



Kiwanis[®]

meetup



This manual is the result of a project that started in Slovakia, and that was further developed by the volunteers of the European Solidarity Corps as complementary activity.

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Kiwanis Meetup Handbook

Introduction

Welcome to the Kiwanis Meetup Handbook. This handbook will support you in growing your Kiwanis membership in your area through Kiwanis Meetup events.

Kiwanis Meetups are events, where the messages of Kiwanis are shared with public. These events provide an opportunity for people outside of Kiwanis to experience in a small portion what Kiwanis is about and why they would want to be part of it. These events are thus opportunities for you to grow Kiwanis in your area by attracting and meeting new people, potential members.

We believe that being a Kiwanian is not a matter of pure logic decision that can be transferred by words only. It is rather a matter of heart and emotion. What you get as a Kiwanian is a whole collection of experiences and people you get to meet via Kiwanis. This is the core essence we want to bring to people outside Kiwanis through Meetups.

Organizing Kiwanis Meetups is a great way of gaining new skills, growing professionally as well as personally, while making new meaningful connections. Do not be afraid to ask your fellow Kiwanians or friends' help in it. It can be much fun and lots of great learning opportunities for all of you.

How to use this handbook

The methodology of Kiwanis meetups is based on the four phases of creating growth in Kiwanis (see later in part 2). These four steps involve the principles of human psychology, sociology, marketing and common practices that worldwide non-profit organizations (based on clubs) use to attract new members.

This handbook is a step-by-step manual on how to organize Kiwanis meetups and gain new Kiwanis members or open new clubs in your area.

We want to encourage you to experiment with it, to find the best way of how Kiwanis Meetups could work in your community! Feel free to experiment with the format and program you make! There is only one rule: always keep in mind that the main purpose of Kiwanis Meetups is to give a taste of the Kiwanis experience to people outside and give them the possibility to join Kiwanis.

You might be thinking if this will really work. Maybe it is something that you would never consider getting new members to Kiwanis. Before you start to really doubt this new approach, we want to share one famous quote with you.

“Insanity is doing the same thing over and over again and expecting different results.”

Albert Einstein

So, let's turn the page, and do something that hasn't been done before. We will support you in the journey of growth. Good luck!

PART 1

PREPARTION

Before you begin with Kiwanis Meetups

Research

Before you begin with Kiwanis Meetup initiatives to grow your Kiwanis membership do your research. It will make the job easier for you!

How to do this?

The good thing is that it is very simple. Talk to people (inside and outside of Kiwanis)! Ask questions and make notes! You might be surprised what this research will reveal.

What areas should you research?

- **What is the current Kiwanis culture within your area** (see key questions to ask before building new clubs and membership) - this will help you to set it up correctly from the beginning and direct your focus during the journey.
- **What are the key attractors and values current Kiwanians from your area get by being a member** – this will make it easier for you to communicate the key benefits of being a member of Kiwanis during Kiwanis meetups
- **Do people outside of your network know what is Kiwanis?** If so, how do people perceive it? What is the association they get when they hear Kiwanis?
- **What are key trends in your area and what kind of people** do you want to bring to Kiwanis. Does this support further growth? This will help you focus your activities on the right people with the right topics. That will attract more people to your Kiwanis meetups.

Key Questions we need to answer before building new clubs

- **What kind of Kiwanis clubs' culture do we have now in our region?**
- **How open are we towards people outside? How easy it is to join our club?**
Look at the Helping tool below! The more you are to the right, the harder it will be in your area to organize new clubs and/ or gain new members... If you find your answers more towards right, think of new ways how your club activities and new members practices could be changed to be more accessible for people.
- **What kind of club culture do we want to have in new clubs?** Will it support growth in future?

Helping tool

If you imagine **Kiwanis Club** is a person, what characteristics would this person have?

Open	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Closed
Lower mid. class	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High class
Accessible	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Prestigious
Informal	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Formal
Humble	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dominant
Charity like	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Club like

Figure 1: Club culture type tool

Do this exercise:

1.1. Imagine a key member of a Kiwanis club in your area – which of these characteristics would describe him/her the best?	Open	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Closed
	Lower mid. class	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	High class
	Accessible	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Prestigious
	Informal	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Formal
	Humble	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dominant
	Charity like	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Club like
Mark the “circles” that best suit this person.			

1.2. These answers will tell you what kind of club culture prevails in your area. It is important to understand this to know whether we want to keep this culture or we want to create clubs that are more open towards new members. **Are we open to growth or not?**

Look at the marks once again you made on the helping tool. On which side are they mainly placed?

After this short reflection it is important to ask the next question.

1.3. What kind of club culture do we want to have in new clubs? Again, imagine it as a person – a new member that you want to win, how would you like him/here to be?

Open	o o o o	Closed
Lower mid. class	o o o o	High class
Accessible	o o o o	Prestigious
Informal	o o o o	Formal
Humble	o o o o	Dominant
Charity like	o o o o	Club like

When you are ready, look at the tool and see where you placed the marks. Once again, the more you placed them towards the left, the easier it will be to recruit new members.

