



April 2016

## Kids need Kiwanis

When you create a news release or any content for your club, try to work in a quote that includes the phrase “kids need Kiwanis.” It’s easy to do if you think about it—your club president or event organizer could say, “We know kids need Kiwanis, and here in *(name of your town)* we support children by *(name your event)*. Using “kids needs Kiwanis” reinforces the point that Kiwanis helps kids, which is a noble cause members in the community can rally behind.

Make sure to use the phrase on your social media accounts too! When you post photos, graphics or information, be sure to use the kids need Kiwanis hashtag—#KidsNeedKiwanis—so anyone searching for that hashtag will find your post.



## Kiwanis One Day video contest

[Vote now!](#) Encourage your club to watch the Kiwanis One Day videos submitted by clubs around the world and pick the one that best represents our global day of service. [Voting on the Kiwanis International Facebook page](#) will remain open through Tuesday, May 3.

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# Legacy of Play contest

Think the kids need a playground in your community? Kiwanis partner Landscape Structures is providing US\$25,000 of playground equipment to the club that submits the best proposal. Your club has through May 5 to [submit a proposal through the Kiwanis International Facebook page](#). As with the Kiwanis One Day contest, anyone can vote for their favorite proposal. The 10 submissions with the most votes by May 27 will become finalists, and those submissions will be reviewed by a panel of judges. The winner gets the playground equipment to be installed in conjunction with the club's 2017 Kiwanis One Day project.

Use this contest to build community awareness about your plans. That's what the Union Kiwanis Club in Washington, Missouri, USA, did. A club member told their local newspaper about the contest and the club's entry. A [news article from emissourian.com](#) explained the contest and informed community members about how to vote for the Union club's entry. Your club and entry could get the same kind of press.

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## Promoting youth clubs

Kiwanis clubs spread the word about their pancake breakfast fundraisers, their Kiwanis One Day projects and the many awards they give to community leaders. But there's another Kiwanis story the community may be missing—the service done by the Service Leadership Program clubs you sponsor. Work with the leaders of those clubs and help them send news releases about their events. Everyone loves a good story about children, particularly about children who are serving and succeeding.

- The Lincoln Center Kiwanis Club in Lincoln, Nebraska, USA, worked with the McPhee Community Kiwanis K-Kids on a book drive held to make sure kids and their families could have books at home. The [Lincoln Journal Star](#) ran an article submitted by a club member that explained the book drive and other service projects in which the kids participated over the school year. The article also shared information about K-Kids and mentioned the other youth leadership programs offered by Kiwanis.
- Capitalizing on Kiwanis One Day, members of the Kiwanis Club of La Cañada (California, USA) worked with Builders Club and Key Club members on a service project at a local community center. The [regional section of the Los Angeles Times](#) covered the event and included a photo in the online edition. The local club included information about Kiwanis One Day and made sure its website, meeting place and time was included for

community members who might be interested in becoming involved.

- In an effort to expand K-Kids in Batavia, Illinois, USA, the local Kiwanis club promoted a spaghetti dinner fundraiser that would raise money to add clubs at all local elementary schools. Currently, the Batavia Kiwanis Club sponsors three youth clubs including a K-Kids, a Builders Club and a Key Club but wants to expand. Media coverage lets the community know what the club is doing and what it plans for the future. By including future plans, community members might be more likely to support a fundraising dinner because in the end, all proceeds benefit clubs for kids.
- In Shelbyville, Illinois, USA, the Shelbyville Kiwanis Club rewards students “Kiwanis Incentive Dollars.” The club submitted the second round of awards to the [local paper](#) and got coverage of kids receiving a certificate, pencil and a \$5 bill.

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## Quotes needed for kids clubs

The Service Leadership Programs staff seeks quotes from Kiwanis club members who are involved with kids clubs. These quotes will be used to build social media graphics that can be shared on sites such as Facebook and Twitter. Staff is seeking comments from club members and leaders about why they do what they do, the importance of mentoring and helping kids and the impact Kiwanis has on kids. Send your quotes to [pr@kiwanis.org](mailto:pr@kiwanis.org).

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## Finding the right word

Have you ever worked on an article, a blog post or even a Facebook post and just couldn't come up with the word you wanted? It happens to writers everywhere. There are several tools you can use to find the right word when your fingers just can't find it on the keyboard, including a reverse dictionary and a website.

[Learn about the options](#) from communications leader Ragan.com and never be without the right word again.