

MARKETING YOUR MISSION

**BUILDING A MEMBERSHIP
STRATEGY FOR YOUR KIWANIS CLUB**



Kiwanis[®]
CLUB OF FREDERICKSBURG

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MEET YOUR PRESENTER

- 4+ Years in Marketing/Branding Field
- Founder & CEO of Dare2
- PR & Outreach Chair, **+8 Members, 6 mo.**

Jonathan Windsor

SLIDE 1

MEET YOUR PRESENTER





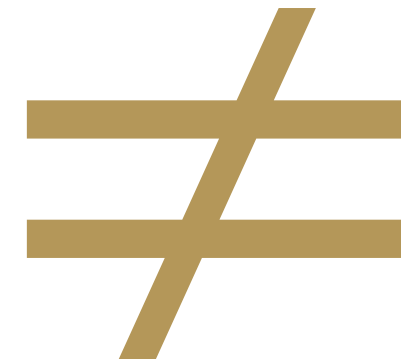
WE KNOW WE NEED SOCIAL MEDIA...

BUT WHY?

SLIDE 2
WHY SOCIAL?

LET'S GET THIS STRAIGHT

HAVING
SOCIAL MEDIA



HAVING
A STRATEGY



***IT'S MUCH DEEPER THAN
THAT.***

SLIDE 3
THE ARGUMENT

WHAT IS YOUR CLUB'S BIGGEST CHALLENGE ?

- A. We don't post consistency
- B. We don't know what to post
- C. We aren't reaching or engaging enough people
- D. All of the above

SLIDE 4
POLL

WHAT MAKES IT A STRATEGY?

- **WHO:** Who are we trying to reach?
- **WHY:** Why should they care?
- **NOW WHAT:** What is it we want them to do

BOTTOM LINE:

NOT WHAT SHOULD WE POST??

WHAT DO WE WANT TO ACHIEVE

SLIDE 5

WHAT MAKES IT A STRATEGY

REACH PEOPLE WHERE THEY ARE



- PROFESSIONALS
- PARTNERS & DONORS



- YOUNGER DEMO.
- VISUAL STORYTELLING



- OLDER DEMO.
- EVENTS & AWARENESS

SLIDE 6

REACH THEM WHERE THEY ARE



S.E.E (SHOW, EXPLAIN, ENGAGE)

- **S: Show** them what you do
- **E: Explain** why it matters
- **E: Engage** them in the mission

*Don't just post:
Help people SEE why your club matters.*

SLIDE 7
SEE ACRONYM

S. SHOW PEOPLE WHAT YOU DO

- **PEOPLE:** Members, *Students, Partners
- **ACTION:** Service Projects, Fundraisers
- **IMPACT:** Funds raised, Community impact

SLIDE 8

SHOW PEOPLE WHAT YOU DO

E. EXPLAIN

Example:

We awarded scholarships!

Explained:

We're investing in local students **because** we believe every child deserves a chance.

REMEMBER

YOUR MISSION IS YOUR STORY!

SLIDE 9

EXPLAIN WHAT IT MEANS

E. ENGAGE

**LEARN MORE
JOIN KIWANIS
ATTEND A MEETING
FIND YOUR SPONSOR
SPONSOR EVENT**

SLIDE 10
ENGAGE WITH CTA



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FROM OCASSIONAL POSTING TO

A STRATEGY

*FLYERS AND EVENT
ANNOUNCEMENTS ARE GREAT,
BUT IT'S NOT A STRATEGY JUST YET.*

SLIDE 11
CASE STUDY



WHAT WE CHANGED

- Reached them where they were
- Changed the message
- Showed the mission
- Created a next step
- Showed up consistently

PURPOSE + CONSISTENCY

SLIDE 12

CASE STUDY: WHAT CHANGED

DID IT WORK? YES!!

- + 8 Members
- 5,700 People Reached
- First 6-months of 2025-26 fiscal year,

***IT'S NOT JUST 1 SUCCESSFUL CAMPAIGN
IT'S A COMMITMENT TO SHOWING UP.***

SLIDE 13
DID IT WORK?

THE CATCH: **IT'S A MARATHON, NOT A SPRINT**

SLIDE 14
THE CATCH

NOW IT'S YOUR TURN

1. Think of ONE upcoming club activity or event

2. Answer:

Who: are we trying to reach

Why: would they care

Now What: do we want them to do?

SLIDE 15
YOUR TURN



THE TAKEAWAY

- **Show** them what you do
- **Explain** why it matters
- **Engage** them in the mission
- Then.. **Repeat**

***YOU DON'T NEED TO BE AN EXPERT
YOU NEED TO SHOW UP CONSISTENTLY***

SLIDE 16
THE TAKEAWAY

The background of the slide features a blue-tinted photograph of three individuals. On the left, a person is partially visible wearing a dark t-shirt with the text 'WE ARE KEY CLUB' and a graphic of a key. In the center, a woman with long dark hair is smiling, also wearing a similar 'WE ARE KEY CLUB' t-shirt. On the right, a man with glasses is partially visible, wearing a t-shirt with 'Sport of Key' printed on it. The word 'QUESTIONS?' is overlaid in large, bold, white capital letters across the middle of the image.

QUESTIONS?

THANK YOU



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