

0708 MKFR Committee Directives

Created Sept. 11, 2007

Evaluate, explore, and develop strategies and programs to inform members of the Kiwanis-family about the workings and progress of CKI, particularly to KCI and KI.

Action Steps:

- ◆ Develop a newsletter to articulate major information from the CKI Board and relay it to the Key Club and Kiwanis International Boards.
- ◆ The newsletter will be developed and distributed within two weeks of the conclusion of the most recent Board Meeting.
- ◆ The CKI Board of Representatives will use its resources to inform their Board Buddies on the Kiwanis and Key Club International Board to provide a more personal connection with CKI

Utilize the Kiwanis-family and new graphic standards to explore marketing, media, and branding.

Action Steps:

- ◆ Develop the design, marketing, and distribution of items that would appeal to members and non-members alike.
 - Example #1: Produce a new CKI pin that would support the design of the CKI watermark for more efficient visibility and peaked interest for the organization.
 - Example #2: Create a CKI decal for vehicles that would tailor to the basic CKI watermark with a potential use of the megaphone graphics.
- ◆ Research possibilities of media for CKI.
 - Further Action:
 - Work with the appropriate Kiwanis International Staff to utilize pictures from the 2006-07 photo shoot to provide extra resources for the members.
 - Utilize the recruitment picture slide show from the 2006-07 MKFR Committee and work with the appropriate staff members to figure out the best format to share with the members.
- ◆ Create a marketing campaign to enhance the value of CKI to its members and prospective members researching the possibility of launching a campaign that focuses the attention towards the grassroots level of CKI.
 - Further Action:
 - Create a CKI Business Reflector Digest to begin bringing the organization closer together. This would be open to the entire Board of Representatives to include information they or their committee feels is important.
 - Organize a campaign to drive people to the reflector for the greatest impact for the CKI Board and the rest of the members. The campaign will begin with a strong effort to recruit to the reflector via word of mouth and mass-distributed newsletters.
- ◆ Develop and promote the use of new CKI graphic standards
 - Further Action:
 - Collaborate with the appropriate members of the Kiwanis International Staff to research possible benefits of developing the graphic standards.
 - Evaluate, assess, and develop the graphic standards informational powerpoint and update it while figuring out where to put it on the Web site that would provide the greatest benefit and easiest access to the members.
 - Promote the templates available on the Web site.
 - Work with the appropriate staff members to develop new templates that provide more opportunities for the member to use the formats for maximum benefits.

Develop multifaceted marketing campaign for the Six Cents Initiative.

Action Steps:

- ◆ Collaborate with the Service Committee to promote the benefits and opportunities the Six Cents Initiative has to offer.
- ◆ Develop marketing elements for the Six Cents Initiative fundraising program
 - Further Action:
 - Use the new design with the Raise the Dough and the Hair Will Go slogan to give the members an incentive to raise the money and establish a more personal connection with the CKI Board.
- ◆ Keep the members informed of the progress they make towards the goal of \$70,000 to motivate the fundraising efforts of the clubs.
 - Further Action:
 - Create a chart or display to calculate the progress of the efforts to fundraise for the Six Cents Initiative.

Organize and execute a Tri-K International Board meeting.

Action Steps:

- ◆ Focus on the possibility of saving money in all of the International Board budgets and promoting the bond of the Kiwanis-family with the Boards.
- ◆ Discuss the opportunity with the CKI and KCI Directors, as well as the Kiwanis International Board of Trustees.
- ◆ Organize a timeframe for the separate boards to spend time together, while meeting in a productive and cost-efficient manner.
- ◆ Work with the designated travel agency to arrange for appropriate flight bookings in an effort to save money, minimize confusion, and maximize our resources.

Collaborate with the appropriate Kiwanis International Staff to evaluate, assess, and develop current club leadership/building materials and how they are presented to the membership.

Action Steps:

- ◆ Analyze current club resources on CKI Web site.
- ◆ Work with staff to review and edit the content of the literature.
- ◆ Compile and/or create effective and clear materials.
- ◆ Make the resources easily accessible for the membership in varying situations.

Utilize the other branches the Kiwanis-family to promote CKI while developing materials for Kiwanis-based fundraising efforts in support of CKI.

Action Steps:

- ◆ Develop and create District Outreach Program (Kiwanis-based fundraising effort).
 - Further Action:
 - Design a banner patch that shows a Kiwanis Club supports CKI and charge a purchasing fee.
 - Use the money to rectify the finances of CKI
- ◆ Explore the marketing of the District Outreach Program and its possible financial implications.
- ◆ Develop a mirror-campaign to integrate financial support from Kiwanis towards the Six Cents Initiative.
 - Further Action:
 - Design a banner patch with the graphics of the Six Cents Initiative to show Kiwanis support of our new fundraising initiative, and charge a purchasing fee.
 - Take the money and add it to the amount raised for the Six Cents Initiative in 2007-08.

