

Marketing Tools Checklist



Flyers & Posters

Flyers can be self-made as long as they are in compliance to Key Club graphic standards. Templates for flyers as well as different occasions can be found on the Key Club International website (<http://www.keyclub.org/>).



Brochures & Pamphlets

Brochures and pamphlets can be self-made as long as they follow graphic standards. If you don't want to make your own, look out for the official Member Recruitment Brochure issued by the CNH Communications & Marketing Committee!



Newsletters

Newsletters can be self-made. Templates can be found on the Key Club International website (<http://www.keyclub.org/>).



Videos

Videos promoting Key Club can be self-made and should be approved by the represented organization. Once approved, you should add, "this video has been approved by the ___ Key Club". Ensure that your video is in compliance of all Key Club and school policies.



Social Media

Social media can be an extremely effective marketing tool for potential Key Club members. However, please keep in mind the proper protocols when utilizing social media. Make sure all posts appropriately represent CNH Key Club and the Key Club organization. CNH Communications & Marketing Committee will be providing a guide regarding the proper usage of social media sites. School policies must be adhered when using social media to promote Key Club.



School Events

School events can be a very effective marketing tool as potential Key Club members all attend school. Take advantage of school events, especially club days. Table displays at these events additionally can help market. In addition, Key Club could hold a lunchtime rally to promote their club and recruit new members. Please remember to represent Key Club International and follow the school policies at these events.