



September 2016

New branding components available

Kiwanis International will roll out a new email delivery system and a new look for e-newsletters when the new Kiwanis year begins in October. A refreshed and mobile-responsive website is expected to debut in October; the e-newsletters also will be designed to be read on mobile devices. These new pieces incorporate the updated branding that is available for you to use—many of the assets are online at Kiwanis.org/brand.

PR tool kits for incoming club presidents and district governors

Kids need Kiwanis, and Kiwanis wants to help you share that message.

Club presidents should be on the lookout for a blue envelope arriving via U.S. Mail that contains a USB drive with all the new Kiwanis branding assets, a brochure to give to potential new members with information about your club and the overall impact of Kiwanis, and some “do good” cards that can be given to anyone who does a good deed. The business card-sized “do good” cards are a fun way to inform people that their good deeds align with your club’s service projects. (We are working on a print-on-demand mechanism for this. Stay tuned.)

If any club wants to announce its new leaders, we’ve created a press release [template](#) to help you. There are other Kiwanis communications resources there for you as well.

Incoming governors will receive a tool kit via email that provides a media release template, instructions on how to develop and deliver key messages and how to use the new branding assets. Links to the branding assets at Kiwanis.org/brand are included, with suggestions on best practices for use. District PR Coordinators also will receive the email toolkit.

Trick-or-Treat for UNICEF

As the calendar moves closer to October and clubs focus on special projects such as Trick-or-Treat for UNICEF, we have created a suite of social media assets for clubs and districts. Check out these [Facebook and Twitter cover photos and social media squares](#) that you can use to promote Trick-or-Treat for UNICEF. There are sample posts that you can use as well, such as:

- Scare up some funds and fun this Halloween by participating in Trick-or-Treat for UNICEF.
- Collect donations instead of candy.
- All money collected by Kiwanis-family members through Trick-or-Treat for UNICEF will once again support The Eliminate Project.
- It's the perfect opportunity for you to make a difference in the lives of women and babies.
- For less than the cost of a bag of Halloween candy, you can help provide a series of three doses of vaccine, which protects a mother and her future newborns.

Enter the Kiwanis One Day photo contest

Remember Kiwanis One Day will be observed twice this year—Oct. 22 is our new fall date. Kiwanis is offering a Facebook photo contest with the grand prize of US\$200 in Kiwanis merchandise to entice clubs to participate this year.

We're depending on club public relations officers and district leaders to encourage clubs to participate in the fall Kiwanis One Day event—and to encourage participation in the contest.

The contest asks clubs to take a photo that best illustrates its Kiwanis One Day project and upload that to our Kiwanis International Facebook page. The entry should also include a written narrative of less than 200 words explaining the project. The contest opens Oct. 24 on the [Kiwanis International Facebook page](#)—look for the tab that says Kiwanis One Day Photo Contest. Add your photo and narrative by 11:59 p.m. PST on Nov. 27.

Voting will begin at 9 a.m. on November 28. Kiwanis club members will be able to vote for their favorite photos once per day. The photo with the most votes by

midnight PST on December 17, 2016, will win a US\$200 gift certificate to the Kiwanis Family Store—where the winning club can stock up on products for service projects or future Kiwanis One Day events. Spread the word to your friends and family as anyone can vote! The winner will be announced on Facebook on or around December 19, 2016.

Clubs that are participating in Kiwanis One Day can order [shirts](#) and [pins](#) to wear on their service day.

Planning for National Pancake Day

Save the date for [National Pancake Day](#): March 7, 2017. Kiwanis club members can volunteer to help spread the word about their local Children's Miracle Network Hospital at an IHOP in their community. Volunteers will be provided with talking points and other material closer to the event date. Registration will open in November.

And speaking of pancakes, the [Kiwanis Family Store](#) has some new items for you club's pancake fundraisers. Check out the new pancake pin and the apron.

PR News Platinum PR Awards

Kiwanis International is a finalist in the national PR News Platinum PR Awards. We'll find out Oct. 19 if our Centennial Celebration public relations entry is a winner. Other contestants are Bayer Corp., CITGO, the Michael J. Fox Foundation for Parkinson's Research, Southwest Airlines. A [full list of all nominees](#) shows we are in good company.

Social media updates

For clubs that use Twitter to share information about their clubs, their service projects or their fundraisers, the social media platform will [stop counting extras such as photos and videos](#) toward the 140 character limit. User names at the beginning of replies also won't count, so you'll be able to maximize your message.

Instagram, the photo sharing social media platform, will now [let users filter comments](#).