

Buzz Builder—November 2017

Kiwanis International

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To: Steven Hadt <shadt@kiwanis.org>;



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GET SOCIAL

Kiwanis has prepared social media content that clubs, districts and members can use on their social media accounts. If your club is not using Facebook or Twitter to share your projects, fundraisers and meetings, you are missing opportunities to share your story. And don't think that it's just for the kids—studies show that 56 percent of Facebook users are 65 and older. Make sure your social media pages are current and [find some prepared content here](#). Remember to use the hashtag #KidsNeedKiwanis.

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TELL YOUR STORY

Online content—or news stories—is where it's at for most newspapers, television stations and even radio stations. Everyone is looking for stories to tell, and stories about people doing good things are the most interesting, particularly for community news publications. Two angles on this approach are a story about a [couple who is involved with Kiwanis](#)—and many other activities—and a Kiwanis club member who was named [Kiwanian of the Year](#). Are there members in your club who could receive similar coverage?

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NEW MEMBER INITIATIVES

Has your club or district used media relations to attract new members? Western Canada District Public Relations Coordinator Roland Sabourin, a member of the Kiwanis Club of Calgary, worked with area clubs to place [stories in local media](#) about how a club could have a positive impact on kids in a growing community. Sabourin targeted a growth area and challenged residents there to come together to discuss ways Kiwanis could help kids in their community.

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HELP FOR PR CHAIRS

If you're new to the role of public relations chair, we have resources that can help you promote your club, your service projects and your members. All past Buzz Builder email newsletters are [archived](#), along with webinars that we hold for District PR Coordinators. Feel free to use any of this information to help promote your club. Visit [Kiwanis.org/brand](#) to get the brand

guide and all of the social media, television, radio and print assets you'll need. Want more help? Email pr@kiwanis.org, and we'll lend a hand.

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ON MESSAGE

When club or district public relations chairs pitch stories to the media, their spokesperson needs to be ready to go. The [Dothan, Alabama](#) Kiwanis Club featured a member well-versed in his club's activities. When preparing for a television interview it's important to get your message together: Tell your audience what you want to tell them, tell them and then tell them again.

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IT'S ALL ABOUT THE MEMBERS

Kiwanis members should continue to focus on inviting more people to join our great organization. The more Kiwanians, the greater the reach to kids in our communities. Make sure children have a bright future. Invite friends to join your club. Who will you invite to join Kiwanis? You can follow 2017-18 President James "Jim" Rochford as he encourages clubs around the world to increase membership. [Click here for tips](#).

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