

BuzzBuilder—April 2017

Kiwanis International

Thu 4/27/2017 6:00 PM

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



April 27, 2017



KIDS NEED KIWANIS CAMPAIGN

You—and your club—can participate in the ongoing Kiwanis advertising blitz. Just post our videos, social media graphics and Kids Need Kiwanis [branded materials](#). We're running the television and online advertising campaign in Cincinnati and Orlando through mid-May and are eager to see the results. Meanwhile, join the movement: Share our branded social media materials and use the #KidsNeedKiwanis hashtag.

[READ MORE](#)

FOLLOW THE HASHTAG:



LETTER-WRITING CAMPAIGN

Sometimes news outlets don't cover the stories we pitch or want

to tell. When that happens, consider a letter to the editor. The Kiwanis Club of Geneseo, New York, recently had a letter published in the [Livingston County News](#), listing projects and inviting community members to join the fun. With a nod to today's busy lifestyle, the club notes it no longer requires attendance at weekly meetings. Fundraisers, including bar-b-ques and a golf tournament, support projects such as Eagle Scouts, camp scholarships, a Halloween parade, little league sporting events and more. [Here's a template](#) if you don't know where to start.

READ MORE

WE'RE NOT ALONE!

Rotary International also uses media relations to find like-minded community members who want to join their clubs. Here's an example of a [Rotary news article](#) seeking new members. Look familiar?

READ MORE

SOCIAL MEDIA CONTENT

When planning your club's social media posts, are there times you struggle for engaging content? Kiwanis International can help! In addition to our Kids Need Kiwanis campaign and our [branded materials](#), there are several ongoing campaigns you can feature on social media channels. If you don't already follow [Kiwanis International on Facebook](#), click "like" and see what we're doing. You can share our posts about the Legacy of Play contest, the Children's Fund Mother's Day Zeller promotion or Anniversary celebration. And we always share stories about projects and events held by Kiwanis clubs around the world. Like, follow and share!

FOLLOW US:

READ MORE



LESSONS IN CRISIS COMMUNICATIONS

What lessons has United Airlines learned from the recent [communications crisis](#) that arose from video of a passenger being forcibly removed from an airplane? What lessons have you learned? Does your club have a crisis communications plan? If not, use [this outline](#) to prepare one. You never know when you'll need it.

READ MORE

3636 Woodview Trace, Indianapolis,
IN 46268-3196 USA

1-800-549-2647 | 1-317-875-8755

[Unsubscribe from our email list](#)

Powered By  informz