# Kiwanis
## OHIO DISTRICT

# EMAIL
# MARKETING

**ohiokiwanis.org**

**1 AUDIENCE IDENTIFICATION**
Build an email database from event attendees, chamber members, etc.

**FIND THE RIGHT PLATFORM 2**
Mailchimp, Constant Contact, Robly, even Gmail can provide the level of sophistication you need at the price you can afford.

**3 MESSAGE DESIGN**
Create templates based off of your objective. Do you just want to build general awareness, invite to a special event, tout the benefits of membership?

**INCORPORATE EMAIL BEST PRACTICES 4**
- 1 succinct call to action
- Provide unsubscribe option
- Subject line under 50 characters
- Include brand appropriate logo and colors

**5 CONSIDER A MARKETING FUNNEL**
Step 1 - Awareness
Step 2 - Consideration
Step 3 - Conversion
Step 4 - Loyalty
Step 5 - Advocacy

**TEST, MEASURE, REFINE 6**
Your results are only as good as your efforts. Continually work to refine your messaging until you find what works best. Share your results with the District Office so it can be shared with other clubs.

# Kiwanis OHIO DISTRICT

# MARKETING FUNNEL

## WORK AS A TEAM...MORE EYES = MORE IDEAS

**01 BUILDING AWARENESS**
Create marketing materials that share the impact of your club locally and of the organization globally. Let good visuals tell the story. Direct the viewer to a specific action.

**02 CONSIDERATION**
Targeted and personalized messages in this phase will help build the relationship. Recognize the recipient for taking action and invite them for a deeper conversation.

**03 CONVERSION**
Share all of the benefits of a Kiwanis membership, applying what you've learned about your prospect to the conversation. Make a direct invitation to join.

**04 LOYALTY**
Once your prospect has joined your club, provide a meaningful induction ceremony, a proper orientation, and get them involved right away.

**05 ADVOCACY**
New members have optimism and excitement that should be channeled into service and inviting others to join Kiwanis. Guide this process!

## DESIGN WITH THE END IN MIND. MORE HANDS FOR MORE SERVICE!