



July 2016

## **It's so nice we're having it twice**

Kiwanis clubs around the world will have another opportunity to show the world the impact Kiwanis members can make in just one day.

Starting in the 2016–17 administrative year, [Kiwanis One Day](#) will be held on the fourth Saturday of October. The Kiwanis International board voted to move the annual day of service to align with potential sponsorship opportunities. Plus, the Gannett Company and other media companies partner for an annual Make a Difference Day on the 4th Saturday of October. It's a great opportunity for your club to align Kiwanis with this day of service and apply for Make a Difference Day grants.

As the public relations representative for your club or district, this is an opportunity to let clubs know that they have another opportunity to participate this year—or start planning an even bigger event for October 2017. Clubs looking for an idea could participate in [Trick-or-Treat for UNICEF](#) as a Kiwanis-Key Club event or plan another project using the

### [Kiwanis One Day Game Plan](#)

toolkit. Clubs that wish to participate in the Legacy of Play contest, held with partner Landscape Structures, will have plenty of time to plan an entry for a future opportunity to win US\$25,000 worth of playground equipment. (Not familiar with this contest? [See contest rules, submissions and this year's winner.](#))

Kiwanis One Day will continue to be held on the fourth Saturday of October for the foreseeable future. Kiwanis One Day is a great opportunity to bring together the Kiwanis family to focus on local community service. It's an example of Kiwanis' belief that kids need Kiwanis. Kids need Kiwanis to provide programs and services no longer available because of school and municipal budget constraints. Kids need Kiwanis to provide backpacks, food and vaccines. Kids who want to be in youth clubs need Kiwanis club members as mentors to help them thrive, prosper and grow. Kiwanis One Day is a great time to show the world that kids need Kiwanis—and Kiwanis provides for their needs.

How will your club make a difference in your community on Kiwanis One Day?

Let us know at [pr@kiwanis.org](mailto:pr@kiwanis.org).

---

## Check out KI PR on Facebook

Are you on social media? Kiwanis is, with a presence on Facebook, Twitter and Instagram. During the Kiwanis International convention, a new public group was formed on Facebook—[KI PR](#)—for all Kiwanis club members who work on public and media relations initiatives.

There is a District Public Relations Coordinator group on Facebook that was established for the district-level office holders. That group will remain available only to those members. Meanwhile, check out the public [KI PR](#) group.

---

## Kids need Kiwanis

By now you've seen and heard some of the new branding assets Kiwanis International has made available to clubs. The new brand campaign, called Kids need Kiwanis, shows how children need Kiwanis and is a place where service-minded individuals can have fun while making an impact.

Did you know the average Kiwanis club member performs 37 hours of service every year and affects the lives of 206 children? Did you know the average Kiwanis club does 12 service projects every year? Kids need Kiwanis, in your community and in communities around the world.

All of the materials are meant to be fun—and sometimes funny—and grab your attention. We take our work seriously but we have fun doing it. Most importantly, we meet kids' needs, whatever and wherever they are. Remember to use [#KidsNeedKiwanis](#) when posting these assets. That allows you to search for the hashtag and see everything that has been posted using that hashtag—instant metrics that show you how, when and where the information is being used and shared.

### Mobile wallpaper

[Option 1](#)

[Option 2](#)

Nearly everyone has a smartphone these days. Download one of these two mobile wallpaper options to keep Kiwanis with you all of the time.

## **Videos**

Have you seen the videos that were premiered at the Kiwanis International convention in Toronto?

### [Kids Need Kiwanis brand](#)

(1:18)

This video is best used online or in social media. At just over one minute, it's a bit too long for a public service announcement or an ad. You can link to this from your website or you can upload it to your social media pages. Use the tagline #KidsNeedKiwanis when you use this video.

### [Kids Need Kiwanis](#)

(:30)

This video is the perfect length for any public service announcements you may be able to procure from your local cable provider or television stations.

### [The Last Straw](#)

(:30)

This is a short, fun video that could be used on your club's website, as a social media post, as an ad for TV or a public service announcement.

### [Paintin' and Pickin'](#)

(:30)

This is another short video that could be used for an ad, a public service announcement, on your club's website or shared via social media. These are lighthearted, fun videos that show interaction between kids and adults.

## **Radio spots**

### [Kids Need Kiwanis \(:60\)](#)

Prepared for radio, this spot can be used as a paid ad or a public service announcement.

### [Kids Need Kiwanis \(:30\)](#)

Prepared for radio, this is a shorter version that also can be used as a paid ad or a public service announcement. Both are lively and call attention to the fun nature of Kiwanis.

### [Kids Need Kiwanis \(:20\)](#)

Prepared for radio, this is customizable and includes time to record your club or district info and your own call to action at the end. Your call to action could be to visit your club's website or Facebook page.

## **Print ads**

Any of these ads can be placed in print media. Your newspaper will have a rate card that lists the costs for various sizes. You also can share these ads on your club or district website or on social media.

[Voice](#)

[Honduras](#)

[Thailand](#)

[Faucet](#) (two-page spread)

[Acne](#)

[Boogers](#)

## **Billboard/Outdoor**

Many times club members will call us asking for a billboard. These have been developed for opportunities to buy outdoor advertising—or to take advantage of an offer to place an ad on an existing billboard free of charge. These also can be used on a club or district website or on social media pages.

[Road map](#)

[Teacher shortage](#)

[Part springboard](#)

[The Internet lately](#)

[Twerking](#)

## **Brand guide**

Details on all of the new branding are available in the new [Kiwaniis brand guide](#).