



November 2016

International Volunteer Day resources

Monday, December 5, is International Volunteer Day, a day when we can take a moment to say thank you to all of our Kiwanis volunteers. We've created a website full of resources for districts and clubs to use to promote this day and recognize our volunteers. [Get a news release, a customizable news release and letter to the editor](#) for every Kiwanis club to use, all based on your club's service projects, fundraisers and interests. Our social media square also will be available for you to download and share on Dec. 5.

Take this opportunity to recognize your Kiwanis volunteers. Kids need Kiwanis, on International Volunteer Day and every day.

Kiwanis Children's Fund assets for Giving Tuesday

Giving Tuesday, November 29, is a day to donate to support causes close to your heart. Visit the [Kiwanis Children's Fund website](#) to download resources your districts and clubs can use on social media on Giving Tuesday.

Remember to use the hashtags #KidsNeedKiwanis and #KiwanisHelps when you share these assets on social media.

Custom club logos

More than 550 Kiwanis clubs are using custom-designed logos created just for them. They meet current branding guidelines and help present a unified Kiwanis brand. When you encounter clubs that are using outdated branding, refer them to our [custom logo webpage](#) to get a logo specifically created for their club. It's free and comes in various formats and styles to meet the needs of any project. Districts also can request a custom logo. Clubs that are celebrating milestone anniversaries also can get an anniversary logo.

Putting your media plan to work

Florida District PR Coordinator Lew Matusow says planning is the key to obtaining good media coverage for a club's service projects or events. Knowing what to send, when to send it and to whom to send it helps, he says. In his words, here's how he scored Kiwanis coverage on the front page of The Miami Herald:

For the second straight year, the 66-year-old Biscayne Bay Kiwanis Club of Miami, Florida, sponsored a Halloween concert for inner city kids with the South Florida Youth Symphony. As the club's PR chair (also PR Coordinator for the Florida District), I sent a media release and photos to weekly papers, resulting in a full-page story in Community Newspapers. Two weeks before the concert—which attracted nearly 300 kids and their families—I sent the same release to The Miami Herald to make them aware of the upcoming event.

One week before the event, I sent a media advisory—a simple one-page fact sheet with who, what, when, where, and why—to editors at The Miami Herald, specifically highlighting why the event would be of interest. I pointed out how the event offered photo opportunities of kids interacting with costumed youth symphony members and Miami police officers handing out goodie bags. A follow-up email during the week was sent to ascertain the Herald's interest.

Two days before the event, I emailed the same media advisory fact sheet to assignment editors at all the local TV stations, emphasizing the concert's key visual aspects necessary for a television story. The day before the event, I faxed the same media advisory fact sheet to assignment editors and followed up with calls to the assignment desk the morning of the event.

Matusow's persistence was met with success—he reports that the event received significant media coverage, including being the lead story in a [Miami Herald column](#) four days before the event. The Miami Herald also published a photo on the [front page of the paper](#) the following day. One of the [TV stations](#) reported on the concert. During the interview with a Kiwanis club member, note the Kiwanis logo and banner in the background, and the logo on her nametag. That's a great example of how to set up a shot.

If you have a success story, send it to pr@kiwanis.org and we'll feature your tip in an upcoming edition of Buzz Builder.

Kiwanis content to like and share

Have you liked Kiwanis International's [Facebook page](#), [Twitter account](#) and [Instagram feed](#)? Not only do you get informed about what's happening with Kiwanis International, we're also producing original, feel-good content about Kiwanis that you can repurpose and share with your audiences. Remember to like and share the Kiwanis social media pages.

As you plan your social media content, stay abreast of current trends, such as the [mannequin challenge](#). This challenge involves a short video of people standing still, often with music in the background. It started with students in Jacksonville, Florida, who asked social media followers to share or retweet. From there, the challenge has been used to draw attention to an issue or an organization.

Examples include a [police department](#) reminding citizens to lock their cars or take or hide their belongings, preventing break-ins. It was shared on the Atlanta (Georgia) Journal Constitution's online platform. Another popular challenge came from [Simone Biles](#), an Olympic gymnast who with her fellow gymnasts strike poses during a tour stop in Boston. Another popular video was shot at the White House, when the [Cleveland Cavaliers](#) stopped in to celebrate the team's basketball championship.

Have some fun with the challenge and your Kiwanis club, or family of clubs. Create a mannequin challenge at a service project or an event. Post on social media and ask your followers to like and share.

Kiwanis One Day photo contest

Is your club or district participating in the Kiwanis One Day photo contest? The winner will receive a US\$200 gift certificate to the Kiwanis Family Store.

Clubs or districts can submit a photo and a short explanation of their Kiwanis One Day service project on the [contest page](#) between now and November 27. The following week, entrants can share their entry and ask friends, family, club members and community members to vote for their photo and caption. You can vote every day!

It's easy to enter. If your club took photos on Kiwanis One Day, select the image that best represents your project and upload it to the contest page. Include a brief (200 word or less) description of the project and what it means to your community and your club.

Starting November 28, and running through December 17, vote for your favorite photo and project. The photo with the most votes wins. Don't delay, the deadline to enter is 11:59 p.m. PST Nov. 27. The winner will be announced in January.

Flag program for clubs

Does your Kiwanis club honor the United States with a flag program? If so, Kiwanis partner Atlas Flags might be able to help.

Many Kiwanis clubs participate in flag programs for various holidays such as Veterans Day, Memorial Day, Flag Day and the Fourth of July. If your club participates in a flag program, or has purchased flags for a community observance, check out Kiwanis Partner Atlas Flags. Flags of all sizes are offered. Visit [Atlas Flags' website](#) and find out if your project could benefit from the Kiwanis partnership.

Kiwanis Family Month

A few weeks remain in Kiwanis Family Month—what is your club or district doing to promote the Kiwanis family of clubs?

If your club is working on a project with a youth program, take photos and share those on your social media pages. If you haven't used the Kiwanis social media graphics, [download them](#) and put them to use on your club or district's Facebook page.

Kids Need Kiwanis banner patch

You asked for it, and it's ready for you. Buy your [Kids Need Kiwanis banner patch](#) online at the Kiwanis Family Store. Make sure you use the hashtag #KidsNeedKiwanis when telling your club's story on social media.

Another new item to hit the store in time for the holidays is the [Kiwanis bear](#), dressed for the holidays in a festive sweater.