a post from 'Kiwanis International' dated May 22, 2018. The post text reads: 'Welcome to the official Kiwanis International Facebook private group! This is the place for Kiwanis International club members to share the projects your club is working on, learn from other Kiwanis club me...'. To the right of the featured post is a 'Rules' section with the text 'Here's what members the group.' and a list of rules: '1 Kiwanis Commu', '2 Kiwan', and '3 Unrelated mate'. On the far right, there is an 'About' section with a welcome message: 'Welcome to the official Kiwanis International Facebook group! This is the place to share the projects your club is working on, learn from other ... See more'. Below this are sections for 'Private' (Only members can see who's in the group and what they post.), 'Visible' (Anyone can find this group.), and 'General'. At the bottom right, there is a 'Popular topics in this group' section with the hashtag '#KidsNeedKiwanis' and '898 posts'.

Group by Kiwanis International

**Kiwanis International**  
Private group · 9.6K members

Joined + Invite

About Discussion Featured Rooms Topics Members More

Write something...

Live video Photo/video Room

**Featured**

**Kiwanis International**  
May 22, 2018

Welcome to the official Kiwanis International Facebook private group! This is the place for Kiwanis International club members to share the projects your club is working on, learn from other Kiwanis club me...

**Rules**  
Here's what members the group.

- 1 Kiwanis Commu
- 2 Kiwan
- 3 Unrelated mate

**About**

Welcome to the official Kiwanis International Facebook group! This is the place to share the projects your club is working on, learn from other ... See more