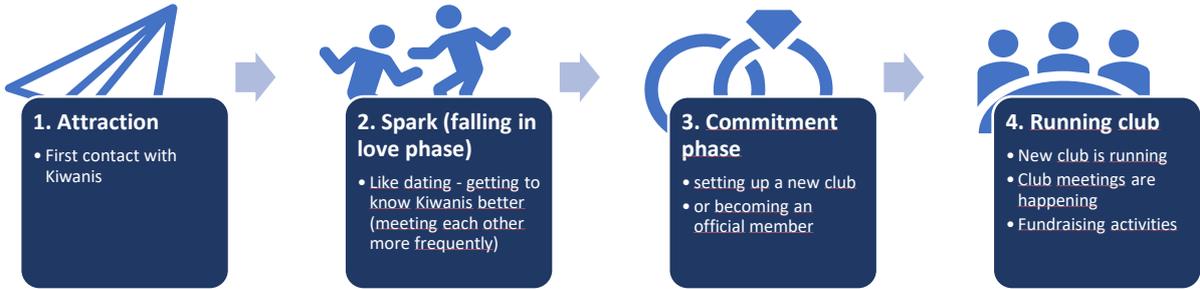
Why is it important to ask this question? One of the reasons is to reflect, how approachable we are for the people outside of Kiwanis (potential members). Answering this question will also define:

- the atmosphere that you want to create during your Kiwanis Meetups.
- the place you will choose for the meetups.
- the people you will invite.
- the effectiveness and potential for growth you will create in your area.

After you learned what kind of people and culture you want to have in your new clubs, it is time to look at the process of how to grow the Kiwanis clubs in your area.

Four phases of Creating new Kiwanis Clubs or getting new members

There are four stages that every new (potential) Kiwanian goes through. When creating new clubs or getting new members it is important to have these four steps in mind.



Phase 1: Attraction

If we want people to be interested in Kiwanis first, they need to know it exists. It sounds simple but this is usually one of the most omitted parts in growing Kiwanis membership.

Without this knowledge, the attraction to Kiwanis cannot take place. Here comes the role of marketing: members spreading the idea of Kiwanis and the possibility for people outside Kiwanis to meet the organization. Getting to know Kiwanians and experience the essence of it in a small portion **with no strings attached**. This should be enabled for people from outside before they become a member.

Key questions that you need to answer here are:

- Who do we want to attract? What are their interests?
- Why would they want to join Kiwanis?
- In what kind of topics would they be interested?

This attraction can be done through:

- **Kiwanis Meetup** events (live, in-person and online events)
- Communication through the media: what Kiwanis is doing to help children and communities (PR)
- Facebook (via posts by using the official Fb page and/or via personal profiles)

Phase 2: Spark (falling in love with Kiwanis)

In this phase people from outside (potential members) are enabled to be in contact with Kiwanis on a regular basis. This is necessary for them to decide, whether they want to join Kiwanis (create new club or join an existing one). Our main goal here is to show the clear value of what they will get as a member versus what they are (not) getting when they are just being interested as an outsider.

Key questions that need to be answered here:

- How will we enable potential members to meet and experience the essence of Kiwanis **on a regular basis**?

The Spark phase can be done through:

- Regular Kiwanis meetups (both online and live events).
- You can also invite them to your club meetings or fundraising events that you are doing.
- Current members are keeping in touch individually with people interested.



TIPS:

- ✓ live events being more effective in getting new members because there is personal contact.
- ✓ personal invitations and contact usually bring more new members to Kiwanis.

Phase 3: Commitment

In this phase the potential member makes the decision to join Kiwanis. That means either a new club is being created or a new member is joining an existing club.

Key questions that need to be answered here:

- How can we make it easier for him/her to join?
- Who will be giving the support to the new clubs/members?



TIPS:

- ✓ Make it easy for everyone to join any Kiwanis club! Avoid formalities, set traditions aside. Make the application procedure short and simple!
- ✓ If the new member has not been invited through current members make sure to assign one or more people from you club to be of help to him/ her all the time.

Phase 4: Running a (new) club

At this stage the new club is running, or new members have officially joined an existing Kiwanis club. That means club meetings are taking place, fundraising/social projects are ongoing.

Key questions that need to be answered here are*:

- What should be the set-up of the new clubs?
- Where will they meet?
- What kind of activities will the members do during meetings?
- What kind of fundraising activities will they do?

Questions to answer in the case of a new member joining an existing club:

- What would he/she like to do in the club?
- What role could and would he/she want to take to feel more engaged from the beginning?

* **Important note:** In case of creating new clubs, these questions should be answered and set up by the new club members. This is important to make sure it will be aligned with the new club members' interests and motivations. Current member of an existing Kiwanis club should be there "only" as a supporter and facilitator of the process, not the one that sets this for the new club.

PART 2

Kiwanis meetup events manual

What is Kiwanis Meetup

Kiwanis Meetup is a thematic event that is open to the public. The topics for Kiwanis meetups are chosen based on the target group you have decided to attract and what could be of interest to them.

Three cornerstones of Kiwanis meetups

The three cornerstones of each Kiwanis meetup are **growth** (or inspiration in various topics), **charity** (helping and making a difference in the lives of kids) and **networking** (getting to know interesting people from different fields). These are the key pillars that were identified as the main reasons why present members are in Kiwanis.

Every Kiwanis meetup that you will deliver should be based on these pillars. In the coming pages we will show you how.

