

News you can use

Kiwanis International

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WORLD IMMUNIZATION WEEK

Kiwanis International and Kiwanis Children's Fund will observe World Immunization Week, April 23-27, 2018, by partnering with UNICEF USA, Rotary, Latter Day Saints Charities and the Bill and Melinda Gates Foundation. The Kiwanis call to action is encouraging members to fulfill individual and club pledges to [The Eliminate Project](#). The Kiwanis website has assets you can use to promote World Immunization Week, including social media posts, newsletter articles and an op-ed piece that can be shared with local media.

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IT'S ALL ABOUT THE MEMBERS

Is your club seeking new members, new ideas and new ways to help kids thrive, prosper and grow? New members mean more kids get the things they need, from backpacks to books to playgrounds. Kiwanis clubs are the backbone of many small communities, and the youth leadership programs we sponsor give kids an opportunity to serve while they learn leadership skills. Have you shared your club's activities or asked community members to join?

[GET STARTED](#)

BRANDING MATTERS

Key Club members at [Oshkosh North High School](#) understand the importance of branding and were well organized when they visited a local television studio to promote a spaghetti fundraiser for The Eliminate Project. They wore properly branded T-shirts to reinforce their project and used social media to share their moment in the studio.

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STAY SOCIAL

Facebook and Twitter have become part of the fabric of our daily lives. They allow us to travel to far-away vacation spots for inspiration, catch up on our favorite sports team or see pictures of grandchildren near and far. Because social media algorithms are

always changing, the more you interact with a page, the more it shows up in your feed. [Keep up with all that's happening in Kiwanis and like us.](#)

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IT'S ALSO ALL ABOUT THE CONTENT

Does your club struggle with creating content for social media channels? If so, you're not alone. When you've taken photographs, written stories and created fun social media posts, you want to make the most of them. The experts at PR Daily have some advice on how to give older content a fresh look. If you need content, use the [Kids Need Kiwanis](#) videos we've created for clubs to share.

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