**Private**  
Only members can see who's in the group and what they post.

**Visible**  
Anyone can find this group.

**General**

**Popular topics in this group**

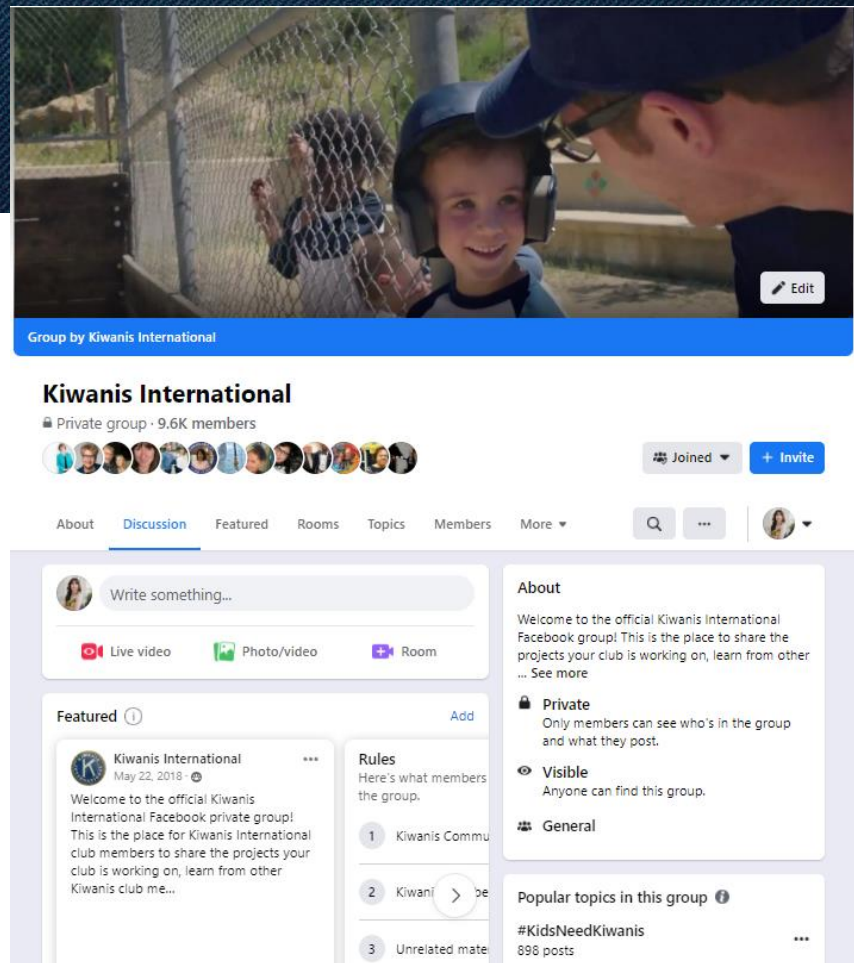
#KidsNeedKiwanis  
898 posts



# Facebook

## Facebook group

- Create a community
- Share ideas with one another
- Can moderate who joins

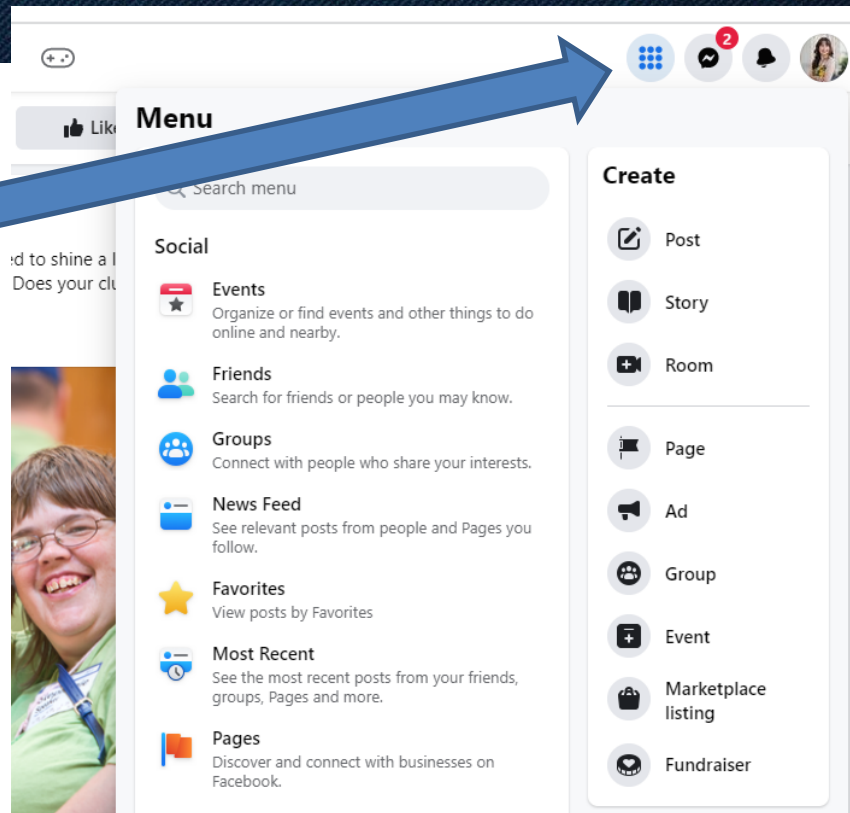


# Creating a Facebook page



# How to create a page

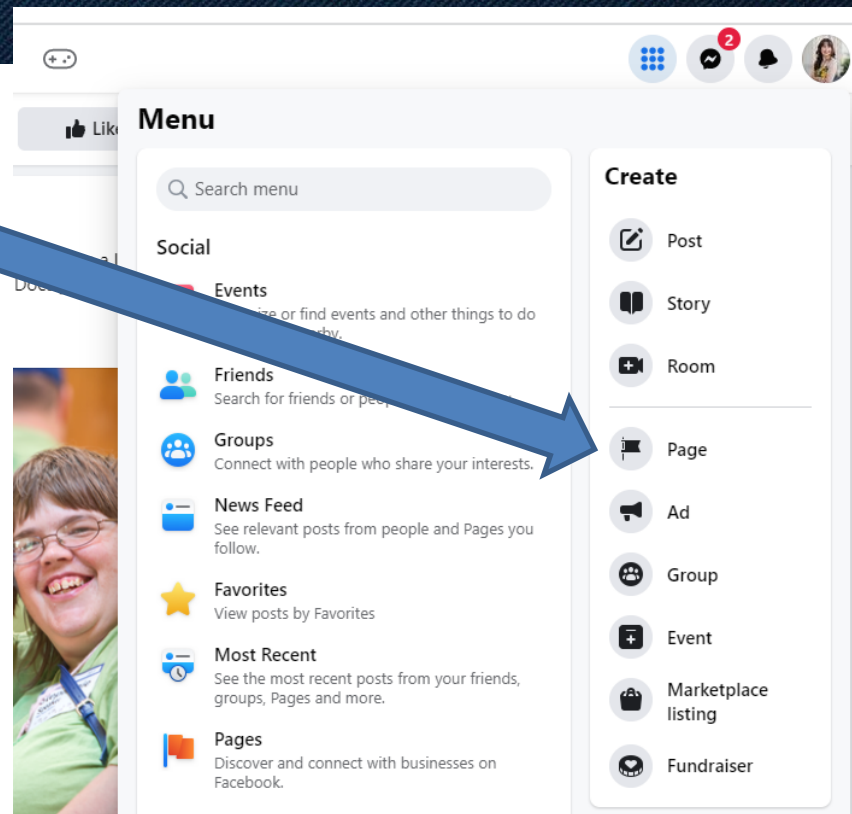
Click on the menu icon  
(grid of dots)  
at the top right  
of your screen





# How to create a page

Then click on “Page”





# How to create a page

Pages > Create a Page

## Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

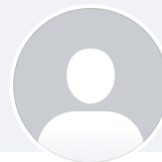
Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Desktop Preview



Page name

Posts About Followers Photos Videos More ▾

Follow

Message



Intro

✓ 0 Followers

i Page · Category

Posts

Filters



# How to create a page

Pages > Create a Page

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Page name (required)

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Unique page name  
(Kiwaniis Club of \_\_\_\_\_, state)

Nonprofit/charity organization

Tell more about your club!



# How to create a page

Pages > Create a Page

## Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Kiwanis Club of Happy Hills, IN



Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

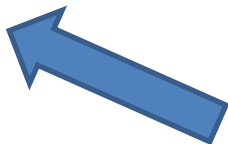
Category (required)

Nonprofit organization X

Charity Organization X



Enter a category that best describes you.



Look for the green check!

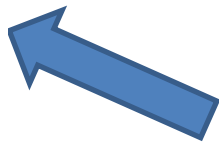


# How to create a page

Bio (optional)

Kids are curious, lovable, impatient and vulnerable. Help us look out for kids in our community.

Tell people a little about what you do.



Example for bio copy



# How to create a page

Pages > Create a Page

## Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Kiwanis Club of Happy Hills, IN



Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Nonprofit organization X

Charity Organization X



Enter a category that best describes you.

Bio (optional)

Kids are curious, lovable, impatient and vulnerable. Help us look out for kids in our community.

Tell people a little about what you do.

Desktop Preview



**Kiwanis Club of Happy Hills, IN**

Kids are curious, lovable, impatient and vulnerable. Help us look out for kids in our community.

Posts About Followers Photos Videos More ▼

+ Follow

Message





# How to create a page

Step 1 of 5

## Finish setting up your Page

Success! You've created **Kiwanis Club of Happy Hills, IN**. Now add more details to help people connect with you.

### Contact

After clicking submit, can add other details

- Contact info
- Images



# How to create a page

City/town

ZIP code

**Page health: fair**

Compared to similar Pages with high engagement.

Previous

Next

Page builder's health assessment  
at bottom of each page





# How to create a page

Desktop Preview



Profile picture:  
Kiwaniis pin/logo

Cover photo:  
Pick from options  
at [Kiwaniis.org/brand](https://www.kiwanis.org/brand)



# How to create a page

KIWANIS.ORG/BRAND → SOCIAL MEDIA





# How to create a page

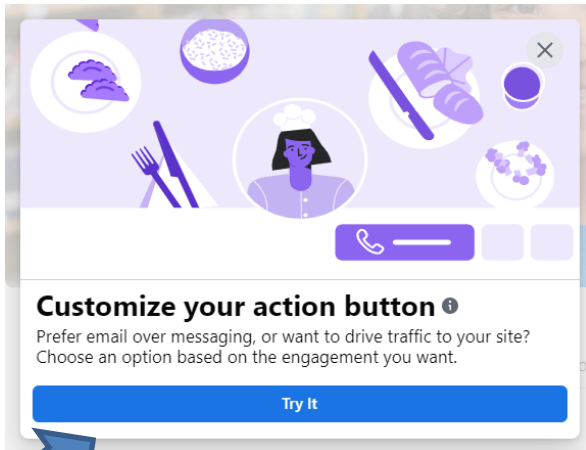
Step 2 of 5

## Customize your Page

Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.