Collaborate with the Membership Development & Benefits Committee and the appropriate Kiwanis International Staff to evaluate, assess, and restructure the online Member Community program.

Action Steps:

- ◆ Work with the appropriate Kiwanis International Staff to temporarily eliminate the online Member Community coinciding the unveiling of the new Web site layout.

- ◆ During the time where the online Member Community cannot be accessed by the members, work with the Membership Developments & Benefits Committee and the appropriate staff members to evaluate, assess, and develop the program.
- ◆ Launch a new online Member Community that will be moderated by members of the Marketing & Kiwanis-family Relations Committee in collaboration with the Membership Developments & Benefits Committee (if necessary).

Map out CKI year based on reoccurring events.

Action Steps:

- ◆ Work with the International Representatives to develop events for their respective Sub-region.
- ◆ Create a calendar of the CKI year to show future boards and membership the reoccurring events (including time of the month, duration, suggestion, description, etc.)
- ◆ Include a collection of options to help publicize and promote the events

Create Key to College month publicity.

Action Steps:

- ◆ Advertise for the month on a grassroots level (from the board members to the rest of the membership)
- ◆ Utilize the resources developed by the 2006-07 Marketing and Kiwanis-family Relations Committee since the event happens so quickly after the election of the current board.
- ◆ Create the resources for the 2008-09 Marketing and Kiwanis-family Relations Committee so they do not have to scramble

Compile, evaluate, and update current Key to College materials.

Under the recommendation of the 2006-07 Marketing and Kiwanis-family Relations Committee, we will continue to suggest that the 2008-09 committee continue to make this a yearly updating and resource gathering process.

Action Steps:

- ◆ Compile the current Key to College materials from the CKI office, districts, and clubs.
- ◆ Evaluate and sort through materials.
- ◆ Systematically update the materials.
- ◆ Give resources, in an easy-to-use format, to the CKI membership.

Research the benefits of establishing and developing corporate marketing partnerships.

Action Steps:

- ◆ Compile a list of potential marketing sponsors, and discuss the list with the International President and Director.
- ◆ After figuring out which company benefits the organization the most, prepare literature and/or a form of press release to submit to the company for review.
- ◆ Keep in contact with members from the potential partner organization until a decision has been reached on whether the company can afford to support CKI or not.
- ◆ If the organization is unable to support CKI, the Marketing and Kiwanis-family Relations Committee will refer to the master list and take a company that was similar to the primary selection, and attempt a second time.
- ◆ If this method proves to be ineffective, the Marketing and Kiwanis-family Relations Committee will discuss a different approach and attempt to develop a different style of campaign tailored towards a different system of marketing companies.

Utilize the number of inter-clubs reported to determine a monthly inter-club award.

Action Steps:

- ◆ Take the Monthly Report Forms from the District Governors and evaluate the amount of inter-clubs per district.
- ◆ Figure out which district reported the most inter-clubs, and provide them with a notification of congratulations on winning the inter-club award for that month.
- ◆ Communicate with the appropriate Kiwanis International Staff members to evaluate the possibility of reserving a portion of the website to notify the membership of the award-winner (to be updated monthly).

- ◆ If for the time being the staff cannot reserve the space on the Web site, the Marketing and Kiwanis-family Relations Committee will design a certificate to distribute via snail mail to the District Governor until the space is available.
- ◆ Evaluate the response from the clubs and districts as far as an increase in inter-club effort.
- ◆ If the award is encouraging better relations with the Kiwanis-family, the Marketing and Kiwanis-family Relations Committee will recommend that the 2008-09 MKFR Committee pursue the development of an inter-clubber of the year award for the district that performs the greatest amount of inter-clubs throughout an entire year.

Continue Promotion of Service Leadership Programs.

Action Steps:

- ◆ Showcase the Service Leadership Program Tip(s) of the Month.
- ◆ Communicate with the appropriate Kiwanis International Staff members to place the Tip(s) of the Month in a location that is easy to find for the membership.
- ◆ Increase the amount of submissions during the traditional calendar school year, as a majority of the membership will have a greater need for these resources.

Collaborate with the appropriate Kiwanis International Staff to improve the quality and impact of the Web site, and to promote the new layout to as many people as possible, particularly new and potential members.

Action Steps:

- ◆ Communicate with the appropriate staff members to add applications that will benefit the members.
 - Further Action:
 - Incorporate a program that will record the total hours of service performed by each member on a monthly basis as submitted to CKI.
 - The members will be able to use this resource as documentation of their service hours as a stable reference for a potential scholarship application, job interview, etc.
- ◆ Finalize the layout of the Web site and work with the staff members to make sure the new layout is on schedule for launching in November of 2007.
- ◆ The Marketing Kiwanis-family Relations Committee will work with the International Representatives to promote the new Web site within their respective Sub-region.
- ◆ After the launching of the new Web site, the Marketing and Kiwanis-family Relations Committee will organize a new campaign to promote the Web site any where they can, any way they can, starting with word of mouth and ending up in publications and reflectors throughout CKI.