

BuzzBuilder—May 2017

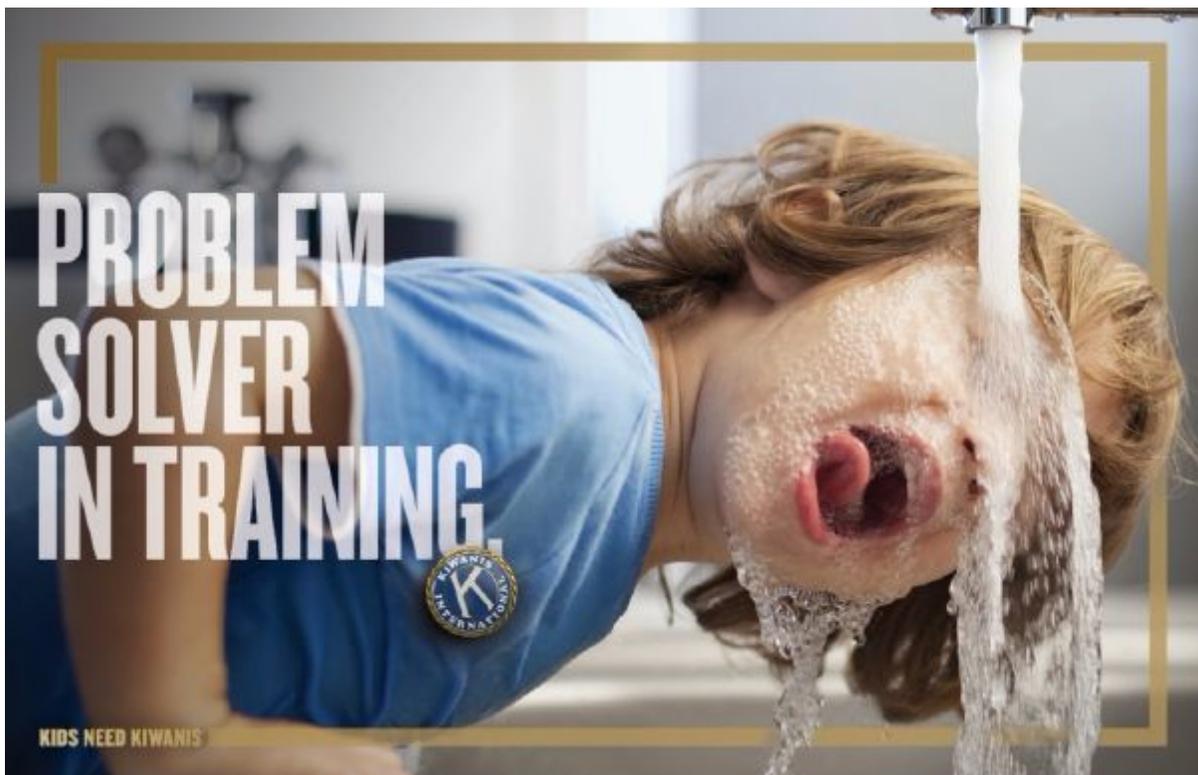
Kiwanis International

Thu 5/25/2017 9:01 AM

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



May 25, 2017



## #KIDSNEEDKIWANIS

The first Kiwanis paid advertising campaign has ended. We're now analyzing the data and will have some results in a few weeks. We already know the number of visitors to [kiwanis.org](http://kiwanis.org) increased significantly, as well as the amount of time the average user spent on our website. The five-week campaign in Orlando, Florida, and Cincinnati, Ohio, focused on the Kids Need Kiwanis branding

assets developed over the past year.

As part of the campaign, Kiwanis prepared social media posts that the clubs in both areas could use every day of the week. Many of these posts are “evergreen,” meaning they can be used at any time.

Your district and club can use these posts to promote Kiwanis in social media channels any time of the year:

- Kiwanis will be a positive influence in communities worldwide—so that one day, all children will wake up in communities that believe in them, nurture them and provide the support they need to thrive. Ask me about Kiwanis. #KidsNeedKiwanis
- Service learning increases understanding of diverse cultures and communities, and binds people through shared experiences. Improve your understanding of the world. Ask me about Kiwanis. #KidsNeedKiwanis
- Kids are creative and messy. That’s why they need us. Help kids—join a Kiwanis club near you. Go to [kiwanis.org](https://www.kiwanis.org) and find a club near you. [Watch our video](#) and be a part of the greatest service club in the world. #KidsNeedKiwanis

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#KIDSNEEDKIWANIS:



## IN THE NEWS

The Kiwanis Club of Cincinnati took advantage of being in the spotlight and shared a story about the Builders Club it sponsors. Builders Club members were [celebrated for their philanthropic efforts](#) that included making treats for local police, making cards for nursing home residents and making goodie bags for clients at a soup kitchen.

Every club can learn from the Cincinnati club’s celebration. They offered cake and other refreshments to the Builders Club members, who reviewed their projects for club members. What does your club do for the SLPs it sponsors?

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## WRITE ON!

Letters to the editor are a wonderful way to tell your club's story. The [Kiwaniis Club of Potsdam](#), New York, used a letter to the editor to recognize businesses that helped with a pancake breakfast that benefited a Head Start Reading program and sponsored youth programs. Taking every advantage of the opportunity to share its story, the club included links to its website and social media pages.

The [Kiwaniis Club of Bridgeport](#), Connecticut, submitted a letter on the club's 100th anniversary, letting the community know service clubs are still relevant.

Rotary International uses the same media tactic. A [club in Arizona](#) sent a letter to the editor to help with membership recruitment.

Kiwaniis has a [letter to the editor template and an op ed](#), ready for you to download, fill in your club's information and send to your local newspaper. Try it and see what happens.

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## BRANDING ASSETS

Need a flyer or a small poster to promote your next event? Save time and stay within the branding guidelines by using the one we created for you. Just fill in the blanks of this [event flyer](#), then press print. We've had some requests for the pin and the tilted pin. [Download them here.](#)

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## SHOW SOME KIWANIS LOVE

Why do you love Kiwanis? What's special about your club? We're collecting quotes that show why our members love being part of a service organization. Finish this sentence: I love Kiwanis because .... and email it to [pr@kiwanis.org](mailto:pr@kiwanis.org) with your first name, initial of your last name, name of your club and location. Here's an example: "I love Kiwanis because I know I'm helping kids in my community. Every child deserves the opportunity to thrive, prosper and grow." Steve H., Kiwanis Club of Indy, Indianapolis, Indiana.

SHARE:



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