Add Action Button



What do you want people to do?

- Contact you?
- Visit a webpage?
- Fill out a form?



# How to create a page

Step 4 of 5

## Build your Page audience

Grow Kiwanis Club of Happy Hills, IN by inviting your friends to connect with it.



Invite friends



Start inviting!

- Current club members to start out
- Branch out to your full networks



# How to create a page

Step 5 of 5

## Stay informed about your Page

Turn on these features to help make the most of **Kiwanis Club of Happy Hills, IN**. You can change them anytime in Settings.



### Page notifications on your profile



Don't miss updates about your Page **Kiwanis Club of Happy Hills, IN** while you're switched into your profile Sarah Moreland Byrne.

[Learn how to switch](#)



### Marketing & promotional emails about your Page



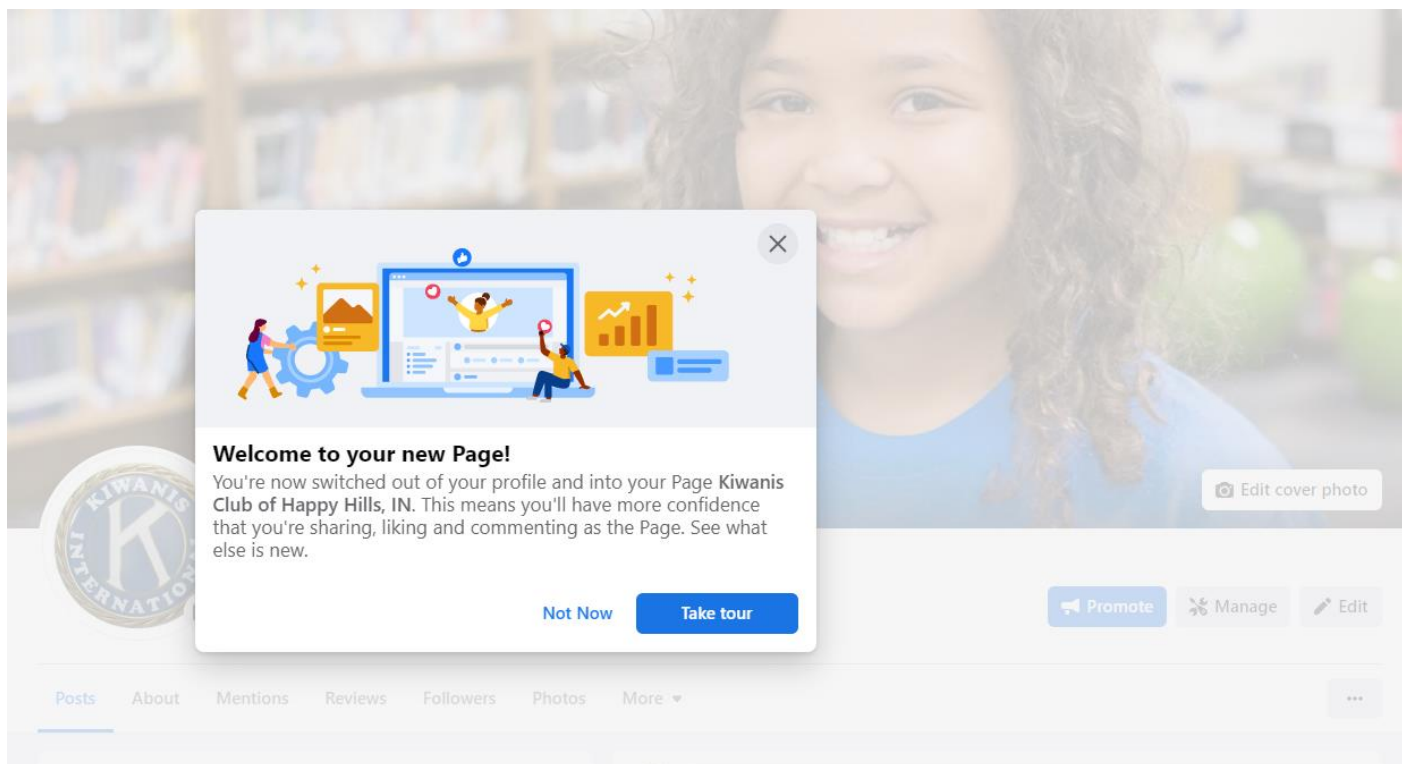
Find out about Meta products and services that may help make **Kiwanis Club of Happy Hills, IN** a success.



Choose how you receive notifications



# You did it!



**So, what now?**

**Telling your Kiwanis story**



# Best practices

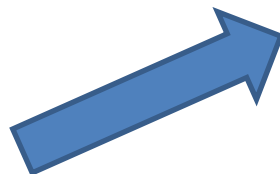
The anatomy of a  
great post:



# Best practices

## The anatomy of a great post:

- Short, friendly copy that's useful, inspirational or entertaining

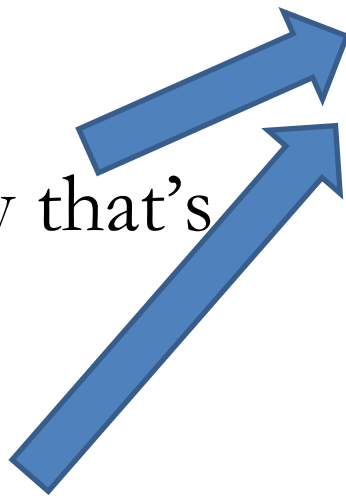




# Best practices

## The anatomy of a great post:

- Short, friendly copy that's useful, inspirational or entertaining
- A clear call to action





# Best practices

## The anatomy of a great post:

- Short, friendly copy that's useful, inspirational or entertaining
- A clear call to action
- Photos or videos (of people)



# Facebook's tools for clubs



# Facebook

Events





## THIS IS WHY WE VOLUNTEER





### Kiwanis International

@kiwanis · ★ 4.8 182 reviews ⓘ Charity Organization

[Home](#) [About](#) [Events](#) [Photos](#) [More ▾](#)

[Send message](#)

Hi! Please let us know how we can help.

