

# PUBLIC RELATIONS AND MARKETING SUBCOMMITTEE

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## GOALS:

1. Strengthen our communication tools for district and club leaders by enhancing our social media communication efforts.
2. Develop a "how to" Media Guide that features OI Branding Guidelines, available media outlets and how to use them.

## Suggested Agenda Items:

- How can we help clubs market themselves better
- Share successes with other clubs
- Use all forms of media
- Perhaps develop a simple "how to" media guide

## Subcommittee's Initial Recommendations:

The subcommittee had a total of three telephone conference calls where several items were discussed and came up with some recommendations for the DMM District. ons and

Marketing is a challenging area and one that deserves much more attention than it is getting from most of the DMM clubs. Quite frankly, it just isn't on the radar of most clubs. As PR Chair under Governor Terry, I accept some of the blame. Based on what I learned from our telephone conferences, I look forward to serving as PR Chair under incoming Governor Kevin. Most of what will follow really is just very basic PR and Marketing. We're not trying to reinvent the wheel. We just want to put it into motion.

Here are the recommendations:

1. Every club member needs to receive the DMM Dispatch. Curt does such a fabulous job and we discovered that at the most—only 20% are receiving it. Club Presidents are not distributing it to their members. The DMM Dispatch needs to be forwarded on to every club member and needs to be discussed now and then at club meetings. It is a critical piece of communication.
2. Social media. Everyone uses it---but for the most part—clubs are not. Social media can be and should be the heart and soul of how we communicate to the communities we serve. Every club needs to appoint a social media chair and a second person to assist that chair. Upcoming club events should be talked about on social media. And when the event has concluded, social media should also be implemented to show with words—and pictures—what we are doing to bring out the best in youth, our

communities and ourselves. This is a great reason to go out and recruit some young members who are familiar with the various forms of social media—and are good at it.

3. Visibility in your community. The town of Spencer Iowa, population 11,233 has 4 Kiwanis Clubs (Breakfast, Lunch, Dinner and Dessert). I asked one of the members what was the secret of their success. His answer: “We are everywhere. We show up at any event that happens in town. When a new business opens up, we are there. When a new baby is born, we are there. When there is an important city meeting we are there. When someone retires, we are there. We are everywhere.” Our recommendation is that each club should take a look around their community and make a list of the three events that happen on an annual basis and that draw the biggest crowds. Have a presence at those three events. Be there with boots on the ground. Have a booth, or a table or a kiosk or hand out fliers or sell hotdogs and pop---just be there. Visibility in your community is critical to your long term success of your club.

4. Consider the many resources that OI in St. Louis offers clubs. Most are free and a few require payment. There are 20 different radio PSA’s you can use. Drop them off in person at your local radio stations. They are required to run some PSA’s and if you stop in in person, they might just interview you to tell everybody more about what your Optimist Club does for the community. Dropping them off in person is the key. Do the same for your local TV stations. And don’t forget all of the community cable stations that exist. They are always looking for new stories, new content. Ask and you shall receive. OI also provides templates for news releases that you can e-mail to your local newspapers. As people drive into your community, is there a sign that shows there is an Optimist Club in town? If you go to the website: [www.optimist.org](http://www.optimist.org) and type public relations in the search box at the top, there is a plethora of things available at no charge.

5. How often does the club president actually communicate with the members? We recommend that at the very minimum you have a monthly newsletter that you send out to every member---especially those that you haven’t seen at meetings lately. There is no substitute for regular communication. It doesn’t have to be a work of art—it just has to be consistent and informative. Short and sweet.