Main aim of Kiwanis live meetups

Kiwanis live meetups are events that bring together the growth, charity, and networking under one roof with a special atmosphere. The main aim is to give people (unfamiliar with Kiwanis) opportunity to **personally experience what Kiwanis is** thus make them want to join and be part of it.

Further messages of Kiwanis Meetup events are to:

- **Illustrate** how Kiwanis clubs are thriving in organizing and/or contributing to actions and projects that improve children's life (in your area and in the world).
- **Position** Kiwanis as a significant service organization which is a great place in one's life to become socially responsible (towards children's life) and to support his/her own growth through connecting to like-minded people.
- **Communicate** how Kiwanis connects the social and charity life together.
- **Enhance** Kiwanis's footprint and "brand" awareness in an area.
- **Call to action** to become socially responsible and to see the opportunities how you can connect growth with social responsibility.

Kiwanis live events with the participation of current Kiwanians (if there are some in your area) **are to be the main source of new members of Kiwanis**. In the next lines we will show you how.

How Kiwanis Meetups look like

When?

Kiwanis Meetup(s) is a **two-hour event taking place after working hours**, where people “taste” the atmosphere of Kiwanis and are informed / (invited to be) that they can be part of Kiwanis and thus make a difference in their and in children’s lives.

Keeping the three pillars in mind...

To support the message of **growth and inspiration** as being part of a Kiwanian’s life, you will bring **interesting guests to be part of a panel discussion** dedicated to the topic of your Kiwanis Meetup event.

To support the message of **charity and helping kids** as being part of a Kiwanian’s life, you will dedicate part of the event to a social action, by which participants can experience the feeling of giving themselves.

To support the message of the **networking** part – showing that to be a Kiwanian is to surround yourself with great and interesting people from different fields – the **last half-hour or more of the event is dedicated to free networking**. This is the time, when current Kiwanians can approach attendees and freely chat about how they like the event, if they have questions about Kiwanis and more.

Three direct ways to present Kiwanis for people during the event:

- 1) at the beginning of the event the moderator of the event explains in one sentence what is Kiwanis.
- 2) After the panel discussion, there can be a short 3 minute „interview “conducted with a current Kiwanian.
- 3) Via an interactive quiz (delivered on smart phones of the attendees: Kahoot/ Slido. This is another way to let your audience know more about Kiwanis and its mission as well as its achievements.



TIP: Make Kiwanis Meetup events paid events (set up a symbolic amount).

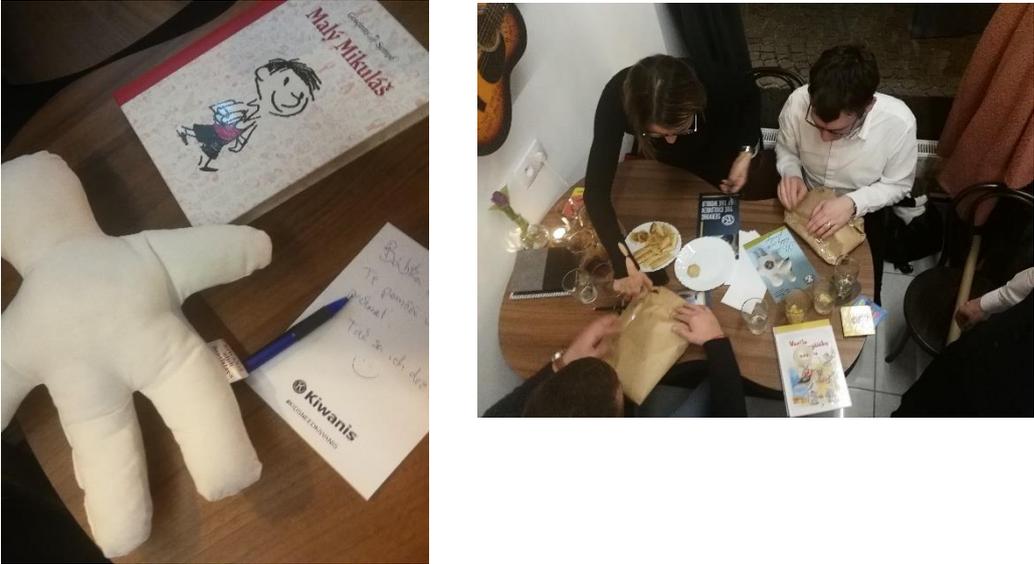
This is to

- prevent people just registering to the event but at the end do not come because they don’t feel committed.
- know how many people will come in order to reserve the adequate catering.
- support good causes (kids) with the money that you collect through the entrance.

Case Study – Slovakia*

The social action during Kiwanis Meetup in Slovakia was **packing children’s books** – that people brought – together **with Kiwanis dolls and hand-written personal cards**. A few days after the event, these packages were delivered to an agreed kids hospital department.

Figure 2 Photos of packing the books, Kiwanis dolls and written personal notes.



This is how the program was developed (see the detailed program below) to achieve the best experience and make people want to be part of Kiwanis in Slovakia.

