

BuzzBuilder—July 2017

Kiwanis International

Thu 7/27/2017 7:00 AM

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



July 27, 2017



WHAT'S YOUR SUPERPOWER?

Show the world that Kiwanis is your superpower with our new images created for social media. Download an image for your Facebook or Twitter profile picture, cover photo or social media square. All the assets are available under the **social media tools** section at kiwanis.org/brand.

[READ MORE](#)

UPDATE YOUR CLUB'S LOOK

The Kiwanis International convention has ended and now it's time for district conventions. Make sure your branding is on point and an example for all clubs to follow. Custom logos are available free of charge: [complete the online form here](#) and your logo will be delivered in all formats in about six weeks. Make sure you have the most recent [template for PowerPoint](#), too, so your Kiwanis presentations will have a common look and feel.

READ MORE

WHAT DO YOU NEED?

Kiwanis continues to develop assets that clubs can easily use. This year we've created [custom club and district logos](#), several [news release templates](#), a [downloadable brochure](#), an [event flier](#), social media [cover and profile photos](#), and [social media squares](#), to name a few. What does your club need to aid in promotions this year? Email pr@kiwanis.org and we'll determine if we can create what you need, so other clubs can benefit from the work.

READ MORE

SLP CELEBRATION WEEKS

Service Leadership programs now have special appreciation weeks throughout the year. Instead of designating each November as Kiwanis Family Month, each SLP will have its own celebratory week. Clubs can designate a theme for the week, and have a special event for each day of the week.

In the future, the week will remain the same every year. Celebration weeks are:

- Key Club Week: first full week of November (in 2017–18: November 6–10)
- CKI Week: the full week that includes Kiwanis One Day (in 2017–18: October 22–28)
- K-Kids Week: last full week of February (in 2017–18: February 19–23)
- Aktion Club Week: first full week of March (in 2017–18: March 5–9)
- Builders Club Week: third week of March (in 2017–18: March 19–23)

Look for more information as we continue to define the structure and themes for these weeks. Remember [Kiwanis One Day](#) is October 28, 2017, a day when all Kiwanis members can join together to benefit kids in their communities.

[READ MORE](#)

FACEBOOK LIVE

If you're on Facebook, you know broadcasting live is the newest thing. The Facebook algorithm pushes posts with live video to the top of the viewing order, making sure the video is seen first. If you're not going live, you're missing the boat. [Kiwanis International broadcasted live on Facebook](#) from the convention in Paris. Did you see the posts? If you haven't tried this yet, check out these [tips from PRNewsonline](#) and give it a try.

[READ MORE](#)

ADDITIONAL TIPS FROM FACEBOOK:



ONLINE PROFILE REMINDER

So far this year, Kiwanis has sent more than 2 million emails. As we refine and improve our digital communications, we continue to look at open rates, click-through rates and the number of emails that are undeliverable because of bad addresses. Please remind

your club secretary to update the member profile information, because that's the data we use to build our mailing lists. And let your club members know that they can update their information too. We've found that some club members are not getting Kiwanis emails at their work email address because their employer will not deliver them. Others are landing in junk mail and are not seen. Don't miss important information from Kiwanis.

[READ MORE](#)

NEWS YOU CAN USE

Ever wonder about the “by the numbers” impact Kiwanians have on your community? Check out The Formula stats page, which includes the organization's total number of service hours and net membership. You also can see how your club ranks by checking out the Monthly Comparison Report. Visit [The Formula Stats page](#) to learn more.

[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