



October 2016

Assets for clubs and districts

The Kiwanis photo management system is now available for use by clubs and districts. We have uploaded images from the branding campaign and will continue to add new photos as they become available. Kiwanis owns the rights to these images and they can be used in print materials, online and on social media.

To use the photo management system, go to kiwanis.photoshelter.com, then:

- Click on Galleries (upper left corner).
- Click on Public – there are three options: KI Board; 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.
- Click on the image you want and hit the download button (lower right corner) – see screenshot below.
- You will be prompted to enter a password: Enter Kiwanis (make sure the "K" is capitalized).
- 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.

Download File

Available Download Options

Download:

- » **Original file (4320x2880)**
- » **JPEG - original size (4320x2880)**
- » **JPEG - x-large (4800 px)**
- » **JPEG - large (2400 px)**
- » **JPEG - medium (1200 px)**
- » **JPEG - small (600 px)**

2016 Borshoff CA Ballo...

Additionally, we are developing templates for clubs to use for PowerPoint presentations, newsletters, banners, programs and ads. They will all incorporate the new branding guidelines. We'll share some for testing with you as soon as they are ready.

And, as you encounter clubs that are using the outdated branding, refer them to Kiwanis.org/brand for the new logo. It's free and comes in various formats and styles to meet the needs of any project.

Kiwanis Family Month

Help us share the news of Kiwanis Family Month. We're looking for stories of the Kiwanis family working together or members who have "grown up" in the Kiwanis family. What are your clubs doing for a family month project? Send the story ideas to pr@kiwanis.org.

Changes to Connelly Medal of Honor

The Public Relations, Image and Marketing Committee of the Kiwanis International Board of Trustees will now administer the Michael Connelly Medal of Honor. Previously given by the Kiwanis International Foundation, the program has transferred to the Communications Department in Kiwanis International. The medal is given to an individual who performs a heroic act. You can help promote

the honor by sharing the new [online submission form](#).

Partner updates

Looking for newsletter and website content that is of interest to Kiwanis club members? November is Prematurity Awareness Month, held by Kiwanis partner the March of Dimes. Nov. 17 is Prematurity Awareness day.

Kiwanis Travel will offer a contest in January – look for details in the November BuzzBuilder and on social media.

Promoting Kiwanis officer elections

We sent a news release about 2016–17 Kiwanis International President [Jane Erickson](#) to media in her state of Nebraska, and received good coverage. She also did an interview with a local radio station. You can score that kind of coverage too. Elections and new officer announcements are a great way to share your club's activities and events—and get some recognition for the officers. A few examples are:

- The Wilmington, N.C., online [StarNews](#) carried the story of Les King's installment as district governor for the Carolinas.
 - The Morris, Illinois, paper ran a story about the [Morris Kiwanis Club](#)'s new officers, listed the club's service projects and included information on upcoming fundraisers and how to join. The Fairbury (Nebraska) Club placed a similar [story](#) and included a photograph.
 - The Wilton (Connecticut) Kiwanis Club shared a photo and information about new officers in the [local paper](#) and made certain to include the club's website for more information.
 - Members of the [Kiwanis Club of Greater Woodbury](#) (New Jersey) remembered to wear branded shirts for their photograph and story, which mentioned the youth leadership programs sponsored by the club.
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Centennial playground update

Almost four years after a hurricane damaged the playground at Francis X. Hegarty Elementary School in Island Park, New York, the New York District of Kiwanis International and the Island Park Kiwanis Club [gathered to dedicate the newly rebuilt playground](#), one of 11 built as part of the Kiwanis International Centennial Celebration. One playground remains to be completed. The structure in Fullerton,

California, is scheduled to be completed in the spring of 2017.

Missing the Kiwanis club

Sometimes clubs end their service to the community. It's a sad day when that happens, but also an opportunity to get coverage of the Kiwanis story to attract new members to other clubs. The Powell, Wyoming, Tribune [lamented the loss of the local Kiwanis club](#) in an editorial published shortly after the club closed. When announcing the end of the club, point to the other clubs in the area still serving children. Talk about the different style of clubs now available, like young professional clubs or the 3-2-1 model. The communications team at Kiwanis International can help you tell the positive story of Kiwanis, even on the sad occasion of a club ending its service. We're here to help at pr@kiwanis.org.



A window to your club's story

Does your city or town have local businesses that support your Kiwanis club or other volunteer organizations? Ask them if your Kiwanis club can develop a window display. This display was developed for the Kiwanis International Convention in Indianapolis in 2015 and was featured in the window of the local utility company. You can include artifacts and the history of the club, but focus on

the service to the community. Use photos of service projects. Show the impact the club has made on the community. And include information on how to join!

Reaching audiences in different ways

Every brand is competing for people's attention and time. That includes Kiwanis. We're always looking for new ways to break through the clutter. Here's one of our latest creations: "[Share a Book](#)" pin. What a great way to engage a potential member, especially if your club is focused on literacy projects. When they ask about your button, you can talk to them about your service projects.

[Order the pin](#) from the Kiwanis store.

Advice from the experts

You can spend a lot of time writing a story pitch, but if you don't have the right reporter, your efforts will be wasted. Here's some [advice on writing a pitch](#) that's perfect for the right reporter.

How often does your club or district post on social media? Are you engaging your followers or bombarding them with too much information? Here's a [brief analysis](#) of how social media posts can affect your followers.