



December 2016

You asked for it

We are committed to giving you the resources to help you spread the Kiwanis message. We're working on templates you can customize for your community and then print, post or display. Some of the items on the list are banners, club brochures, signs and newsletters. Our plan is to deliver them to you early 2017. We'll post them on www.kiwanis.org/brand as they are finished. In fact, we just posted a new PowerPoint template. You can use it to give presentations to your club, partner organizations or potential members.

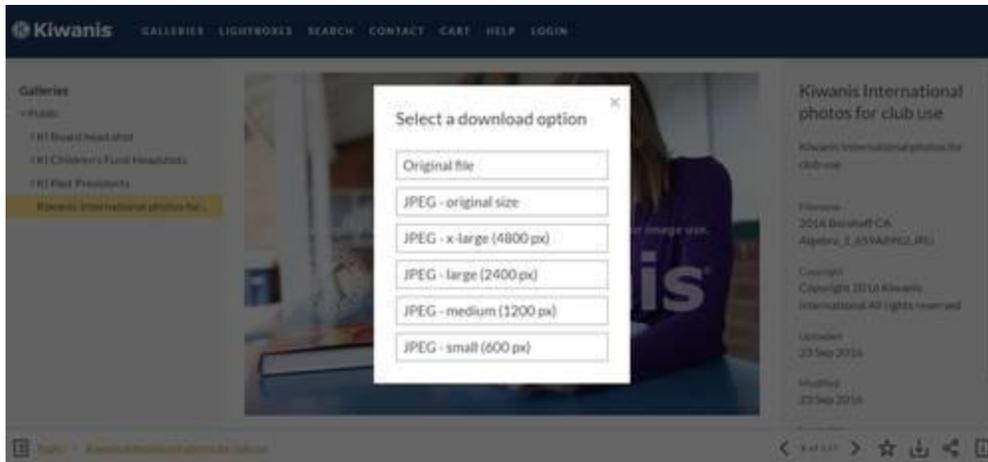
[Download the template today.](#)

Kiwanis photos ready for you

We launched the new Kiwanis photo management system a few months ago—have you downloaded the photos your club needs for publications, social media or websites?

We've had some questions and comments about the photo management system, so we're repeating the instructions in this month's Buzz Builder. To use the photo management system, go to <http://kiwanis.photoshelter.com/>.

- Click on Galleries (upper left corner).
- Click on Public—there are four options: KI Board; KI Children's Fund; KI Past Presidents and Kiwanis International photos for club use.
- Click on **Kiwanis International photos for club use** and you will enter the photo gallery.
- Scroll through the gallery and find the photo you want. On the bottom right of the screen is an icon with a down arrow. Click on that to download the photo.
- You will be prompted to enter a password. The password is: Kiwanis
- Select the file type/size you want and it will automatically download to your computer. Choose the file size based on how the photograph will be used. Original size will work best for a larger piece such as a banner; the smaller size will be adequate for use on a social media site or a web page.



Kiwanis owns the rights to these images and they can be used in print materials, online and on social media. We'll continue to add to the gallery as we acquire more images. You'll notice there are many photos we use that aren't in the gallery. We'd love to share them with you, but can't because we don't own the copyright.

Invite the media

Traditional clubs are always looking for guest speakers. Invite a member of the media to be your speaker. They can talk about their job and the stories they cover. Plus, it'll help connect the club to a community influencer and you'll have an inside source to pitch your newsworthy events. The Emporia Kiwanis Club near Topeka, Kan., did that. Not only did they learn about the news business, [they were covered on the news](#)—one of the possible positive unintended consequences of having a journalist as a guest speaker.

Advice from the experts

Many Kiwanis clubs sponsor Aktion Clubs, the club for adults with disabilities. When writing about club members, be sensitive to their abilities. Read [Ragan Communications'](#) discussion about the importance of following AP style, and why it's important for our clubs and our members.

Video tells the story

The Clarksville (Tenn.) Kiwanis Club produced a [video](#) showcasing its book program with the local school district. The club is using this short piece on its social media accounts and website. The school district also has posted the video.

Additionally, it is a great engagement tool to use at a Chamber of Commerce or other networking meeting. Next time your club thinks about its signature project or a key service project, consider making a video as an additional way to tell the story of the work you are doing.

Op ed example as a thank you

When Pat Dierking, former lieutenant governor for Division 13 of the Missouri-Arkansas District, was leaving his post, he wrote an op ed for the Springfield News Leader. Longer than a letter to the editor, the [op ed](#) gave Dierking the opportunity to focus on Kiwanis's achievements, mention youth leadership programs and encourage community members to volunteer.

If your club or district is challenged with getting media coverage, consider an op ed piece. Offer details and personality generally not contained in media coverage, such as Dierking's last sentence about passion and service. The only thing missing from this piece is a call to action—a website or phone number for people seeking more information.



Pancakes with a purpose

Put some purpose behind pancakes by volunteering on IHOP® National Pancake Day. You and your club members can help raise money for Children's Miracle Network Hospitals.

IHOP and CMN need volunteers to explain how a donation can help CMN help kids. This [video](#) explains why it's important to volunteer. [Register today](#) to be an ambassador for kids on National Pancake Day. You can recruit others to help you. Be sure to be on time for your shift at IHOP, wear Kiwanis branded clothing and check in with the manager when you arrive. Why? Because Kids need Kiwanis—and Children's Miracle Network Hospitals and IHOP.

Rep your favorite food

If you or your club members volunteer on National Pancake Day, consider sporting the new [Kiwaniis pancake pin](#).

Because pancakes and syrup go together like, well, Kiwanis and volunteers.

Kiwaniis Children's Fund

Did you know that the Kiwanis International Foundation is now the Kiwanis Children's Fund? [The name change](#) better tells the story of what the organization does—raises money to serve children by supporting Kiwanis initiatives. Kids need Kiwanis because Kiwanis can change lives, and you can share that message by explaining the name change to club members in your district.

There are many ways to support the [Kiwaniis Children's Fund](#) during this holiday season and beyond.