[Liked](#) [Search](#) [More](#) 



# Facebook

## Events

- Invite Facebook friends
- Automated reminders
- Post notifications
- Link to website/tickets



# Facebook



FRIDAY, APRIL 7, 2023 AT 12 AM – 11:45 PM

## Kiwanis Day of Giving

Online event

About

Discussion

☆ Interested

🕒 Going

✉ Invite







# Facebook


## Description


### Details

 23 hr 45 min

 234 people responded



 Event by Kiwanis International and Kiwanis Children's Fund

 Public - Anyone on or off Facebook

Join us for a day that could change the lives of kids around the world! On April 7, 2023, we're celebrating our first Kiwanis Day of Giving. That's the Kiwanis Children's Fund's 84th birthday, and we're hoping to mark the day by raising US\$45,000 — enough to reach up to 20,000 children.

And we're inviting you to be a part of it! Learn more at [Kiwanis.org/DayOfGiving](https://www.kiwanis.org/DayOfGiving).



## Can see guest numbers



### Guests

**39**  
GOING

**195**  
INTERESTED



# Facebook

## Events

- Share sneak peeks
- Monitor and answer questions
- Follow up
- Publicize your next event



# Facebook

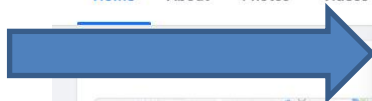


**Kiwanis Children's Fund**

@kiwanischildrensfund · ★ 5 (1 review) · Nonprofit organization

Donate

Fundraisers



Home

About

Photos

Videos

More ▾

Liked

Message

Fundraisers

Reviews

Community

Events

Jobs

3636 Woodview Trace  
Indianapolis, IN 46268

Facebook.com/KiwanisChildrensFund



# Facebook

## Fundraisers

- Raise money for an accredited charity
- Money goes directly to cause
- Tie in to birthdays, anniversaries

### Fundraisers



#### Deborah's birthday fundraiser for Kiwanis Children's Fund

Fundraiser for Kiwanis Children's Fund by Deborah Martin Giese

\$525 raised of \$750

8 days left



Donate

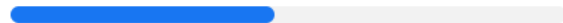


#### Stephen's birthday fundraiser for Kiwanis Children's Fund

Fundraiser for Kiwanis Children's Fund by Stephen Rohe

\$95 raised of \$200

5 days left



Donate



#### Rosemary's fundraiser for the Perth Amboy Kiwanis club for Kiwanis Children's Fund

Fundraiser for Kiwanis Children's Fund by Rosemary Oarsley

\$441 raised of \$365

Ended



Donate





# Facebook

## Fundraisers

- Can personalize “About” section to include your personal story
- Autopopulated info about charity

### About

Want to join me in supporting a good cause? I'm raising money for Kiwanis Children's Fund and your contribution will make an impact, whether you donate \$5 or \$500. Every little bit helps. Thank you for your support. I've included information about Kiwanis Children's Fund below.

Our mission is to develop resources that transform the goodwill and vision of Kiwanians into programs that serve the children of the world.

Facebook pays all the processing fees for you, so 100% of your donation goes directly to the nonprofit. [See less](#)

Jerry Deas • February 10, 2022

### Benefiting



**Kiwanis Children's Fund**  
US 501(c)(3) nonprofit organization

Our mission is to develop resources that transform the goodwill and vision of Kiwanians into programs that serve the children of the world.

3,027 people like this

Based in Indianapolis, Indiana

Learn more at [Guidestar.org](https://www.guidestar.org)

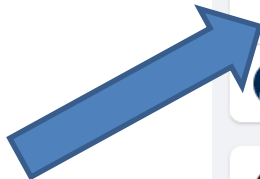
Receiving donations directly. [Learn More](#)




# Facebook





## Fundraisers






- Fundraising member and/or charity can respond to each donor directly








Activity






**Jerry Deas** created a fundraiser for Kiwanis Children's Fund.  
February 10 at 8:49 PM · Facebook fundraisers · 🌐


 Like  Comment  Share 


 Comment as Kiwanis Children's Fund    





**Elizabeth Deas** donated.  
February 10 at 10:28 PM · Facebook fundraisers · 🌐






 Like  Comment  Share 

 Comment as Kiwanis Children's Fund    

**Sondra Mangan** donated.  
February 10 at 9:35 PM · Facebook fundraisers · 🌐

 3

 Like  Comment  Share 

 Comment as Kiwanis Children's Fund    



# Facebook



**Kiwanis International**

@kiwanis · ★ 4.7 (149 reviews) · Charity Organization

Edit Send message

About Events Photos More ▾

Promote



Manage your Page and Instagram Suite.

How would you like to grow your business?

- Live
- Videos
- Groups
- Reviews
- Community
- Edit tabs

Open now

Post

Messages



Feeling/activity

Reviews



# Facebook

## Reviews



### Recommendations & reviews

★ **4.7 out of 5** ⓘ  
Based on the opinion of 149 people

**Have feedback about your business' reviews experience?**

We've made changes to the Reviews tab and would love your feedback. What do you think of the new experience?

[Share feedback](#)

Most helpful ▼

**Daryl Anthony Espiritu** recommends **Kiwanis International**.  
March 25, 2020 · 🌐

I absolutely recommend Kiwanis International to all my friends out there to support in Serving the Children of the World.

