



May 2016

Convention bound?

Have you started packing for the 2016 Kiwanis International convention yet?

Make sure you and all your club members bring an item featuring a non-brand compliant Kiwanis logo. It can be a t-shirt, a hat, a coffee mug, whatever you have. When you arrive at the World Showcase in Toronto, exchange the item for a new properly-branded Kiwanis t-shirt (while supplies last). Look for the branding booth and the stack of t-shirts! If you have questions about the logo and how it should look, download the new [Kiwanis brand guide](#).

Several groups are using their trek to convention as a way to raise money and attention for their club. A group that calls themselves [Miles for Moms](#) is walking nearly 700 miles from Virginia to Toronto to raise US\$100,000 for The Eliminate Project. Check out their [Facebook page](#).

Another group of Kiwanis club and Circle K club members will bike from Indianapolis to Toronto over an eight-day period. One of the bikers, [Ian Andrews](#) is active on Twitter and says they'll document the journey on Twitter and other social media platforms, including [Bike for Babies](#), a crowd-sourced funding page. They will also use the app MapMyRide.

If your club is participating in an event such as these, email pr@kiwanis.org and let us know how to follow your progress. Your efforts might be worth some media attention.

Raising money with boats, bikes, walks and runs

Fundraisers that include physical activity are popular with Kiwanis clubs around the world. Walks and runs are a great way to share Kiwanis with your community while raising money for your club's projects. Some examples include:

The [Kiwanis Club of Pewaukee](#), Wisconsin, holds an annual [river run](#) to raise

money for the Pewaukee Food Pantry, part of the club's mission to help struggling families with food. The local newspaper featured the event in a [photo gallery](#).

The [Kiwanis Club of Levittown Bristol](#), Pennsylvania, is one of several sponsors of a [race](#) that raises funds for college financial aid to students in 18 area high schools. The Kiwanis club partners with the local [newspaper](#), a mall and a fire department to pull off the event.

Three-wheeled races for kids sponsored by the [Aiken Kiwanis Club](#) in South Carolina, raised more than US\$5,000 for leadership programs in schools, including Terrific Kids, Builders Clubs, Key Clubs and Circle K at USC Aiken. In its 45th year, the race is one of the longest running events in the community and features kids ages 3 through 8.

And the Sheboygan Falls Kiwanis Club and the Greater Sheboygan Kiwanis Club, of Wisconsin, partner with the local YMCA for a [5K run and walk](#). The clubs sponsor events that raise awareness of autism and gain financial support.

If running, biking and boating aren't of interest to your club, and you live near water, try a fishing derby. The [Kiwanis Club of Marysville](#), California, has hosted a fishing derby nearly every year since 1947 with the goal of getting kids and families outside and active. While it's not a fundraiser, club members say it's a great way to introduce Kiwanis to the community.

New Kiwanis advisor background check policy

To protect Kiwanis clubs and those we serve, Kiwanis advisors to any sponsored Service Leadership Program (K-Kids, Builders Club, Key Club, Circle K, and Aktion Club) will be required to have a criminal background check conducted and verified by Kiwanis International beginning Oct. 1, 2016.

The background checks will be valid for two years. A standard, comprehensive background check for all Kiwanis advisors will ensure that all Kiwanis clubs are protecting those we serve and protecting all Kiwanis members.

As the public relations chair for your club or district, you should read the information at kiwanis.org/backgroundchecks2016 so you are prepared when the new Kiwanis year arrives and can effectively deliver messages about the importance of the background checks. Also, please check with your Kiwanis club

secretaries to confirm the correct Kiwanis advisors are listed in their club's secretary dashboard as soon as possible, and verify or update the email address on file for advisors.

Grammar geeks unite

With your role as PR chair for your club or district, we hope you are the go-to person for grammar answers. A study from the University of Michigan found those of us obsessed with grammar may not be as nice as others—but we're still needed in the workplace. Ragan Communications, an industry leader in public relations, writing and marketing, breaks down the [top five grammatical errors](#). After reading these, are you the expert?

News release templates

[PR Newswire](#), a news release distribution company, reminds us that there's more to writing and distributing news releases than meets the eye. They suggest a template or checklist to make certain you've included all the necessary elements. Check the [generic template](#) on the Kiwanis International resource page as a guide for your Kiwanis club releases.

News releases have followed a standard format for many years and should include a headline, a dateline city and date, a boilerplate and a contact. If you are not the contact, make sure the person listed as contact knows the release is being issued and will be readily available by phone or email.