

# Building buzz for your club

Kiwanis International

Thu 12/14/2017 4:30 PM

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



December 14, 2017



## IT'S TIME FOR PANCAKES

IHOP® National Pancake Day® will be Feb. 27, 2018, and Kiwanis club members can serve as ambassadors to encourage IHOP guests to make donations to support Children's Miracle Network Hospitals and other local charities.

Kiwanis club members are encouraged to sign up for two-hour shifts at their participating IHOP restaurant. Visit the [Kiwanis/IHOP webpage](#) for details and assets to help with this project. Use IHOP National Pancake Day as a reason to invite potential members to join you for a short stack at IHOP, and share the message about what Kiwanis does for kids in your community.

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## HOLIDAY STORIES

'Tis the season when all media outlets want feel-good stories to use during the holidays. From clothes and food drives to light shows to holiday meals, be sure to let your local newspaper or television station know what your club is doing. Some great examples of coverage include stories about [Cathedral Prep Key Club](#), [Kiwanis Club of Charlottesville](#) and the [Kiwanis Club of Abilene](#).

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## PROMOTING YOUTH

When a member of your youth leadership program accomplishes a memorable achievement, reward the student with a mention in the local newspaper. The story might not be all about Key Club, but you can note that the student is a Key Club member. It's a great way to tell the story of Key Club's members while gaining attention for your student leader. [See how it was done in Manchester, New Hampshire](#).

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## WEAR THE K

If your club is looking for updated items with the Kiwanis brand, check the Kiwanis store for a new way to wear the K—new this season are [fleece jackets](#) and [puffer vests](#).

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## GET SOCIAL

If your club uses Facebook, Twitter, Instagram, or even Snapchat, make sure you are updating your cover and feed photos often with Kiwanis-branded images. More than 56 percent of social media users are age 65 and older, so make sure your club's account is current and that your club is taking advantage of assets created by Kiwanis International. Whenever possible, take photos at service projects and events, and post those pictures, tagging the members present. Not sure what to do? This March 2017 [webinar on social media](#) can help. Check out this [webpage with social media images](#), and scroll down until you get to Social Media tools.

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## HAPPY NEW YEAR!

The Public Relations team at Kiwanis International thanks you for all you do for Kiwanis, now and throughout the year. Make sure you and all your club members follow Kiwanis on [Facebook](#) and [Twitter](#), and take advantage of the photos, social media posts and news we prepare to share the great projects Kiwanis club members undertake—all to help kids! Have a great new year, and we'll be back in 2018 with more tips and trends for club members who help spread the word about Kiwanis.

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