

Tell your club's story

Kiwanis International

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



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SHARE THE LOVE

Does your club have a Facebook, Twitter or Instagram account? Who is the administrator? Make certain your club's page has at least two administrators so if one member is unable to make updates, the other member can do the job. Use the [Kiwanis-branded cover photos and images](#), and make sure your club logo is up-to-date.

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DIGITAL MAKEOVER

Does your club's Facebook or Twitter account need a digital makeover? Is your club using the new [branding and photography](#) available? If your club needs help with a digital makeover, email pr@kiwanis.org. We're looking for a social media account to update during a demonstration at the 2018 Kiwanis International convention in Las Vegas. We'll prepare all the graphics and showcase your account during an education session to demonstrate how easy a makeover can be.

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I ♥ PANCAKES!

Kiwanis members are invited to support IHOP® National Pancake Day by volunteering at local IHOPs on Feb. 27. Members can help restaurant patrons understand why a donation to support Children's Miracle Network hospitals is important. Everything you need to participate can be found at the Kiwanis website, including a [suggested script](#), two training videos ([video 1](#), [video 2](#)) and [social media graphics](#).

[GET STARTED](#)

CRISIS COMMUNICATIONS

This past week we learned that two Key Club members were among the victims of the shooting at Marjory Stoneman Douglas High School in Parkland, Florida. Our social media post was written and shared on all Kiwanis-family channels. While Kiwanis International is here to help your club with any crisis, we have [resources to help](#). [Here's some advice from public relations professionals](#) on how to identify the appropriate spokesperson as a crisis develops.

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NEW MEMBER FEATURE

The Kiwanis Club of Greater Parsippany, New Jersey, took advantage of a new member to [share its story in the Parsippany Focus newspaper](#), a perfect opportunity to let the community know about the club's projects and the many youth leadership programs it supports. Try this approach the next time your club welcomes a new member.

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SAYING THANK YOU

In Santa Fe, New Mexico, the Kiwanis club sponsors [Zozobra](#), an annual event to raise money for its projects – more than US\$60,000 this past year. The club bought a [full-page ad](#) in their local newspaper on Valentine's Day to thank community members and share the love. The club posted the ad on its Facebook page and included its partners and donors.

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