👍 Like    💬 Comment    ➦ Share

Comment as Kiwanis International    😊 📷 GIF 🗑️

**Margaret Keator** recommends **Kiwanis International**.  
August 26, 2019 · 🌐

Great service organization making a difference in children's lives on the local, national and international levels

👍 3

👍 Like    💬 Comment    ➦ Share

Comment as Kiwanis International    😊 📷 GIF 🗑️

**How will I keep up with everything?**



# Your team

You're not alone!

- 2-3 admins
- Ask for photos and stories from other members
- Aim for reasonable frequency
- Take advantage of Kiwanis resources

# Facebook advertising



# Why do we need ads?

## **HIGHER REACH**

We pay for prominence in so much digital conversation.

## **NEW AUDIENCES**

People aren't simply going to stumble across your page.



# Boosted posts vs. ads

## **BOOSTED POSTS**

Paying Facebook to share a post from your page to your current audience and beyond

## **ADS**

Paying Facebook to share an ad to a specific audience



# Boosted posts vs. ads

## **BOOSTED POSTS**

Paying Facebook to share a post from your page to your current audience and beyond

## **ADS**

Paying Facebook to share an ad to a specific audience

**Both of these can have value for a Kiwanis club.**



# Ad example

## Elements of an ad:

- Personal connections
- Ability to target an audience
- “Sponsored” tag
- Short copy
- Image/video
- Call-to-action below

Arianna Cruz, Chris Roman and Brittany  
Reinvented Conn like Wendy's.



Wendy's

Sponsored ·

Wake up with Wendy's spin on a midwest fave – the Hoosier Biscuit Bowl. Buttermilk biscuit with sausage gravy, seasoned potatoes, and cheddar chee... See more



Breakfast hours only. At participating Wendy's®.

[order.wendys.com](https://order.wendys.com)

Hoosier Biscuit Bowl

Learn more



93

20 comments 15 shares 412K views





# Ad example

Short, friendly copy

Engaging visual

Clear call to action

Look familiar?

Arianna Cruz, Chris Roman and Brittany  
Reinvented Conn like Wendy's.



Wendy's

Sponsored ·

Wake up with Wendy's spin on a midwest fave – the Hoosier Biscuit Bowl. Buttermilk biscuit with sausage gravy, seasoned potatoes, and cheddar chee... See more

**RISE N' SHINE**  
**WITH WENDY'S**



**NEW HOOSIER**  
**BISCUIT BOWL**

Breakfast hours only. At participating Wendy's®.

[order.wendys.com](https://order.wendys.com)

Hoosier Biscuit Bowl

[Learn more](#)



93

20 comments 15 shares 412K views



# How to create an ad

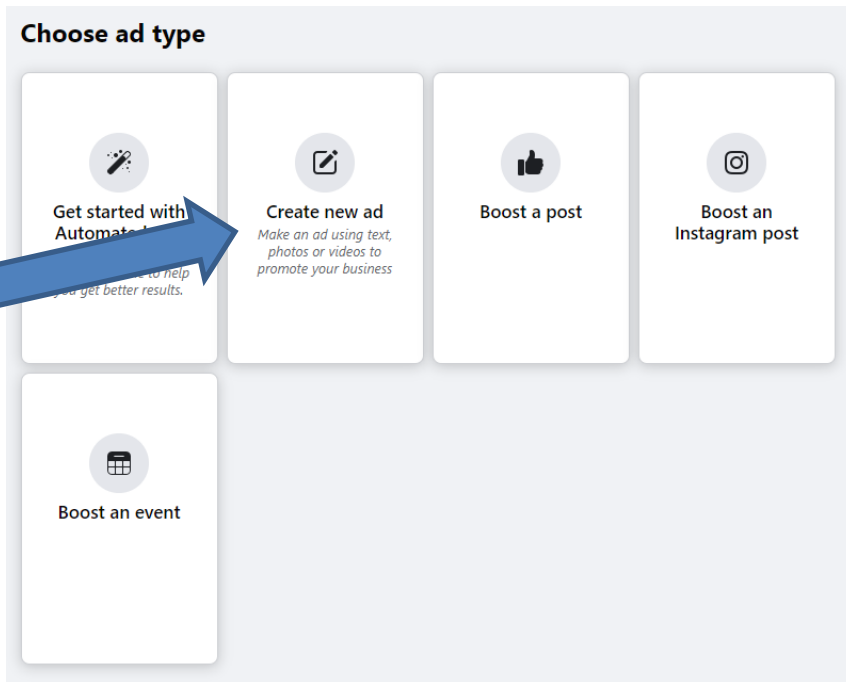
Start by clicking  
on “Promote”





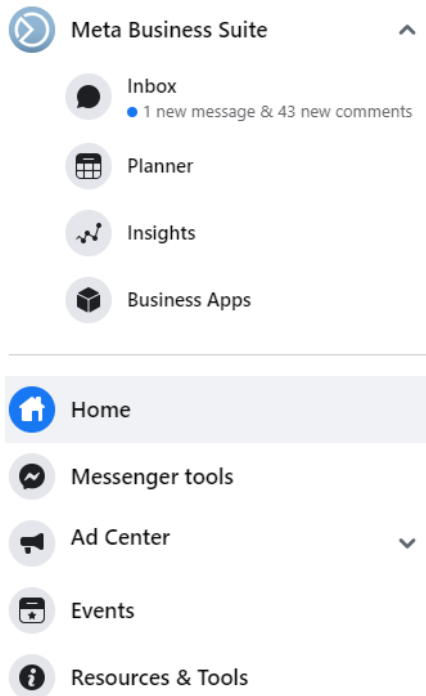
# How to create an ad

Click on  
“Create new ad”

