



August 2016



## Dates to remember

As your club plans events and corresponding news releases and social media posts, keep these dates in mind:

- [Kiwanis Youth Protection Week](#) is Sept. 11-17.
- [Worldwide Day of Play](#), observed with partner Nickelodeon, is Saturday, Sept. 17.
- [Kiwanis One Day](#) is Saturday, Oct. 22. Encourage your club to enter the Kiwanis One Day [photo contest](#).
- [Kiwanis Family Month](#) is the entire month of November – what is your club planning with Aktion Club, Circle K International, Key Club, Builders Club or K-Kids?

Remember that communications are not just external – you can email your club members with reminders and important dates. For example, remind club members that they need to complete the annual youth protection training and Youth Protection Week is the perfect time to accomplish that goal. Your message:

By Oct. 1, all Kiwanis advisors to Service Leadership Programs must have a criminal history background check conducted and verified by Kiwanis International. Youth Protection Week, Sept. 11-17, is the perfect time to review the guidelines, complete the training and get the background check.

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# Ideas for Worldwide Day of Play

[Worldwide Day of Play](#), observed annually with Kiwanis partner Nickelodeon, is always observed on a Saturday. This year, it's Saturday, Sept. 17.

The event encourages kids to get out and get active. Your club could sponsor an event for kids, ensuring they are away from the television or video games for a few hours. Nickelodeon offers a [playbook with ideas](#) of activities and celebrations. Your event could include a softball game, a volleyball game, a game of croquet, a treasure hunt or a service project in a park or other public location. Whatever you do, make sure you [register with Nickelodeon](#).

If your club sponsors an event with your Service Leadership Program clubs, use this [news release template](#) to share your story.

Don't forget to take photos of the event that you can share on social media, or create a photo gallery for your website.

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## More resources available online

Kiwanis continues to develop resources with the new branding images for use by clubs. Go to [kiwanis.org/brand](http://kiwanis.org/brand), the same page with the brand guide, Kids Need Kiwanis information and our video and audio spots, and you will now find a profile photo for Facebook and Twitter and several cover photos for those social media channels. We also have social media squares available to use on your Kiwanis pages.

The cover photos are sized for club pages and won't interfere with the profile or avatar photo. If used on a personal page, the profile photo will bump into the cover photo. We'll work on cover photos for personal social media pages next!

We continue to identify photographs that can be uploaded to the website for use in presentations, websites, print materials and social media. We have a library of photos to review from recent photo shoots and we'll get those images posted as quickly as possible.

If you want to see watch and share video of convention events, [new videos are available on Vimeo](#). You'll see 2015-16 Kiwanis International President Sue Petrisin and President-elect Jane Erickson, Key Club International President Rip Livingston and Circle K International President Racheile Ricklefs, along with

musical performances, the parade of flags and Kiwanis International leaders.

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## **Kiwanis Family Store**

If you're looking for a journal to keep track of good deeds in your club, check out the [do-gooder notebook](#). There's also a [tote bag](#) with the same language. Either of these would make a great gift for a new member or a club member who is finishing a year in a leadership position.

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## **Expert advice**

When writing news releases, speeches, social media content or website content, choose your words carefully. For example, instead of saying “move the needle” you could say “make an impact.”

PR Newsonline has some [advice on crisp, clear writing](#) and avoiding clichés and phrases that are often used in the business world.