

How to help kids in your community

Kiwanis International

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



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LEAVE A LEGACY

If your club has an entry in the Kiwanis International and Landscape Structures Inc. Legacy of Play contest, make certain you have a plan to encourage community members to [vote in support of your project](#). Voting ends at 11:59:59 a.m. EDT May 31, 2018, so there's still time to vote on [contest entries](#). The top 10 projects advance to a final round of judging and the winner will be announced in June.

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SPREAD THE NEWS

It's graduation season, and students around the world are receiving honors, awards and diplomas. Make sure your club

shares the good news about students in your sponsored youth leadership programs. Examples come from Kiwanis clubs and other organizations in [Dothan, Alabama](#); [Trenton, Missouri](#); [Moultrie, Georgia](#); [Lihue, Hawaii](#), and [Charleston, West Virginia](#).

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SUMMER FUN

Many clubs and districts sponsor summer programs, including sleep-away camps and day camps. Consider pitching local media with stories of your club's activities to show the many ways Kiwanis engages youth. A perfect example comes from Nova Scotia, where a Kiwanis club will [partner with a local theater group](#) to host a two-week program. [Districts and clubs](#) that sponsor camps often share those stories too.

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HAPPY ANNIVERSARY

When your club celebrates an anniversary, send that information to local media — or invite a reporter. A club in [Lehigh Acres, Florida](#), recently celebrated its 50th anniversary and received media coverage. Don't forget to request your [custom anniversary club logo](#) for your celebration materials.

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IT'S GOOD FOR YOU

Did you know volunteering is good for you, in more ways than one? Kiwanis club members like to give back to their communities, but studies show that volunteering can have other benefits. You can use these statistics in [media releases and letters to the editor](#) when your club is conducting a membership drive.

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RETENTION, RETENTION, RETENTION

Is someone in your club tracking your club's retention rate? Retaining the majority of your members year after year strengthens your club's "family" atmosphere and displays a sense of continuity to those you invite as new members. Get [helpful tips](#) for creating a club culture that's attractive to potential members.

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PUBLISH OR PERISH

How much time and money does your club or district spend preparing digital media content? Facebook, Twitter and website blog posts take time to produce and schedule. At Kiwanis International, we share content on social media channels daily. The experts at Ragan Communications [offer some tips](#).

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