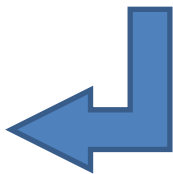




# How to create an ad



Alternately: Click on “Ad Center” and then the blue “Create Ad” button

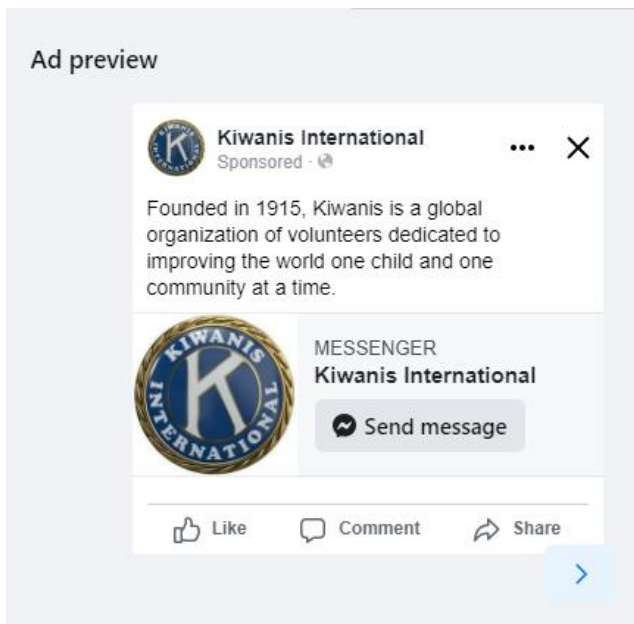




# How to create an ad

Default ad pulls from your page name, profile photo and page bio

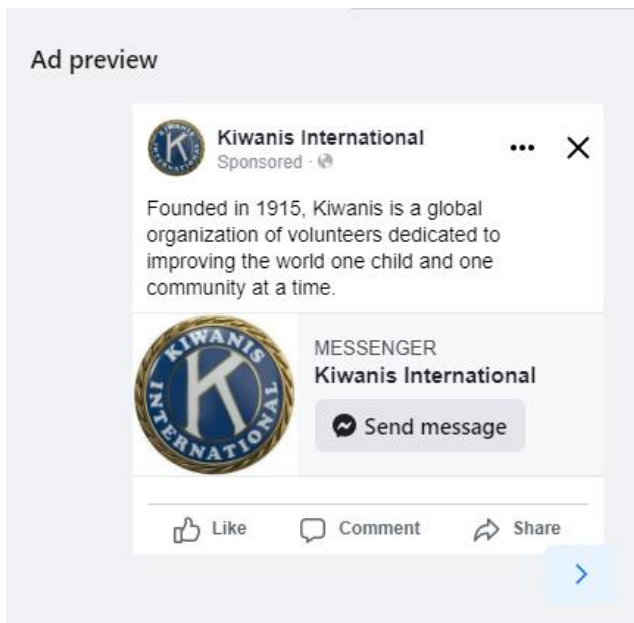
Also defaults to message call to action





# How to create an ad

Would anyone actually respond to an ad like this?





# How to create an ad

On that same page, you can customize your ad, including:

- Call to action
- Short copy
- Image(s) or video
- Platforms to use
- Audience
- Ad timing/duration
- Budget



# How to create an ad

## Goal

What results would you like from this ad?



### Automatic

Let Facebook select the most relevant goal based on your settings.

Change



What results would you like from this ad?



### Automatic

Let Facebook select the most relevant goal based on your settings.



### Get more calls

Show your ad to people who are likely to call your business.



### Get more website visitors

Show your ad to people who are likely to click on a URL in it.



### Get more messages

Show your ad to people who are more likely to send you a message.



### Get more Page likes

Create a promotion to help more people find and like your Page.



### Promote your business locally

Connect with people who are located near your business.



### Get more leads

Use a form to collect contact information from potential customers.





# How to create an ad

## Goal

What results would you like from this ad?



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# How to create an ad

Ad creative [?](#)

[Use a post](#)

How do you want your ad to look?

Description

Some kids are hungry. Some kids need help learning to read. Others need mentors.  
You can help these kids!

A group of us is working to improve the community for kids in Happy Hills. If you're  
interested in making a positive difference with us, sign up below for more information.  
You'll also make new friends along the way.




Add copy



# How to create an ad

Media 1/5 · Select multiple images or videos to create a carousel.

 Select media



Edit options ▼



Add visual  
element



# How to create an ad

Headline

You can help kids!

18 / 25 characters

Button label

Sign up

Contact form

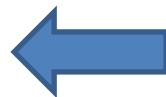
Happy Hills Kiwanis Club sign-up form

Form details

Date created: 3/10/23

See more...

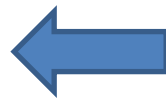
Create Form



Change headline to your call to action



Change button (Learn More, Sign Up, Apply Now, etc.)



Create a new sign-up form for leads



# How to create an ad

## Contact lead form example:

### **Make a difference for kids in your community!**

Some kids are hungry. Some kids need help learning to read. Others need mentors. You can help these kids!

A group of us is working to improve the community for kids in [LOCATION]. If you're interested in making a positive difference with us, sign up below for more information. You'll also make new friends along the way.

#### Create Form

##### Contact form

Use a form to collect customer info so you can contact them about your business.

Form name (Required)

Happy Hills Kiwanis Club sign-up form

##### Customize form text (optional)



Headline

Make a difference for kids in your community!

Description

Some kids are hungry. Some kids need help learning to read. Ot

##### Customer info

What information would you like to ask for?

Full name



Phone number



Email



Street address



Date of birth



##### Form preview



Kiwanis International

### **Make a difference for kids in your community!**

Some kids are hungry. Some kids need help learning to read. Others need mentors. You can help these kids! A group of us is working to improve the community for kids in Happy Hills. If you're interested in making a positive difference with us, sign up below for

Next →

Intro

1 of 4





And now your ad  
looks like this!



**Kiwaniis International**

Sponsored · 🌐

...

×

Some kids are hungry. Some kids need help learning to read. Others need mentors. You can help these kids!

A group of us is working to improve the community for kids in Happy Hills. If you're interested in making a positive difference with us, sign up below for more information. You'll also make new friends along the way.



**KIDS NEED YOU.**

FORM ON FACEBOOK  
You can help kids!

Sign up




# How to create an ad

How to set up your audience:

Click “Create new”


## Audience


Who should see your ad?