Figure 3 Example of the program of Kiwanis Meetup event

Name (Topic)	Millennials in Business (How to work with and lead Generation Y)
Length	2 hours (18:30 – 20:30)
18:30 – 18:40	Introduction – Welcome ...what is Kiwanis and why this event is happening.
18:40 – 19:30	<p>Panel Discussion - Guests:</p> <ol style="list-style-type: none"> 1. Manager of the Year 2019 - Slovakia 2. The CEO of a profitable business – Sygic, Slovakia 3. The co-founder of a profitable start-up company - Lighting Beetle, Slovakia <p>Questions from the audience for speakers</p>
19:30 – 19:40	<p>Kiwanis through the eyes of a Kiwanian - presenting Kiwanis</p> <p>(short interview with a Kiwanian focusing on following questions: What does it bring you to be in Kiwanis? What is one memory within Kiwanis that you like to remind yourself of? Why is it worth it to be a Kiwanian?)</p>
19:40 – 20:00	Quiz on Kiwanis + giving small prizes to the winner(s)

20:00 – 20:15	Packing up children books with Kiwanis dolls and “sending” them to a hospital
20:15 – 21:00	Free Networking

Steps of organizing a Kiwanis Meetup event

Before

1. Think of the target group you want to address.
2. Choose a topic that would be interesting to these people.
3. Think of guests for the panel discussion that would be interesting to listen to about a certain topic and contact them whether they would be interested to come.
4. Choose a date and time for the event.
5. Choose a bar/place that would be suitable for this event and book it.
6. Secure the needed technical equipment like projector, two microphones, speakers.



TIP choose a place where this equipment is provided

7. Create the main event cover picture for Facebook event and ticket selling page.
8. Create the Facebook event.



TIP if you don't have a Kiwanis club/district Facebook page create one! – you need it for creating an event as well as to keep in touch with the people after the event.

9. Create an event page where the people will buy the ticket and thus reserve a spot
10. Promote your event – via Facebook paid campaign, personal invitations via Facebook and emails.



TIP if you have good relationship with other organizations or people that have good network ask them if they could promote the event too, keep posting on the Facebook page and event page some interesting teasers about the event. A teaser can be the announcement/confirmation of a guest speaker, his/her relation to Kiwanis, interesting information about the venue or some “did you know” facts from Kiwanis.

11. Assign roles for the event (a moderator who will lead and facilitate the event, a technician for audio-visual support, someone to welcome the attendees, a photographer etc.)
12. Prepare questions for the guests in the panel discussion and discuss them in advance with the guests.
13. Prepare the graphic materials that will be presented in the place (boards, covers etc.)
14. Order a simple catering for the event.
15. Arrive to the venue 2 hours in advance to prepare everything on the spot.

During

Welcome attendees and create a great atmosphere. The moderator is the “creator” of the atmosphere, so be sure to get a good energy before you go on the stage 😊

In the beginning, after officially welcoming the guests and kicking off the event, do not forget to announce/ sketch the program (time frame, blocks that you will go through, why we do it)

For more details, see our sample program from the [Kiwanis Meetup – Slovakia](#) event above.

After

1-2 days after

Send a thank you email to the attendees where you:

- Thank them for participating.
- Ask them how they liked it (this can be done by using a google form)
- Invite them for the distribution event in the hospital (in case you chose this social activity for your event)
- Send them pictures from the event.

Post the same information from the email to the Facebook page and Facebook Event Page

1-3 days after the event

Contact those that expressed interest to get to know Kiwanis better. Invite them to your club meeting, for a coffee or best for another activity that your club is doing soon. This is to keep them “warm” for Kiwanis and discuss their interest in Kiwanis.



TIP: contact via phone to make it more personal

1 week after the event

Send them photos and information about the gifts distribution and thank them again for contributing to helping kids (and participating the event).

More tips and pitfalls to avoid

Don't do it alone!

That's right don't do it alone. Create a team of people. You need to be at least two people to secure all the duties during the event. But if you are at least 4-5 people you will have more fun and less stress before and during the event.

Make it a symbolically paid event.

If people don't put something in, they often don't feel committed to come to the event and they might decide not to show up just because they "don't feel like it" during the day. For you it means wasted effort and money for the organization, place, catering. That's why we recommend making it a symbolically paid event.

Do you know a photographer? Great! Bring him/her there.

To support the after promotion of the event, it's a must to have some nice pictures. This is to remind the people of the great atmosphere and to show the ones that missed the event, how great it was and that they want to come next time. If you do not have a photographer, make sure someone will take pictures at least via phone.

Include key Kiwanis messages into the questions you will ask during the panel discussion

Why and how to do it? For example, ask the guest during the discussion what socially responsible activities do they do and why do they think that being socially responsible and do something beyond is important? By this you will bring the topic of charity and inspire the audience through the guest. Without you needing to promote the need for being active and helping kids.

Be sure you invite people personally, do not rely on Facebook campaign only

Invite mostly personally, not only via paid Facebook campaign – personal invitations work much better than mass campaigns. Here, it is also important that you have people in your team who can relay the invite. Keep in mind that more than 75% of the attendees will be through your personal invitations. Facebook promotion is very important for increasing the awareness of Kiwanis and its mission and activities, but personal invitations are more effective in terms of actually bringing the people to the event.

Don't get frustrated when people do not sign in 3 weeks in advance, but keep inviting people anyway

Most people will register the last 3-5 days before the event – make sure you promote the whole time (start around 1 months ahead) but make an extra effort during the last 5 days.

