**Marketing Programs for the Texas Oklahoma Kiwanis District**

Additional Goals for 2019-2020 include:

Continue the webinar series on “as needed” rather than monthly. We have a good library of usable webinars and classes now. We can add to them as we get new material to offer. **The marketing team offers webinars for small groups too. We have been making good use of the district Zoom.us account to reach clubs around the 2 states.**

Work with a part-time person to upgrade our email lists, facebook pages, and district directory, and continue to build a great Ki-notes newsletter. **We have a part-time person working at the district office to help Laura and Lee update club information with an emphasis on current email addresses for all club members. We do have a part-time college student (Sean Dempsey) who handles our Ki-Notes edition 7 times/year. The last Ki-Notes (October 2019) was his best effort yet and got a LOT of compliments.**

Create videos on Kiwanis Life and Activities to share with media across the district. Realistically, this should be local programs and not internationally based. **Lakewood Kiwanis Club President, Mark Jones, is an integral part of the district marketing team and is an expert on videos. We want to extend our video library to include short videos of clubs in action and members who can tell a positive story about how Kiwanis has changed their lives.**

Continue to work with the New Club Building Team by preparing the local market with a media blitz explaining what Kiwanis can provide to the communities. **This will help the building team get potential members to inaugural meetings. For each new potential club location, we build media contacts and begin flooding the local area with information about Kiwanis in advance of a introductory meeting. This helps “warm up” the area and makes people aware of what Kiwanis is all about. We are doing this for Ennis and now Sanger and Venus, Texas.**

Work with the International Marketing Team to provide good media programs for clubs to share with their local media and to the local community. **The International Marketing/PR team has created a bountiful amount of videos and “memes” for clubs to use on their Facebook pages and Websites. You can access this great material at** [**www.Kiwanis.org/brand**](http://www.Kiwanis.org/brand)**. Our marketing team creates a lot of our own material that is specific to the district and we post new material on our district Facebook page daily.**

Help build training videos on all of our programs that can be shared with club and district leadership. Follow-up training can be done by webinar. We have proven that the Zoom webinar software has been a great tool for us this past year. **Our goal this year is to video all of our club officer training programs and make them available to clubs anytime they are needed. It’s an ambitious project that will require a lot of travel and time spent editing video. But, it will be well worth the effort.**

Furthermore, assist the new PR chair and Partnership Chair in getting their messages out to the clubs. I look forward to working with them side-by-side at district events. **We have a new PR chair for the district in Pastor Brad McKenzie who is our Region 2 Trustee and is located in Orange, Texas. He attended the PR training at International Convention this year and has a travel budget so that he can visit clubs and work on PR programs. He will also be available for webinar meetings this year if he cannot make a personal visit. Because he is a Pastor of a large church, his weekends are spent preparing for all-day Sunday events.**

**Marketing efforts for this year also include support for district-wide projects like the:**

1. **Kids Against Hunger Program and Friday afternoon food packs for kids,**
2. **The Parent Education Series of classes,**
3. **Backpacks for Homeless Vets and tote bags for women’s shelters**
4. **District Disaster Relief Program,**
5. **New club building and officer training programs**
6. **And finally, our video series on personal stories that we can share with media and communities.**

**These are MAJOR marketing efforts that will improve our visibility in communities across the district. We are actively looking for target programs that lots of clubs are involved with. It is easier, from a marketing perspective, to put energy into 6 or 7 or 8 broad programs rather than try to market each individual club’s separate programs. We are glad to provide support for any marketing and PR individuals at club level that need assistance with their communication efforts.**

**Some of our new material will be offered in multiple languages, too.**

**If your club needs assistance with marketing or PR initiatives, please contact Marshall Kregel at** [**mkregel@hotmail.com**](mailto:mkregel@hotmail.com) **and phone number 972-741-1551 (cell). We will help you create or update your club Facebook page and/or Website. We will also help you with brochures or hand-outs for your community events.**