People you choose through targeting 

### Audience details

Location - living in: United States: Indianapolis (+10 mi) Indiana  
Age: 18 - 65+

People in your local area 

Your Custom Audiences 

See all 

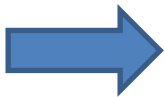


Create new

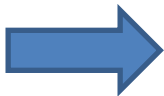


# How to create an ad

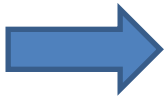
Give your audience a name  
(only admins see this)



Choose “All” under gender



Keep default 18+ for age



## Create audience



Select the location, age, gender and interests of [Accounts Center accounts](#) you want to reach with your ad.

[Audience Name](#)

Adults living in Indianapolis

Gender ⓘ

All

Men

Women

Age ⓘ

18

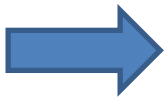
65+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)



# How to create an ad

Choose location (by city/state name or zip code)



Locations ⓘ

Locations  
Type to add more locations

United States

Indianapolis + 10 mi × 46268 + 25 mi ×

Drop pin ⓘ

A screenshot of a map interface. At the top, there's a 'Locations' header with an information icon. Below it is a search bar with the placeholder text 'Type to add more locations'. Under the search bar, 'United States' is selected. Two location tags are visible: 'Indianapolis + 10 mi' and '46268 + 25 mi', both with an 'x' icon to remove them. Below the search bar is a map. On the left side of the map, there are controls for zooming in (+), zooming out (-), and a location icon. On the right side, there's a 'Drop pin' button with an information icon. A blue pin with a checkmark is placed on the map, indicating a selected location. The map shows a city area with roads and green spaces.



# How to create an ad

## Optional additional targeting categories:

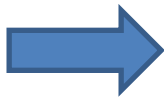
### Detailed targeting ⓘ

Your ad will be shown to people who match at least one of the following interests.

Q Detailed targeting

[Browse](#) →

For advanced targeting features, go to [Ads Manager](#).



←×

Detailed targeting

Q Detailed targeting

For advanced targeting features, go to [Ads Manager](#).

Demographics

Interests

Behaviors

Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.

Education

Financial

Life events

Parents

Relationship

Work



# How to create an ad

Audience size  
estimates



## Audience definition

Your audience is defined.



Estimated audience size: 21.6K - 25.4K ⓘ



# How to create an ad

## Duration and budget

Run continuously with a budget limit vs. specific timeframe

Choose how much you want to spend per day



### Duration ?

Run this ad continuously ⓘ



Choose when this ad will end



Days

7



End date

Mar 17, 2023

### Daily budget ?

Actual amount spend daily may vary. ⓘ

**\$ 3.00** ✎

\$3.00



\$500.00



# How to create an ad

## Review period

Can take several hours

Reviewed by AI tech

Can appeal if needed

Things to avoid:

- Why was this one rejected?



Kiwanis is everywhere — even at the World Cup!



Lieutenant Governor Kiran Parajuli of the Nepal District showed off his Kiwanis pride at Qatar's Lusail Stadium during the 2022 World Cup final between Argentina and France. Thanks for sharing, Kiran!

Have a fun Kiwanis photo of your own? Share it in the comments!

Boosted on February 13 at 9:40 AM

By Sarah Moreland Byrne

Rejected

People reached 0

Post engagements 0

[View details](#)



# How to create an ad

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engagements

0

[View details](#)



# Leads

How to pull leads

Go to  
[business.facebook.com](https://business.facebook.com)

Click “All Tools” at the  
bottom



 Meta  
Business Suite



Kiwanis Internatio... ▼



Home



Notifications



Inbox



Content



Planner



Ads



Insights



All tools



# Leads

## How to pull leads

Click on “Instant Forms” at the bottom of the “Advertise” section



### Advertise



#### Ads

Create, manage and track the performance of your ads for your Facebook Page and connected Instagram account.



#### Ads Manager

Create, manage and track the performance of your campaigns, ad sets and ads for your ad account.



#### Apps

Set up and manage advertising settings for mobile apps connected to your business.



#### Audiences

Create Custom Audiences, lookalike audiences or saved audiences for your ad campaigns.



#### Events Manager

Connect data from your website, app or store to understand customer actions.



#### Instant Forms

Manage forms and connect your CRM software for lead ads.



# Leads

**Lead Ads Forms**  
Manage forms and connect your CRM software for lead ads. [Create form](#)

[Forms](#) [Draft forms](#) [CRM setup](#)  [Filters: 1](#) [Actions](#)

<input type="checkbox"/>	Name	Status	Created	Leads count	Sharing	Leads	Boost
<input type="checkbox"/>	Happy Hills Kiwanis Club sign-up form	Active	Mar 10, 2023 at 10:34 AM	0 0 expired	Open	<a href="#">Download</a>	<a href="#">Create ad</a>



## Key notes:

Leads expire after 90 days

Can download only new leads since last download

OR leads over a specific timeframe



# Other types of ads

Can boost events,  
Facebook feed posts  
and (if applicable)  
Instagram posts to  
your community



## Choose ad type



**Get started with  
Automated Ads**

*Get personalized ads that  
adjust over time to help  
you get better results.*



**Create new ad**

*Make an ad using text,  
photos or videos to  
promote your business*



**Boost a post**



**Boost an  
Instagram post**



**Boost an event**

**Following up with leads**



# Following up with leads

Most important:

- Be quick!
- Designate a team
- Text or call within 24 hours max, several hours is better
- Provide information, offer to meet

# Resources



# Resources

**Kiwanis.org/brand**



- Ready-made social media posts
- Kiwanis photo library
- Brochures and invitations
- Videos
- Event flyers

## KIWANIS BRAND CAMPAIGN

"Kids Need Kiwanis" is Kiwanis International's brand campaign. The goal of the campaign is to make it clear that Kiwanis serves children and that we have fun together. Use the TV, radio, print, billboard and digital materials in your club or district social media, your website, local digital media or as traditional advertising or public service announcements (PSA). These materials are meant to be fun – and sometimes funny – to grab attention and show that while Kiwanis takes our work seriously, we don't take ourselves seriously. We have fun. We laugh. We meet kid's needs, whatever and wherever they are.