Make a clear call to action during the event that people can become a part of Kiwanis

Don't expect people to just know. Let them know that Kiwanis is ready and happy to welcome new members. While doing that, give them a way to let you know that they are keen to learn more about Kiwanis (e.g., through contact cards). Approach them personally and ask them how they liked the event, if they would like to be part of Kiwanis and keep in touch with them also after the event.

Make the social project part as the last part before free networking

Make this as the last part of the program before free networking and **make sure you deliver all important information you wanted to convey before this act**. After this nice action people tend to be more unfocused and relaxed and already talking to people around them. Which is great, and you don't want to disturb the networking mood there.

PART 3: Promotion, marketing resources, materials to use

How to promote the event

Promotion of the event is indispensable. Creating a great event, with an interesting topic and guests is important, but this is estimated to represent 20% of the job. The next 30% is promotion, 20% is what happens during the event and 30% is what happens after the event.

The key forms of promoting an event:

- Personal invitations (written via messages on social media, emails, verbally in person)
- Facebook event page sharing from your personal Facebook profile.
- Facebook event page sharing in Facebook groups where the target group gathers.
- Facebook paid promotion.
- Asking your friends and connections to share the event.
- Asking the guests in panel discussion to share the event on their social media.
- Recording a short video - around 30 seconds - invitation (by the guests, by you, your team) and sharing it on social media, on the event page.
- If you have a webpage for your area, where all cultural events are shared, place it there (it is usually for free).

It is very likely that the number of subscribers following the Facebook page of your Kiwanis club will grow. Every campaign of the event will grow the number of FB page followers. A growing number of followers means a greater number of potential event attendees. And a growing number of attendees means a greater number of potential Kiwanis members.

Marketing Resources to use

Visuals

To make a good impression and spread awareness about Kiwanis in your community, keeping uniform visual communication is very important. The good news is that it is ready- prepared for you. You only need to translate it to your language and include information about your event.

Recommended materials to use during promotion and during the event:

- Facebook Event Cover Page
- Facebook Guest Introduction post visual
- Kiwanis portable boards presenting key Kiwanis local and international projects
- Kiwanis pdf invitation (you can use for invitations for people that don't have Facebook)
- Kiwanis meetup banner

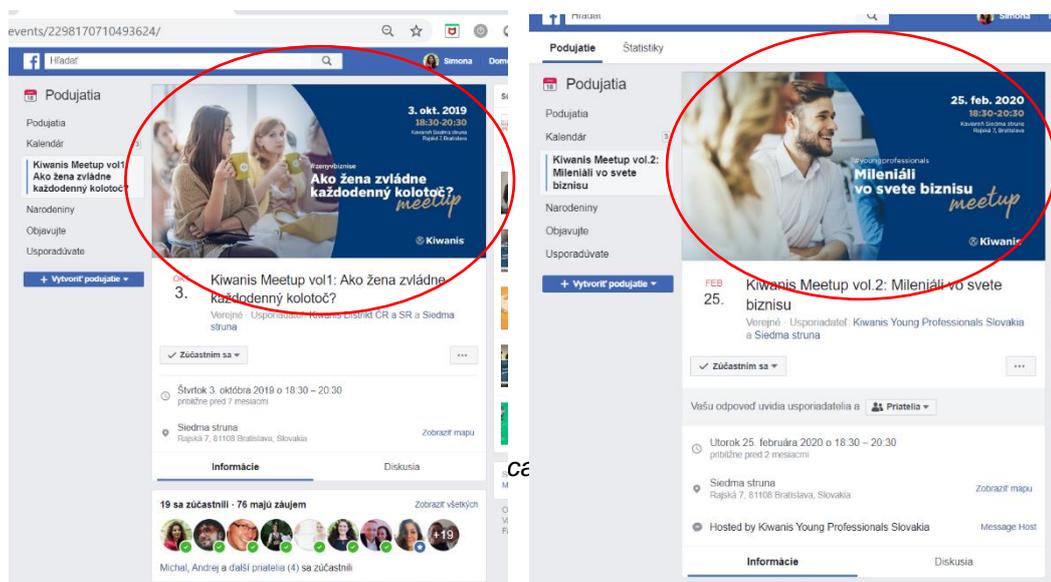
- Kiwanis Flag
- All the Kiwanis leaflets and promo materials that you already have

Facebook Event Cover Page & Sources

The pictures below are examples of two different Kiwanis Meetup Facebook event pages. As you can see the visual is the same, only the picture, the event title and the date are different.

For each event, you want to change the image in the left of the cover photo. Below are recommended places where to find them.

Figure 4 Facebook Event Cover Photos



Transition to ER right picture. Millennials in the business world

To edit these materials you will need photoshop (.psd) or you can create similar template in [Canva](https://www.canva.com/) (free and easy to use graphic online platform).

Good resources for images to use for each event cover photo are:

<https://unsplash.com/> - free photos

<https://stockphoto.com/>, <https://www.istockphoto.com/> - paid ones

Kiwanis Europe photo library (kiwanis.eu)



TIP: Use the same cover photo (with the same dimensions possibly) for the ticket buying page, for the portals for cultural events, in the .pdf invitation and everywhere where it is needed.

Facebook Guest Introduction post visual

To present the guests and promote the event via posting in the Facebook event,

Figure 5 Facebook banners for quests



and Facebook page, you can also create a visual for each guest.

