

## Marketing Tools Checklist

### Flyers, Posters, Brochures, & Pamphlets

Flyers, posters, brochures, and pamphlets can be self-made and can be used to positively promote Key Club as long as they all follow Graphic Standards. Templates and guides may also be found on [keyclub.org](http://keyclub.org) and [cnhkeyclub.org/TheHive/](http://cnhkeyclub.org/TheHive/) or can be ordered for free on the Kiwanis Store at <https://store.kiwanis.org/KeyClub/Subcategory/Literature.htm>



### Newsletters



Newsletters are utilized by clubs, divisions, and districts. They can also be self-made as long as Graphic Standards are used correctly. It is an enjoyable way to recap on past events, promote new events, recognize achievements, and implement our year-round theme: celebrate service, leadership, and family. Publications including newsletters, posters, videos, and scrapbooks are eligible for awards with application and guidelines.

### Text Messages

Text messaging apps such as  groupme and other communication platforms such as  remind101 are excellent programs everyone can use to send and receive information. Take advantage of these resources to promote, remind, and raise awareness of Key Club news, projects, and events.



### Videos

Creating promotional and informational videos is a great way to get your message out there. Promotional videos are used for publicizing any information needed to draw attention to a product, a topic, and/or an organization. Make sure to BEE positive. Keep the video appropriate and your audience interested. While promotional videos are more focused on visual and sensory content, informational videos are meant to educate. Viewers should be able to gain an acceptable amount of information and knowledge from the video. Also, always remember that videos made to promote and publicize an organization's events and projects must be approved by that represented organization. This is to ensure that the video created agrees with all Key Club and school policies.



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## Social Media

Social media plays a very effective role in marketing, but don't forget that everyone must be careful while utilizing it. All social media posts must be appropriate and must have a positive representation of CNH Key Club and Key Club International. Even though social media plays an effective role, try not to rely on it too much. Not everyone has Facebook, Twitter, Instagram, etc. so please remember to BEE inclusive. Keep in mind that official business should not be conducted through social media.

## School

School events are super effective in promoting all Key Club events because all Key Club members attend school. Pep rallies, club rush, and other school events are ways to positively represent Key Club International. All promotional items and techniques must be appropriate and abide by school policies and guidelines. Having a Key Club display case at school is a great way to show how much of a difference every member is able to make through service, leadership, spirit, and family. Being part of morning announcements or the school bulletin is another great way to remind students of meetings and upcoming events.



## Public Spaces

Using public spaces (ie. restaurants, parks, etc.) for the promotion of Key Club fundraisers and events can be very effective and fun; however, please always remember to be considerate and respectful. Take the extra step in asking owners and managers if you are able to post flyers, posters, and other promotional items on their bulletin boards, windows, walls, and other public spaces. Asking for permission and getting approved is safer than not doing so at all because even public spaces have guidelines.



## Nontangible Tools

Tangible tools do not always have to be utilized to market Key Club. One can easily promote this organization through one's own words and stories. We share and speak about our experiences with each other in order to spread our message and passion for service, leadership, and family. Every member has his/her own wonderful story, so be sure to share yours!



## Google Groups/Reflectors

Join our discussions! The following Google Groups are open to all members: [Presidents](#), [Vice Presidents](#), [Secretaries](#), [Treasurers](#), and [Editors](#).