### THE BRAND BOOK

The Kiwanis brand reflects our organization's traditions and its time-tested mission. At the same time, it's the latest statement of who we are. The Kiwanis brand book includes information about fonts, colors, messaging and production.

[View The Brand Book now.](#)

[Print a summary sheet.](#)

### TIPS & TOOLS

From messaging, social media and staging events, get your club noticed!

[DOWNLOAD THE NOTEBOOK NOW](#)

### EVENTS

### LOGOS

Download various Kiwanis International logo files. Plus, learn how to correctly use logo files.

### CLUB LOGOS

Request a logo made just for your club that matches the Kiwanis International look. It will be provided in various styles and

### SOCIAL MEDIA

Use these resources to spread the word about Kiwanis on your social media channels.



# Resources

[Kiwaniis.org/brand](https://www.kiwanis.org/brand)

“Do Gooder” squares  
for social media

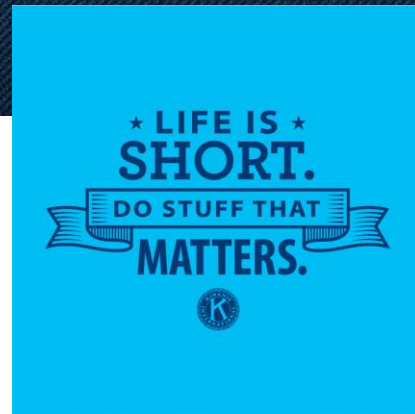




# Resources

**Kiwanis.org/brand**

Kiwanis squares for  
social media





# Resources

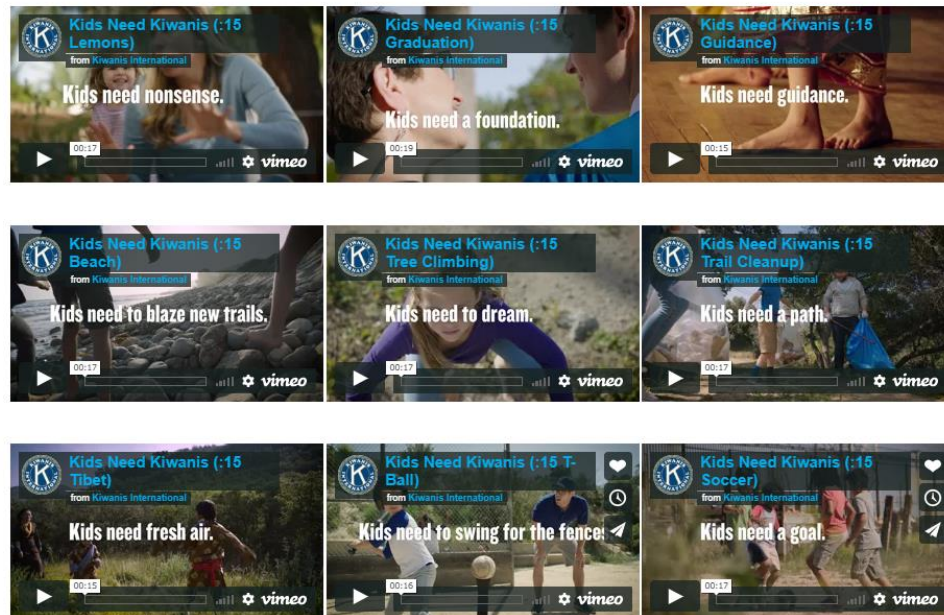
[Kiwanis.org/brand](https://www.kiwanis.org/brand)

“Kids Need Kiwanis”  
videos



## 15-SECOND VIDEOS

Click on the video to download or share.





# Resources

**Kiwanis.org/brand**

Request a custom Kiwanis logo



## CUSTOM KIWANIS LOGOS

Examples of logos:



Clubs, divisions or districts who request a custom logo will receive the version shown above.



Clubs or districts celebrating a 25th, 50th, 75th or 100th anniversary may request this logo.

*Also available at*  
***Kiwanis.org/customlogo and***  
***Kiwanis.org/clubanniversary***



# Resources

[Kiwaniis.org/clubanniversary](https://kiwanis.org/clubanniversary)

Custom anniversary logos,  
celebration ideas and more!



**HAPPY ANNIVERSARY!**

**LOGOS**

Get your club's custom club anniversary logo for use on all celebratory materials.

**MEDIA  
& PR**

Use these media release templates to submit your anniversary events to local media.

**LICENSING**

Follow these guidelines to have licensed vendors create materials for your celebrations.

**CELEBRATION  
IDEAS**

Anniversary ideas for Kiwanis clubs

**FAMILY  
STORE**

See what's available in the Kiwanis Family Store for your club's anniversary celebrations

**SOCIAL  
MEDIA**

Use these photos and posts to share your club's story

**HOW IS YOUR CLUB CELEBRATING?**



# Resources

**Kiwanis.org/news**

Stories you can share  
anytime!



## NEWS AND STORIES



### MICROGRANTS SPREAD LITERACY AND LEARNING

ERIN CHANDLER | 02.17.2023

Clubs around the world find creative ways to serve the Kiwanis cause of education and literacy.

[READ MORE](#)



### KIWANIS UNITES TO SUPPORT UKRAINIANS STRUCK BY WAR

BERNARD ALTMANN - KIWANIS CHILDREN'S FUND  
AMBASSADOR, EUROPE 1 REGION | 02.08.2023

While leading a relief effort for Ukraine, Bernard Altmann has been inspired by Kiwanians' unity.

[READ MORE](#)



### CARIBBEAN KIWANIANS DONATE MEDICAL EQUIPMENT

JULIE SAETRE | 02.08.2023

A St. Lucie hospital recovers after devastating fire.

[READ MORE](#)

**Questions?**

# Thank you!

Bryce Kinder  
bkinder@kiwanis.org  
1-800-549-2647 ext. 113  
317-217-6113



# Kiwanis®