



# BUZZ BUILDER

PUBLIC RELATIONS TIPS & TRICKS

January 31, 2017



## PUT PURPOSE BEHIND THE PANCAKES

Kids need Kiwanis and so does IHOP. Sign up to explain how pancakes can help kids like [Zion](#) at local Children's Miracle Network Hospitals. On March 7, [National Pancake Day](#), IHOP restaurants give patrons a free short stack of pancakes. Kiwanis club members volunteer to work at the restaurants on that day to ask patrons to financially support CMN hospitals.

This year, clubs are encouraged to [sign up](#) for two-hour shifts at

their local IHOP restaurants. Donations received in cities that are home to CMN hospitals will stay in those cities. Even if there is not a CMN hospital in your city, donations are directed to other local children's charities.

Kiwanis has created materials to help your clubs and districts spread the word about opportunities to volunteer on National Pancake Day. [Visit our website](#) to watch a training video, get videos to share on social media or at club meetings, and find news articles for your district newsletter and for local media, photos, FAQs and script for those who volunteer.

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## SOCIAL MEDIA UPDATES

Are you a fan of Kiwanis? Have you liked the [Kiwanis International Facebook page](#)? Do you follow Kiwanis on [Twitter](#)? How about [Instagram](#)? If not, please do! We share information about upcoming events and opportunities on our social media pages, and feature assets your club can share on your social media pages.

It's important to interact with the Kiwanis social media accounts

often. So like and share our pages and keep up with all that's happening in Kiwanis.

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## EASY CONTENT FOR FEBRUARY

Does your club have a super volunteer? Is there someone in your club who volunteers with Kiwanis and with other groups, too? The holidays are over and the feel-good stories that were prevalent during November and December have run their course. The media still needs content to fill their pages and TV time. Now is a good time to consider pitching profile stories on the super volunteer to your local media.

Also, keep your eyes open for local awards. Many newspapers, civic groups and government offices reward local volunteers with awards.

- In [Bellevue, Nebraska](#), local “superstars” Pete and Kay Ontiveros were recently honored for their volunteer efforts for a number of organizations, including their Kiwanis club. Every club has a volunteer who is tapped to go the extra

Belle vue Leader newspaper's Persons of the Year for 2016 award.

- The [Kiwanis Club of Willmar, Minnesota](#), recently awarded a member its Touch-a-Life award for community service. The local newspaper ran a photograph and story about the recipient, who is a former Key Club advisor.
- In Eau Claire, Wisconsin, [Kiwanis club member Chuck Johnson](#) received the Jefferson Award for Public Service. His volunteer efforts with Kiwanis were part of the story.

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## SERVICE THAT REALLY HELPS

If your youth leadership clubs need a service project, and your members need help with social media, suggest a project that will benefit both groups. The [Avon High School Key Club](#) in Lorain, Ohio, recently offered tech help for senior citizens at a local retirement home. Engage the tech savvy students to help your club master social media—or encourage them to present a similar program at local senior center. The Key Club gets service project hours and the recipients learn from the experts.

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## CLUB OPENING TOOLKIT

Have you thought about bringing your Kiwanis experience to new communities but not sure where to start? The Formula has developed a [club opening toolkit](#) to assist you with introducing new communities to Kiwanis. The toolkit helps to simplify the club opening process, keep you organized and provide instant recognition for a job well done. Make sure you check them out, then spread your love of Kiwanis to others!

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## AKTION CLUB LEADERSHIP CONFERENCE

Help spread the word about the Aktion Club Leadership Conferences. [Get more information and find a conference near you.](#)

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## ADVICE FROM THE EXPERTS

Having trouble getting your news past the gatekeepers at your local newspaper or television station? Add some flair to your writing by following the suggestions of [PR News](#) and [Ragan Communications](#). Kiwanis helps kids, and they make great stories. If you're pitching a story or writing a news release about a project, go to the source for a quote. If your club is holding a backpack project, ask a teacher how books help kids. If your club is giving food to students for the weekend, ask the school nurse or guidance counselor to explain why a healthy diet is important. Look to your sponsors as experts. Also, offer to be a source for them when it's their turn to place a news story.

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