You will use it for posts and for Facebook paid promotion. If your guests have good personal branding and thus lots of followers (people that follow them on social media or are fans of them) it will help you with the event promotion and attracting more attendees.

To edit these materials you will need photoshop (.psd) or you can create a similar template in [Canva](https://www.canva.com/) (free and easy to use graphic online platform) or dig into the templates on [kiwanis.eu](https://www.kiwanis.eu).



Kiwanis portable boards presenting key Kiwanis local and international projects

Portable boards are very good for creating a good atmosphere and enhance Kiwanis awareness during the event.

The material on which it was printed is [kappa boards](#) (The size is A3).

Kiwanis pdf invitation

Only create this if you want to send invitation to someone that prefers the traditional way via email and/or does not have a Facebook account. Otherwise it is not necessary.

Figure 7 Portable boards hanging in the place of Kiwanis meetup



Kiwanis Meetup roll-up

Kiwanis Meetup roll-up is a great way to raise awareness about Kiwanis during the whole event and while taking pictures.



Figure 9 Kiwanis banner used during event.



TIP: Place it somewhere close to the guests and the moderator. By doing so every time attendees take pictures, Kiwanis branding will be there.



Text on the banner: A series of events on current topics with exceptional guests, a good dose of inspiration and a charitable dimension

Kiwanis Flag (beach flag)

To make the venue of your Kiwanis event more visible for the audience, use a beach flag and place it next to the entrance. Attendees and guests will easily find it plus it contributes to the promotion of Kiwanis.

Figure 10 Kiwanis flag outside of the happening place.



Tools & sources

Before and during the meetup you will use various tools to make Kiwanis meetup a pleasant and engaging experience.

A list of recommended tools to use:

- **Kiwanis Academy Platform, Eventbrite**, or any other local ticket selling site.
- **Slido** – great tool for your audience to ask and/ or vote for questions.
- **Kahoot** – a tool to run interactive quizzes during events.
- **Facebook Ads manager** – tool to set up your Facebook promo ads to promote your Kiwanis meetup.

Kiwanis Academy Platform, Eventbrite, or any local substitution

This is the place on the web where people will register and buy their tickets (for a symbolic price). It will inform you every time if someone registers for your event and it collects the email addresses and phone numbers for you. It processes the payments, which makes it easy and convenient for you and the attendees too. It deducts around 5% from each ticket as a fee for the service.



TIP: Always create an extra excel sheet, where you keep track of the registered guests. This is to have a good overview of registrations at all times, also after the event.

Where to find it: <https://academy.kiwanis.eu/>, <https://www.eventbrite.com/>

Slido

Slido is a great tool to encourage interaction during the event as it gives people the possibility to ask questions (even anonymously). Not everyone would ask a question by using the microphone in front of other 30 or more people, so this a great tool to help. You need a projector to show the questions on the screen.

 **TIP** Make sure the screen is placed somewhere visible for the attendees as well as for the moderator.

Where to find it: <https://www.sli.do/>



Kahoot

Kahoot is a tool by which you can create a quiz and people can (individually or in teams) compete. It is a great way to bring fun and interaction to your Kiwanis Meetup. You can use it for a quiz on Kiwanis. By doing so, you will bring Kiwanis, its mission and information that you want to share with the attendees to their attention in a casual way. This is one of the key methods of naturally introducing what Kiwanis is all about during the event.

Where to find it: <https://kahoot.com/>

Facebook Ads Manager

As stated above, to promote the Kiwanis meetup event before it happens, we highly recommend you use Facebook paid promotion. Facebook Ads Manager is already part of your Facebook account, so there is no need to register anywhere extra.

 **TIP:** if you know someone that knows how to set up Facebook paid campaigns, call that person to help you and give you guidance. It will be much easier and less time consuming for you.

You can find this tool, more information and step by step instructions to set a campaign here:

<https://www.facebook.com/business/tools/ads-manager>

Online Kiwanis meetups

Main aim of Kiwanis Online meetup

Kiwanis online meetups are **online live streaming events** that bring together the growth (inspiration) and charity as two of the key cornerstones of Kiwanis. The main aim is to give people outside the organization the opportunity to “meet” Kiwanis. Online meetups are a great tool to **spread the awareness about Kiwanis** to the public.

How?

These are **free** (not paid) **live streaming events on Facebook**, that can be watched by anyone that has Facebook. The reach of people (potential members) is larger. It is also a great source of **growing the follower base of your Kiwanis club Facebook page, thus making it easier to grow the number of Kiwanians in your area.**

The more followers you have on Facebook, the easier it will be to attract people to your events and then to your (new) Kiwanis club. The more visible you and your Facebook page and event that you make will be, the more your follower base will grow.

Aims of Kiwanis Online Meetups are to:

- **Position** Kiwanis as a significant service organization which is a great place in one’s life to become socially responsible (towards children’s lives) and to support his/her own growth through connecting with like-minded people.
- **Demonstrate** that Kiwanis is an innovative organization that addresses actual needs of its target group and can support them during crisis times (e.g., covid-19 pandemic).
- **Communicate** how Kiwanis connects the social and charity life and growth together.
- **Enhance** Kiwanis footprint and “brand” awareness in an area.
- **Call to action** to become socially responsible and to see the opportunities how you can connect growth with social responsibility.

