

## Build some buzz for your club

Kiwanis International

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



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### PURPOSE FOR PANCAKES

Kiwanis club members can support IHOP® National Pancake Day on February 27, 2018, and we have everything you need to get the job done. Download the [flier](#) to share the event; watch the [training video](#) for background, and share the promotional videos ([video one](#), [video two](#)) on your club's website and social media channels. Everything you need for a successful Pancake Day is on our [website](#), including seven new social media graphics and a way to sign up to [volunteer](#).

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### FAN FAVORITES

During your next Kiwanis club meeting, ask who follows the social media channels of Kiwanis International, your district and your club. Ask everyone to pull out their mobile device and follow along. Do the same for your district and club accounts. All social media graphics, celebration days and news stories promoting the good deeds clubs undertake are shared on the social media sites.

You can help us extend our reach and amplify our voice by following Kiwanis on [Facebook](#), [Twitter](#) and [Instagram](#).

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## DIGITAL UPDATES

Is your club using the [custom club logo](#)? Join more than 1,500 Kiwanis clubs from around the world that have refreshed their logo using the free logo package created just for your club. You can also download the Kiwanis pin or seal from the [website](#) and freshen your profile pictures. These photographs and graphics are not limited to club or district pages—use them on your personal social media pages too.

[GET STARTED](#)

## EXPERT ADVICE

The experts at PR News Daily offer [advice](#) for common errors when creating content, with tips on breaking through writer's block to the importance of proofreading and editing your content.

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## AWARD-WINNING COVERAGE

When the [Emerald Empire Kiwanis Club](#) in Eugene, Oregon, looked for a way to recognize the good deeds of area residents, it created the Everyday Hero Award. See how the club got media coverage for the award.

[READ MORE](#)

## EVERYTHING BUT THE CAPE

If Kiwanis is your superpower, share that with branded gear—including mugs, hats and t-shirts. Check the [Kiwanis store](#), where you'll find everything but the cape.

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3636 Woodview Trace, Indianapolis,  
IN 46268-3196 USA

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

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