How Kiwanis Online Meetup look like

The key features of Kiwanis online meetups are:

- It lasts 1 hour maximum.
- It is live streaming on Facebook.
- There is **one guest** + 1 (you or someone from Kiwanis) that interviews him/her.
- The interview is basically an online call between two people that is live streamed on Facebook.
- There is free “entrance” – anyone can connect on Facebook to watch it.

- There is a social project that is briefly presented and supported (charity part).
- There is a little competition included to get them search information about Kiwanis or to listen until the end with the possibility to win a price.



TIP: Try to make the event registration in a way that there will be a voluntary “entrance fee” that will be donated to the social cause you will be supporting throughout the event.

Sample Program:

Name (Topic)	How to boost your immunity and mind during Corona times
Length	45 – 60 mins hours (18:30 – 19:15)
18:30 – 18:35	<ul style="list-style-type: none"> • Introduction – Welcome ...what is Kiwanis and why this event is happening. • Information about the small competition so they know that it is worth it listening. • Information about the cause that you will support during this online Kiwanis meetup. • Introducing the quest
18:35 – 19:15	<p>Leading the discussion with the guest + asking the questions from the audience in the comments next to the live streaming video.</p> <p>At 19:00, suspend your conversation to announce the beginning of the little competition – say the question and place it also to comments.</p> <p>Also post the competing question on your Facebook page and tell them that this will be the place where the answers will be collected.</p> <p>This is to support people to come back to your Facebook page again and become followers.</p> <p>Thank them and end the live streaming through OBS Project platform.</p>

Steps for organizing Kiwanis meetup online (before, during, after)

Before

1. Think of the target group you want to reach.
2. Choose a topic that would be of interest to these people.
3. Think of a guest for the discussion that would be interesting to listen to about this topic.
4. Choose a date and time for the event.
5. Contact the guest to see if he/she would be interested to take part in the Kiwanis online meetup.
6. Create the main event cover picture for Facebook event.
7. Create the Facebook event (if you don't have a Kiwanis club/district Facebook page create one for sure – you need it to create an event as well as do the live streaming and keep in touch with the people after the event).
8. Promote your event – via Facebook paid campaign, personal invitations via Facebook and emails, if you have good relationship with other organizations or people that have a good network around them, ask them if they could promote the event too), keep posting on the Facebook page and event page some interesting teasers about the event.
9. Assign roles for the event (a “moderator” or interviewer and ideally one more person as the technical support).
10. Prepare questions for the guest and discuss them in advance with him/her.
11. Prepare the graphic materials that will be presented during the live streaming on the screen (Kiwanis logo, banner of Kiwanis mission, or e.g. banner for the cause that you will support with information where to donate what ...).
12. Prepare some little competition and a small award that the winner can win.
13. Ask some friends to watch the live streaming and share comments, and questions in the comment section to start the interaction.
14. 1 hour before the live streaming connect with the guest on Zoom to see if everything works and set up the OBS project and the live streaming technicalities.
15. Stay connected until the event, just on mute and without camera.
16. 15 min before the live stream, begin the live streaming with a place holder image (so people are able to connect, but will see the information, that the event will start soon).

During

1. Unmute the Zoom and start video again.
2. Hide the placeholder and start the Kiwanis meetup live streaming.
3. Check comments regularly in case there are questions from the audience.
4. Support interaction through encouraging people to ask questions.
5. Post 2-3 posts about Kiwanis in the comments section next to the video live streaming to casually remind people what is Kiwanis and where they can find more information.

After

1 day after

Post a “thank you post” on the Facebook page and Facebook Event Page, where you:

- Thank them for participating.
- Ask them how they liked it (google form).
- Invite them again to donate to the cause you supported during the event.

Announce the winner of the competition on your Facebook page.



TIP: show video how you randomly picked folded paper with one of the people that participated in the competition.

1-3 days after the event

Invite people for your club meeting, coffee or best for another activity that your club is doing soon. To keep them “warm” for Kiwanis and discuss their interest in Kiwanis.

1 week after the event

Repost the video from the live streaming (it stays on Facebook and can be watched afterwards) to remind people what it was about and if they missed it, they could still watch it.

Tips and pitfalls to avoid

Your guests can be Kiwanians.

If you have interesting people in your local Kiwanis club(s), they can be the guests for your Kiwanis online meetups. This is a great way to introduce Kiwanis from the inside. You can then talk to them directly about why they are part of Kiwanis. This can inspire people from the outside to be part of Kiwanis too.

Proactively support interaction.

The more interaction (likes or comments) you will get during the live streaming, the more Facebook algorithm will support the sharing of it, thus your live streaming will get to more people.

How to do it? Ask you friend in advance to ask some questions, to comment. Encourage the viewers during live stream to ask questions. You can also ask in the beginning to share in the comment where they are watching from.

Include Kiwanis messages and mission into the interview.

During the interview you can touch on topics such as volunteering, networking, or growing personally and professionally. These are all opportunities for you as the interviewer to mention that this is also part of being a Kiwanian and share some short story that proves it. Or encourage people to let you know if they would be interested to become a member of Kiwanis.

Invite people to support the chosen cause multiple times during the online event.

If you have a message, you really want to pass through during the event, mention it several times. At least 3-4 times. That means if you have a cause, you want the people to support, mention it verbally during the interview, and in the comments (comment the video as your Facebook page “person” to support the branding and make people notice new comments) next to the live streaming.

Turn off all notifications on your computer before you begin your live streaming.

Before you start your live streaming, don't forget to turn off every notification (outlook mails and events, phone calls, Facebook notifications etc.) that could appear on your screen. These would be visible (also heard) during your live streaming and will have a distracting effect for the audience as well as for you.

How to promote the online event

There are four recommended streams of promotion before your Kiwanis online meetup, that you should focus on.

- **Your club's Kiwanis Facebook page followers** (e.g., community created around your Kiwanis club or Kiwanis in your area).
- **The people that are following your invited guest on social media** (that is why we recommend you pick guests that have good personal branding and strong follower base*, especially if you as Kiwanis don't yet have a strong follower base in your area).
- **Your personal contacts and their friends.**
- **Facebook paid ads.**

Keep these streams in mind when promoting your online Kiwanis meetup event. Start promoting it around 2 weeks in advance. For more details on how to promote it please visit the section [How to promote the event](#) under Kiwanis meetup events.

***Follower base** is the number of people that follow someone on social media. It is a number of people that will be more prone to come to an event that is connected to the person they follow and like.

How to Live stream on Facebook and summary of Recommended Tools to use

Regarding technical matters, you may have already thought of how you make the Facebook live streaming for your Kiwanis online meetup.

To live stream Kiwanis online meetup you will have an online call with your guest via Zoom and your screen will be live streamed to Facebook via OBS Project tool.

Zoom

Zoom is a platform that allows you to have online calls. If you have an online call with one person, the length of the call is unlimited. All you need to do is register (for free) and download the app to your computer.

The use of this platform is very intuitive. For more information Zoom: <https://zoom.us/>

A good video manual for first set up and use: <https://www.youtube.com/watch?v=FnFSBjFvK2o>

OBS Studio

This is the tool you will use to stream your screen (while in a call with the guest on Zoom) to Facebook.

OBS Studio is a bit less user friendly, but with a handy manual you will easily get used to it.

To download OBS Studio go here: <https://obsproject.com/download>

You can find a great tutorial on how to connect Zoom, OBS Studio and start Facebook Live streaming here: <https://www.youtube.com/watch?v=ri68C2Gnli0>

List of resources to include:

- Paper for personal memos
- Event cover photo
- Contact cards
- Kappa boards
- Google feedback form
- Facebook page and Facebook Event Page
- Kahoot quiz questions

Closing Thoughts

You've seen how this manual can be used to organize Meetups and spread the messages of Kiwanis. You've also seen in what ways these meetups follow common practices that worldwide non-profit organizations (based on clubs) use to attract new members. But this is only the tip of the iceberg— this Meetup manual is much more than a collection of steps to follow. The guidelines and materials which are available for you to use are only the beginning of the foundation on which you build your own Kiwanis Meetup event—this manual allows you to add your own ideas and methods, and then use them along with everything else to achieve the best experience. The art of planning and creating something new in your region, is the art of looking at your difficulties in terms of new member recruitment, using this manual to think out of the box, and enhancing the Kiwanis experience. Now that you've been exposed to the basics of organizing a lasting experience, you can begin with your own experiment where the only limits are created by your imagination.



APPLICATION FORM GROWTH GRANTS FOR A #KIWANIS MEET UP PROJECT



Kiwanis EUROPE

PLEASE CHECK BEFORE APPLYING IF YOUR PROJECT MEETS THE MEETUP CRITERIA

Checklist for meeting
the criteria of #KiwanisMeetUp's:

CAN MY EVENTS BE CLASSIFIED AS A #KIWANISMEETUP PROJECT?

- It is a series of 3 thematic events/evenings open to the public
- It is an event that gives people the opportunity to discover what Kiwanis is
- Each evening has 3 main pillars: growth, charity, networking
- The participants are a younger audience than the average age of the district, ideally between the ages of 30-45
- The event is set in a trendy venue
- The event last 2 hours after working hours
- There is 2-3 two hour events
- There are panel speaker (2-3)
- There is a presentation about Kiwanis
- There is a social action in the event
- There is a symbolic fee for the event that will be donated to a social goal
- Participants will be involved in the social action after the event
- There is promotion of the event on social media platforms
- There are goodies, banner and other signs promoting Kiwanis at the venue

DETAILS OF THE APPLICANT

(Name of your) District:

Contact details of the person

who applies on behalf of the district:

(name, function in the district, email, mobile number)

Contact details of the organiser

of the growth activities/

responsible for the MeetUp project:

(name, function in the district, email, mobile number)

Account number for the grants in case the

proposal is awarded with growth grants:

(IBAN, BIC CODE, name of the bank, branch of the bank,

name account holder, address account holder)

THE PURPOSE OF THE GRANTS

Short description of the activities:

*(what will happen,
who is the target group,
how will it look,...)*

Places and dates of the activities:

- 1.
- 2.
- 3.

Short overview of the costs:

*(What will you do with the grants? How will they be used?
Which costs do you have, and
which will be financed with the grants)*

What's the expected outcome?

*(what kind of result do you expect,
which outcomes, outputs, effects do you envisage,...)*

SIGNATURE

Date, place, name, signature:



Bá
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přednat
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☺

Kiwanis
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